

Rotary Club of Vancouver Director of Membership

General Accountability:

The Director of Membership shall be accountable for all Club Membership activities and shall supervise and coordinate the work of the Membership Committees described below.

The Director of Membership is accountable for membership recruitment and retention. (Recruitment is the identification and induction of qualified candidates for membership. Retention involves ensuring that existing members remain motivated and committed to Rotary.)

Responsibilities:

Before July 1st

1. Meet with the current President-Elect to review/develop membership targets for the year.
2. Meet with President-Elect to discuss plans for membership retention for the upcoming year.
3. Prepare a budget for the coming year.

After July 1st:

1. Develop/update an information package for new members with such items as “ABC’s of Rotary”, the club’s goals for the year, club organizational structure, committee assignments and calendar of activities.
2. Establish a membership recruiting plan or strategy for the coming year.
3. Ensure that membership proposals are processed promptly.
4. Assign a mentor (a past-president) to each new member.
5. Establish a membership support program.
6. Ensure that membership records are current.
7. Regularly remind members to invite prospective members to meetings.

Developing a comprehensive membership development strategy is a collaborative effort. Many different club committees must work closely with club leaders to successfully recruit, orient, and retain club members.

Selecting Committee Members

When choosing members to serve on membership-related committees it is important to choose Rotarians whose diversity of ages, professions, and experience best represents the club and community. Other important characteristics to consider include:

- Professional experience in recruiting, hiring, or sales
- Strong connections to a cross section of the community including:
 - Businesses
 - Professional associations
 - Local civic groups
 - Members of the media
 - Local government agencies
 - Other nonprofit organizations

- Professional experience related to training, education, or hospitality
- Thorough knowledge of the benefits and responsibilities of membership and the opportunities for service
- An outgoing and sociable personality

Membership issues are the primary concerns of the following committees:

Classifications

- Conducts a classifications survey of the community each year as early as possible, but no later than 31 August
- Compiles a roster of filled and unfilled classifications based on the classification survey
- Reviews existing classifications represented in the club
- Confers with the board on all classification problems

The committee should prepare its own classifications survey. The local telephone directory, chamber of commerce, and other business directories are good resources when developing a classifications survey. Such a survey is never final. As the business and professional composition of a community changes, classifications are apt to change. From the survey, share a compiled roster of filled and unfilled classifications with the club.

The committee must also help educate the club regarding the purpose of the classification principle. Emphasize that one of Rotary's strengths lies in the following characteristics:

- Diversity of the businesses and professions represented in the club
- An inclusive, rather than exclusive membership
- Members' acquaintance with other occupations
- Fellowship based on diversity of interests rather than similarity of interest

The committee should act promptly on all membership proposals. Their report to the board of directors should explain the extent of the committee's investigation and the reasons for its conclusions.

In assessing a candidate's qualifications for membership, the following points should be considered:

- Is the individual above reproach?
- Is the reputation of the individual's firm exemplary?
- Is the person service-minded?
- Can the candidate meet the financial obligations of membership and attend weekly meetings?
- Is the candidate committed to getting involved in the club's projects, programs, and committees?

Membership

- Assists the board in investigating the character, business or profession, community standing, and general eligibility of all people proposed for membership
- Reports the committee's decision on all proposals to the board

Membership Development

- Establishes a club goal for growth, together with the president
- Assists the president in developing a membership plan for the club
- Develops strategies to reach the established goal for growth, increases club member satisfaction
- Finds ways to promote membership retention

- Encourages all members to propose prospective members
- Promotes the district membership development seminar and membership seminars sponsored by Rotary International membership coordinators and zone coordinators
- Oversees a club assembly on membership as soon as the goals, plans, and strategies are developed
- Reviews the club roster of filled and unfilled classifications
- Presents a program on membership development
- Proposes names of qualified people to the board to fill open classifications
- Plans an activity to observe Membership and Extension Month (August)
- Reminds members of the club's membership development goals regularly

It is the duty of the membership development committee to present the names of suitable candidates for club membership. Increasing the number of members enhances the club's ability to provide service to its community and the world and may ensure a diverse representation of the community.

Realistic membership growth targets must be set to provide tangible goals. The first step in setting a goal is formulating a membership development and growth plan. To do this, chart the club's membership totals for the past five to ten years. If your club has been successful in recruiting and retaining new members, the changes that are required to continue gaining members may be minimal. However, if your club has been losing members, it is prudent to develop an aggressive membership growth and retention plan. Membership growth and retention cannot stem from the efforts of a few individuals, but rather it must come from all of the club's members. It is important that the entire club take responsibility for proposing new members. However, retaining current club members eliminates the need for constant recruitment and leads to a more experienced club.

Rotary Information

- Provides information about the privileges and responsibilities of Rotary membership to prospective, new, and current members of the club
- Oversees the orientation of new members during their first year in the club
- Provides information about Rotary, its history, object, scope, and activities to members
- Informs members of developments in the administrative operation of Rotary International
- Plans an activity to observe Rotary Awareness Month (January) It is the duty of this committee to communicate information about Rotary to prospective and new members, as well as experienced Rotarians. The committee should plan informational meetings for new members and also assign an experienced mentor to each new member to aid his or her assimilation into the club.

As Rotary policies and programs change, the Rotary information committee should convey these changes to the club's membership. Members who are well informed with up-to-date information are more likely to be valuable in their service to the community and the club.

Working with Other Club Committees

Although the committees listed in this section have responsibilities directly related to membership issues, other club committees also impact club membership.

These committees include:

- **Public relations committee.** Recruiting new members is linked to effective club public relations.
- **Programs committee.** Interesting club programs help retain current members.

- **All service committees.** Involving non-Rotarians in service projects that benefit the community can help communicate the service opportunities of Rotary membership to prospective members.