MEMBERSHIP FAQ's

- What is my role as club president?
- How do I calculate membership goals?
- How do we formulate an action plan?
- How can we make our meetings attractive to potential members?
- What does the District Membership Committee do?

CREATE HOPE in the WORLD

A CLUB PRESIDENT NEEDS TO…

- SET YOUR CLUB'S MEMBERSHIP GOAL.
- DISCUSS AND UPDATE GOALS WITH MC PERIODICALLY & COMMUNICATE PROGRESS TO YOUR CLUB.
- FORMULATE AN ACTION PLAN W/CLUB MC.
- FORM A MEMBERSHIP COMMITTEE.
- ENSURE ALL LEADS ARE FOLLOWED UP AND UPDATED ON RI.
- PREPARE YOUR NEW MEMBER INDUCTION CEREMONY.
- SUPPORT AND TALK ABOUT MEMBERSHIP AT EACH MEETING.
- ENSURE MEETINGS ARE INFORMATIVE, CREATIVE, AND FUN!

CREATE HOPE in the WORLD

CALCULATING CLUB MEMBERSHIP GOALS

Rotary.org > Rotary Club Central (log in required) > Reports > Club Membership Profile

- Dashboard
- Goal Center
- Global View
- Service Activities
- Resources
- Reports
- Contact Us
- My Rotary

Club Reports

REPORT
Club Growth
Club Membership Profile
Listing of Sponsored and Satellite clubs
Member Viability and Growth
Members in a Club
Membership Termination Profile
New Member Sponsor



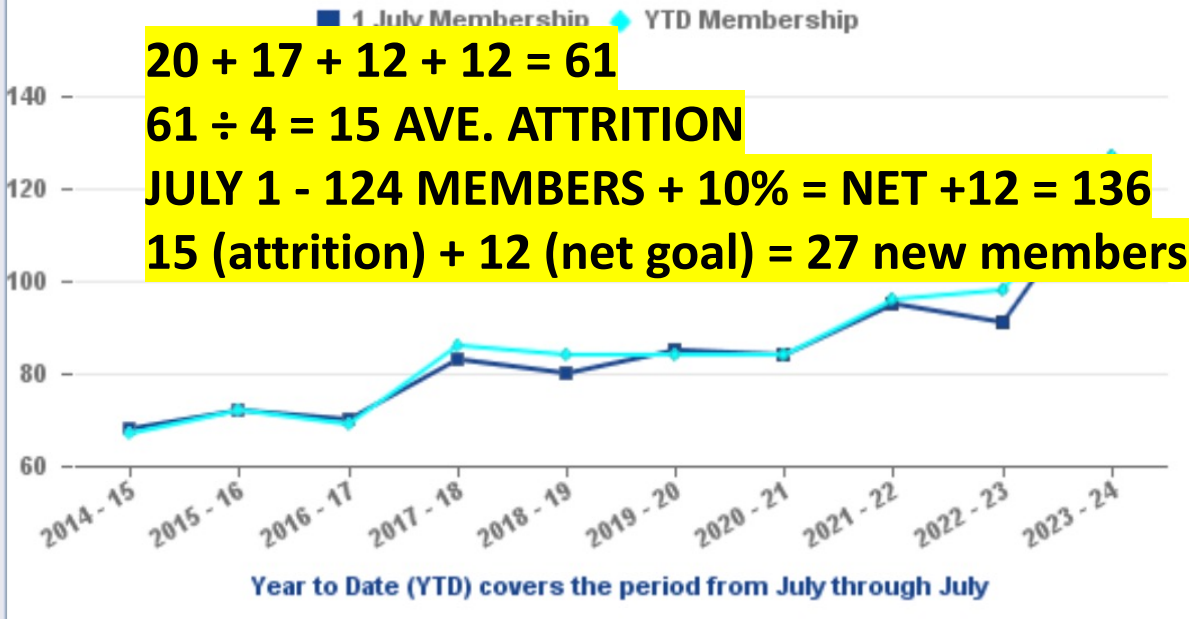
District Reports

Club Membership Profile

ROTARY CLUB OF HILO, HI (13), DISTRICT 5000

	Membership				Alumni Membership	Female Member Distribution		Member Distribution Under Age 40			Existing Member Retention		New Member Retention	
	1 July	YTD	Goal	Net Growth %	Active %	1 July %	YTD %	1 July	YTD	Unreported %	LFY	YTD	LFY	YTD
2023 - 24	124	127	119	2.42%	0.00%	50.81%	50.39%	8.87%	8.66%	26.77%	83.52%	100.00%	92.00%	100.00%
2022 - 23	91	98	105	7.69%	0.00%	48.35%	47.96%	9.89%	9.18%	11.22%	86.32%	100.00%	75.00%	92.00%
2021 - 22	95	96	100	1.05%	0.00%	49.47%	48.96%	11.58%	10.42%	12.50%	86.90%	98.95%	95.24%	75.00%
2020 - 21	84	84	100	0.00%	0.00%	47.62%	47.62%	10.71%	10.71%	8.33%	87.06%	100.00%	90.00%	95.24%
2019 - 20	85	84	90	-1.18%	0.00%	47.06%	46.43%	9.41%	9.52%	9.52%	93.75%	97.65%	81.82%	90.00%

Membership Trends



20 + 17 + 12 + 12 = 61
61 ÷ 4 = 15 AVE. ATTRITION
JULY 1 - 124 MEMBERS + 10% = NET +12 = 136
15 (attrition) + 12 (net goal) = 27 new members

Year to Date (YTD) covers the period from July through July

Membership Gains & Losses

	1 July Count	New Admissions	New Terminations	New Readmissions	Existing Terminations	Existing Readmissions	Net Change
2023 - 24	124	5	0	0	1	0	4
2022 - 23	91	50	4	0	16	2	32
2021 - 22	95	12	3	0	14	1	(4)
2020 - 21	84	21	1	0	11	1	10
2019 - 20	85	10	1	0	11	1	(1)

Membership Termination by Years of Membership

	Under 1	1-2	3-5	6-10	Over 10	Total
2023 - 24	0	0	0	0	0	0
2022 - 23	5	8	3	2	2	20
2021 - 22	6	3	1	2	5	17
2020 - 21	1	6	3	1	1	12
2019 - 20	2	5	3	0	2	12

Member Termination - Reason

SURVEY YOUR CLUB
Membership Assessment Tool Guide
Club Planning Assistant
Club Health Check
Is Your Club Healthy?
Finding People to Invite

Prospective Member Flyer
Hosting a prospective member event
Strategies for Attracting New Members
Leveraging Local Events to Grow Rotary

Welcome to Rotary (video)
Rotary Basics
Connect for Good

Creating an inclusive Club Culture
Strengthening Your Membership:
Creating Your Membership Plan

MEMBERSHIP PLAN

Club Membership Action Plan

Current Membership	124
Membership Goal	136
Average Annual Attrition	12 + 15
New Members Needed to Meet Goal	27

Membership Goal – Current Membership + Attrition = New Members Needed to Meet Goal

An effective membership plan addresses **3 essential success factors** of club membership growth. To be successful, a club should plan and execute intentional, effective strategies for each of these areas:

1. Consistently attract new members.
2. Onboard new members effectively.
3. Engage and retain existing members.

Attracting New Members		
Tactic	Responsible	Date

Onboard New Members		
Tactic	Responsible	Date

Engage and Retain Existing Members		
Tactic	Responsible	Date

HOW CAN I MAKE OUR CLUB MEETINGS ATTRACTIVE TO POTENTIAL NEW MEMBERS?

(and keep existing members engaged)

CREATE HOPE in the WORLD

- **All Guests are Greeted with Warmth & Aloha.**
- **Plan theme months.**



August is Membership Month!

- **Relevant and Interesting Speakers**
- **Acknowledge & Recognize Club Members every Chance You Get!**
- **Play a Quick Game**
- **Vocational Talks**
- **Inspirational Quotes**
- **Be respectful of members' time - start and end on time**

D5000 MEMBERSHIP COMMITTEE
WHAT THE HECK DO WE DO?

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CREATE HOPE in the WORLD