



## ROTARY CLUB OF GREENVILLE EVENING

S E R V I C E A B O V E S E L F

# Membership Program

2010-2011

**PURPOSE:** This program applies to all members of the Greenville Evening Rotary Club. It serves as a guideline for members to focus on their individual membership responsibilities. It establishes membership goals and outlines both club and member responsibilities for recruitment, orientation, development, and retention of Rotarians. The program establishes a short-term (one year) membership goal and a four-year long-range membership goal.

**MEMBERSHIP GOAL 2010-2011:** *By July 1, 2011 the Evening Club's membership will increase to 29.* This represents recruitment of 2 new Rotarians and retention of all current Rotarians. At the beginning of each Rotary Year the club president and board will establish an annual membership goal for the Rotary year. This goal should support attainment of the long-range goal.

**LONG-RANGE MEMBERSHIP GOAL:** *By July 1, 2013 the Evening Club's membership will be 37.* The long-range membership goal will be reviewed as necessary or at a minimum of every two years to ensure it is desirable and achievable.

**RECRUITMENT/ORIENTATION:** It is the obligation of each Rotarian to recruit and mentor new Rotarians. Every member should be a walking- talking advertisement for Rotary. The more you know about Rotary the better able you will be to introduce and recruit others to Rotary. A Rotarian must have a commitment to put into practice the Rotary motto, "Service Above Self." In your initial communications with a prospect, emphasize that this commitment includes both time and financial responsibilities. If an individual is not ready to accept the commitment, he/she should not join until able to make the commitment. The most important point to recognize is that you should **recruit new Rotarians not new Rotary Club members.**

To assist in your recruiting and orienting efforts do the following:

- Wear your Rotary pin everyday
- Carry a "What is Rotary" card with you at all times
- Carry our club business card with you at all times (invitation to a meeting)
- Stay current on the specifics of our club member classifications
- Stay current on what projects our club is doing or has done
- Stay current on what Rotary International and District 7750 are doing
- Familiarize yourself with what is expected of Rotarians such as, attendance policy, dues, and other club specifics
- Familiarize yourself with and utilize the Rotary International New Member Orientation, A How-to Guide for Clubs. This is a key document for your use in all phases of membership development.
- Guide the individual to the Prospective Member Information on the club's website.

When the individual (prospective member) has had time to go over the information provided, review it with them and answer any questions they may have. Invite them to attend at least one of our meetings prior to proposing them as a member. If they still desire to join Rotary and understand and accept the commitment required, fill out and submit the Rotary Membership Referral Form found on the club's website. The board will act on the referral request expeditiously in accordance with the club's by-laws, and bring it to the membership for approval.

**DEVELOPMENT:** The induction ceremony begins the development program. New Rotarians are assigned a mentor to help them begin to learn what it really means to be a Rotarian. The mentor will usually be the person who recruited the new member but does not have to be in all cases. All club members are subject to serving as a mentor and should study the information in the Member Orientation / Training Section of the club's website. The mentor should periodically check the progress of the new member using the Mentoring Worksheet found at the club's website. After the mentor ensures that the new member has satisfied all requirements of the worksheet, the red "New Member" sticker will be removed at a short ceremony at the next regularly scheduled meeting.

Each member possesses a different level of Rotary knowledge and experience. Therefore, every Rotarian is always in the development phase. The club leadership should continuously monitor the involvement of its membership and ensure that opportunities for further development are made available. Attendance at the District Conference, District Mid-year Review and District Training Assemblies are key to the development of Rotarians. Selected individuals will be given the opportunity to attend the Rotary Leadership Institute. Participation in club projects is a key aspect of development. Serving as a mentor for a new Rotarian is also a means of continuing your own development as a Rotarian.

The club leadership will identify individuals showing potential for higher leadership positions within Rotary and make them known to the District Leadership.

**RETENTION:** The retention program is directly tied to the development program. Active member involvement in the club's activities and increased member knowledge of Rotary are keys to retention, but they are not guarantees. A member exit interview will be completed as soon as possible after a member notifies the club that they are resigning. The membership chair is responsible for this and will track factors affecting retention in order to recommend any corrective action required by the board.

**CLUB RESPONSIBILITIES:** Although recruitment, orientation, development, and retention are largely individual club member responsibilities there are certain things that the club as a whole must do to assist its members in the above areas. Specific club responsibilities are to:

- provide ongoing education and orientation of all current members
- ensure each member invites at least one new prospect each year
- monitor invitations and remind those members who have not invited anyone
- follow-up with each new prospect to ensure that they feel welcomed and answer any question they might have
- ensure follow-up with any member missing two consecutive meetings

- ensure high quality programs (at least one program per month should be geared to the current Rotary International theme for the month)
- host a new member function each August -  
    Invite not only new prospects but those who have attended meetings previously and have not yet joined or indicated a desire not to join.
- seek new and varied venues to publicize our club
- present meaningful and interesting programs
- develop fun-filled and meaningful service projects designed to get every club member involved during the Rotary year
- ensure good communication between Rotarians and club leadership
- have fun (include families and invite guests)

**EXPECTATIONS:** The Rotary Club of Greenville Evening will grow to a total of 29 members by July 1, 2011 and 37 members by 1 July 2013. All Rotarians in the club will significantly increase their knowledge of Rotary. The club will become stronger and will truly exemplify "Service Above Self".