



New Member Orientation



Rotary International®



Comments?

We hope that this publication proves to be a valuable tool for developing your club's new member orientation program. As always, we welcome any questions, comments, or suggestions for improving this publication. Please submit them to the Membership Development Division at:

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To fulfill its humanitarian and peace-building mission, Rotary must continue to grow, constantly recruiting and developing new members who embrace the high standards of service and ethics that historically have characterized the organization. Thorough orientation is a necessary step in transforming new members into active and committed Rotarians.

The primary responsibility for educating new members lies at the club level. The following pages describe specific recommendations and appropriate reference materials for each stage of new member education.



Developing an Effective Orientation Program

To provide the warm welcome essential to all new members, clubs are encouraged to develop structured new member orientation programs. Your club's orientation program can be as elaborate or as simple as you choose. An effective orientation program should include the following key categories of information:

- Benefits of membership
- Responsibilities of membership
- Opportunities for service

Another important aspect of orientation is to quickly engage new members in both the orientation program and the activities of your club.

One such new member orientation program is STAR (Special Training for Action in Rotary). A general outline of this highly effective program appears on page 7.

Begin orientation by asking new members what they hope to get out of the orientation session(s). At the end of the session(s), review their comments to ensure that all expectations were addressed. This information provides good feedback and can also be used to add topics or sessions to future orientation programs.

The following training techniques involve and invigorate learners. Vary the techniques used when a session covers more than one topic or lasts several hours.

Discussion Groups

Smaller groups can be used to identify and explore solutions to problems and develop action plans. The training leader acts as a facilitator, guiding and mediating the discussion, while allowing the participants to control it.

Exercises

New members are assigned tasks, such as completing problem-solving worksheets, that allow them to apply the information provided by the training leader. Exercises should be designed to ensure the understanding of specific information.

Lectures

Material is delivered in a well-planned oral presentation. Because lecturing allows the training leader to control the session, audience participation is limited. Lecturing is best used in conjunction with another technique.

Panels

Panels can take full advantage of the experience and expertise of club leaders. Each panel member may deliver short remarks, or panel members may discuss a specific topic. In either case, a question and answer period follows the panelists' remarks, allowing new members to participate in the session.

Questions and Answers

Participants have the opportunity to ask questions about the material presented. This method works best at the end of a session.

Your district trainer is an excellent resource for more ideas on how to engage and involve learners. Your assistant governor can help you get in touch with the trainer for your district.

New members should also receive a worksheet outlining the many opportunities for learning more about Rotary and becoming involved in club activities. (A sample checklist, Welcome to Rotary — Mentoring Worksheet, has been provided for you on page 10.) Mentors should deliver the checklist to new members within one week of induction and provide guidance on completing each step.

New member orientation should also include several opportunities for feedback on a wide range of issues, including the process and results of the orientation program itself. An effective orientation program includes a mechanism for reporting feedback to the club president, assistant governor, and district governor, as appropriate.

Consider organizing periodic meetings for new members and the assistant governor and new member forums at the district conference.

Clubs should take advantage of as many different information media as possible, including print documents and publications, as well as CD-ROMs, e-mail, and the Internet.

New members should consult with their mentors and choose a specific club committee to work on. An inventory of interests can also be used to determine which ongoing club and district projects would most appeal to the new member and to introduce new members to Rotarians who have been active in programs of mutual interest. A sample interest inventory can be found on page 12.

Human Resources for New Member Orientation

- Experienced club members
- Club leaders
- Assistant governor
- District membership development chair
- District trainer



Rotary Information Programs

Rotary information programs are opportunities to educate new members about the structure and function of your club. Consider scheduling the information programs in three sessions to help participants retain information. Each session should cover one of three key areas:

- Rotary policies and procedures
- Opportunities for service
- History and traditions of Rotary International

Note: If you are using the STAR program, these topics could be addressed in individual committee meetings.

The following are suggested outlines for three Rotary information programs and accompanying resource materials.

Rotary Policies and Procedures

- How to propose a new member
- Make-ups
- Club structure
- Club meetings
 - Regular meetings
 - Committee meetings
 - Club assemblies
 - Board meetings
 - Fellowship events
- Attendance expectations
- Finances (participation, contributions)
- District structure
 - District governors
 - Assistant governors
 - District committees

Resources for Rotary Policies and Procedures

Present the following items to new members and review the materials with them:

- Club Membership Roster
- *Rotary Basics* (595-EN)
- *How to Propose a New Member* (254-EN)

Include these additional recommended resources in the club library:

- Standard Rotary Club Constitution
- Recommended Rotary Club Bylaws
- *Manual of Procedure* (035-EN)

Opportunities for Service (club, district, and international)

- Current club and district projects
- RI programs
 - Interact
 - Rotaract
 - Rotary Community Corps
 - Rotary Fellowships
 - Rotary Friendship Exchange
 - Rotary Volunteers
 - Rotary Youth Leadership Awards
 - World Community Service
 - Youth Exchange
- The Rotary Foundation programs
 - PolioPlus
 - Humanitarian Grants Program
 - » District Simplified Grants
 - » Individual Grants
 - » Matching Grants
 - Educational Programs
 - » Ambassadorial Scholarships
 - » Group Study Exchange

- » Rotary Grants for University Teachers
- » Rotary World Peace Scholarships —
Rotary Centers for International Studies
in peace and conflict resolution

History and Traditions of Rotary International and the Local Club

- Origin, growth, and achievements of RI
 - History of Rotary International and
The Rotary Foundation
 - RI Board of Directors
 - The Rotary Foundation Trustees
 - Object of Rotary
 - Mission of Rotary International
- Tradition of high ethical standards
 - The Four-Way Test
- History and achievements of local club
- Spouse/partner and family involvement

District governors should prepare and furnish to all clubs a district profile or fact sheet (including the district committee structure and projects and other relevant information).

Resources for Opportunities for Service

Present the following items to new members and review the materials with them:

- *Communities in Action: A Guide to Effective Projects* (605A-EN)
- *A Menu of Service Opportunities* (605B-EN)
- *You and Your Rotary Foundation* (171-EN)
- *The Rotary Foundation Quick Reference Guide* (219-EN)

More information can be found at www.rotary.org.

Resources for History and Traditions

Present the following items to new members and review the materials with them:

- *The ABCs of Rotary* (363-EN)
- *Rotary Basics* (595-EN)
- New Member Information Sheet

Include these additional recommended resources in the club library:

- *This Is Rotary* (449-EN)
- *History of Rotary* (921-EN)
- *A Century of Service: The Story of Rotary International* (913-EN)

More information can be found at www.rotary.org.



Family Involvement

Because participating in Rotary activities often conflicts with family time, it is important for family members to know about Rotary and understand the responsibilities and benefits of membership. Opportunities for family involvement in Rotary vary from club to club and country to country. Inform new members of appropriate ways in which their family can become involved in your club's activities.

A number of exciting RI programs are open to either spouses or children of Rotarians, including Rotary Youth Exchange, Rotary Fellowships, and Rotary Friendship Exchange.

New members can use the following suggestions to get their family involved in Rotary:

- Introduce family members to Rotarians as you meet them in any circumstance.
- Invite family members to a Rotary club meeting.
- Invite family members to participate in various club service projects and social activities.
- Invite Youth Exchange students or Ambassadorial Scholars sponsored or hosted by your club or district to your home or to a social activity.
- Encourage spouses/partners (and children, when permitted and appropriate) to attend the district conference, regional conferences, and the RI Convention.
- Encourage young people of the appropriate age to consider joining Interact (ages 14-18) or Rotaract (ages 18-30).



Mentoring

Mentoring can be an effective way to promote new members' involvement in your club. Choose mentors who are committed to their role as an ongoing Rotary resource and source of support for new members. Consider the following when selecting individuals to be mentors:

- Does the person have a high level of knowledge and interest about the club and Rotary?
- Is the person willing and able to devote the time and energy necessary to help the new member fully participate in the club?
- What might the person have in common with the new member (hobbies, interests, profession)?

Mentors can be assigned before or after induction. Your club should determine at what point mentoring should begin and how long it should continue.

Mentor Responsibilities

- Monitor the new member's comfort level and involvement in the club through periodic personal meetings.
- Accompany the new member to club meetings on occasion.

- Introduce the new member to other club members.
- Explain the various club committees and suggest a committee assignment that is compatible with the new member's interests or, if no committee appointment is possible, involve the new member in the mentor's own committee activity.
- Inform the new member about special meetings, such as meetings for new members and Rotary social events held throughout the year. Mentors should also attend as many of these events as possible and act as informal hosts to new members and their families, introducing them to other club members and making them feel at home.
- Ensure the new member understands all club rules, including the attendance requirement.
- Monitor the new member's attendance. If missing a regular meeting cannot be avoided, offer to go along on a make-up.
- Be available to answer questions and provide advice or guidance if asked.

Resources for Mentoring

Present the following items to new members and review the materials with them:

- Welcome to Rotary — Mentoring Worksheet
- Inventory of Interests

Note: Both the mentor and new member should keep a copy of the completed forms.



STAR (Special Training for Action in Rotary)

The STAR program was developed by the Rotary Club of El Paso, Texas, USA. It has proven to be a very effective tool for creating better-informed members and preparing members for club leadership positions. Clubs are encouraged to adopt similar programs to promote a more involved and knowledgeable membership.

Because at least one group of new members joins each year, the program can be repeated annually. In addition to serving as a vehicle for Rotary information, the STAR breakfasts help new members get acquainted with each other and some of the club's more experienced Rotarians. The friendly and informal atmosphere created by small group meetings leads to more questions and good discussions. In a large club, this can be a very helpful tool for promoting fellowship. The STAR program can also be adapted for use in smaller clubs and with smaller groups of new members.

Club leaders should decide which elements of the program are especially important or relevant and how they might change the program's format to meet their needs. The following STAR guidelines can be adapted for use by your club:

- Each new member is placed on the club's STAR committee and asked to complete a questionnaire and provide a photo. The new member's biographical sketch is then published in the club's weekly bulletin. New members are distinguished by a red star pasted on their Rotary badge with a red ribbon attached, and experienced members are requested to sit with new members at club meetings and become acquainted.
- Within two weeks of joining Rotary, all STAR members are visited in their place of business by the chair and/or co-chair of the STAR committee.
- Hourlong STAR breakfast meetings are held once a month except in December. All new members are expected to attend these meetings for one year.
- Make-up meetings for the STAR breakfast meetings are held once a month immediately after the regular Rotary luncheon.
- The STAR committee is made up of the chair (usually a past district governor or past club president), co-chair (the immediate past president of the club), and three or four other members who are past club presidents, the president-elect, and a few continuing STAR members, if they request to stay.
- All club members are invited to attend at any time to refresh their Rotary knowledge and to meet the new members. In addition, members of other clubs in the city or district are welcome to attend.
- Typical programs feature a welcome to first-time attendees, recognition of new STAR graduates, announcements of upcoming club and district activities and events, and the meeting program followed by questions and answers. Program topics include each Avenue of Service, attendance, club history, programs of Rotary International, and The Rotary Foundation. These informational programs are presented by directors or the committee chair responsible for the topic being covered.
- The new members of the STAR committee are given the responsibility of organizing the holiday luncheon in December.
- The STAR committee chair publishes a monthly report in the weekly club bulletin.



Continuing Education

Retaining good members is as critical to Rotary's long-term viability as inducting new members. Your recruitment efforts will be more effective if your club has a large number of experienced and informed Rotarians in its ranks.

Research has shown that a positive program of continuing education can help increase a club's overall retention rate. Such a program would include some of the following components:

- Frequent communication of Rotary news and information
- At least four weekly meeting programs a year focused on continuing education
- Attendance at multidistrict meetings that address continuing education
- At least two informational club assemblies a year
- Active involvement of Rotarians in club and district projects and activities, particularly those that require personal interaction
- District-level seminars on continuing education
- Stimulating and efficiently run weekly meetings that keep members interested in Rotary
- Promotion of fellowship and enjoyable activities within the club
- Exchange of ideas and information on Rotary programs, projects, and activities at regular committee meetings and other less formal events
- Attendance at meetings of other clubs



Resources

All clubs are urged to establish and maintain a club library of current RI materials. The following is a minimum suggested list of resources that should be available to all club members in their club library:

The ABCs of Rotary (363-EN)

Catalog (019-EN)

Manual of Procedure (035-EN)

Official Directory (007-EN)

Rotary Basics (595-EN)


Rotary Fact Pack (267-EN), which includes:

- Rotary Facts
- Rotary Facts and Figures at a Glance
- The Rotary Foundation
- PolioPlus
- Rotary History
- Ambassadorial Scholars
- Rotary and Peace

Note: *Other fact sheets are available from the Public Relations Division at RI World Headquarters.*

Take a Look at Rotary (867-EN) — six-minute videotape

This Is Rotary (449-EN) — 14-minute videotape



Welcome to Rotary — Mentoring Worksheet

Name _____

The members of the Rotary Club of _____ are pleased to help you learn and explore the many facets of Rotary.

_____ has been assigned as your mentor, who will answer your questions about procedures and dates and help you succeed in providing service to others.

Completion of items listed below within six months will expand your vision about opportunities for Rotary service.

- | | <i>Date Completed</i> |
|--|-----------------------|
| 1. Attend new member orientation meeting or meetings as prescribed by our club. | _____ |
| 2. Read two or more of the following booklets (preferably all).
A. <i>Rotary Basics</i>
B. <i>The ABCs of Rotary</i>
C. <i>A Menu of Service Opportunities</i>
D. <i>The Rotary Foundation Quick Reference Guide</i> | _____
_____ |
| 3. Listen to the audiotape <i>Rotary in an Hour</i> . | _____ |
| 4. Attend one or more of the following club functions:
A. Fellowship activity
B. Board meeting (scheduled date(s): _____)
C. Committee meeting
D. Project activity
E. Other: _____ | _____
_____ |
| 5. Complete one or more of the following tasks:
A. Serve as a greeter at a club meeting.
B. Give a classification talk at a club meeting.
C. Participate in a club service project. | _____ |
| 6. Make up a meeting at another club. | _____ |
| 7. Extend Rotary to others (at least one).
A. Invite a guest to Rotary.
B. Propose a new member. | _____
_____ |

Date Completed

8. Experience the internationality of Rotary (at least one). _____
- A. Host a Youth Exchange student for a meal or other activity.
 - B. Host a Foundation Scholar for a meal or other activity.
 - C. Host a Group Study Exchange team member for a meal or other activity.
 - D. Host a Rotarian from another country in your home.
 - E. Invite a business or professional non-Rotarian to apply for Group Study Exchange.
 - F. Invite a non-Rotarian to apply for a Foundation scholarship.
 - G. Join a Rotary Fellowship
 - H. Participate in a Rotary Friendship Exchange
9. Attend one or more district meetings (listed in order of priority). _____
- A. District conference (scheduled date: _____)
 - B. District assembly (scheduled date: _____)
 - C. Foundation seminar (scheduled date: _____)
 - D. Other district meeting _____
(scheduled date: _____)
10. Choose a committee on which you would like to serve. _____
11. Accept an assignment to serve on a club committee. _____

NOTE: This form is to be reviewed with your mentor on a monthly basis and delivered to our club secretary within six months of your induction.



Inventory of Interests

This inventory of interests will help your mentor recommend club committees and activities for you to become involved with. You should complete this form and return it to your mentor.

Name: _____

Classification: _____

Profession: _____

I would like my family to be involved in club activities: Yes No

Skills I would like to use:

Amount of time I can devote (per week): _____

Please check the topics that interest you.

Community Service

- Children
- Disabled persons
- Environmental issues
- Health care
- Literacy and numeracy
- Population issues
- Poverty and hunger
- Urban concerns

International Service

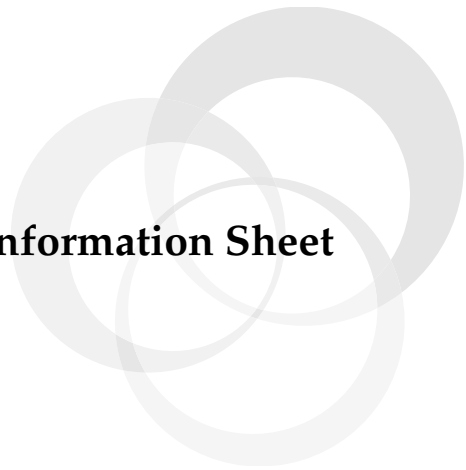
- International service projects
- Other: _____

Vocational Service

- Vocational service projects
- Other: _____

Club Administration

- Club bulletin
- Club programs
- Fellowship
- Fundraising
- Internet/Web pages
- Membership
- Public relations
- The Rotary Foundation
- Other: _____
- Other: _____
- Other: _____



New Member Information Sheet

Name of new Rotarian

Date of induction

Classification

Committee assignment

The members of this Rotary club extend to you a cordial welcome and invite you to take an active part in the club's service and fellowship activities.

The Rotary Club of _____ was admitted to
Rotary International on _____ date. It now has _____ members.

Our club meets at _____ meeting location

every _____ day of week at _____ time.

Sponsor

Club president

Date

Activities and projects that have been sponsored by our club include:

Rotary Foundation projects our club has supported:

Places and times of Rotary club meetings convenient for attendance make-up:



Club Officers

President

Public Relations Committee Chair

President-elect

Rotary Foundation Committee Chair

Vice President

Rotary Information Committee Chair

Secretary

Other

Treasurer

Other

Sergeant-at-Arms

Other

Club Service Committee Chair

Other

Vocational Service Committee Chair

Other

Community Service Committee Chair

Other

International Service Committee Chair

Other

Membership Committee Chair

Other

Membership Development Committee Chair

Other

Program Committee Chair

Other



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