

Rotary District 6910: December Membership Express - - Top 5!

{This communication is directed toward all Club Membership Chairs (CMC's), with copies to Club Presidents, AG's, District Leadership, and the District Membership Committee}



Dear _____,

Here's our quick 'TOP 5' update to keep you informed and inspired as we continue focusing on maximizing the Rotary experience for our members—our best strategy for retention and growth.

Top 5

1. **When Was Your Club's Last Membership Event?**

Start with a social gathering where prospects can connect in a relaxed, fun environment—whether at a member's home or a **Business After Hours** event. Keep the focus on building relationships, not recruitment.

Then, within two weeks, invite attendees to a **Discover Rotary** or **Rotary Information Hour**, blending social time with an engaging introduction to Rotary.

For ideas on how to plan and execute a **Discover Rotary** event, explore these samples:

- ♦ [Discover Rotary Event Sample 1](#)
- ♦ [Discover Rotary Event Sample 2](#)
- ♦ [Discover Rotary Event Sample 3](#)

2. **Improving Member Retention: Time for a Coffee Klatch?**

Keeping members engaged is essential to reducing attrition. When members feel connected, they stay involved—so creating opportunities for relationship-building is crucial.

One simple way to foster connections is by hosting regular coffee gatherings—weekly, bi-weekly, or monthly—where members can casually meet, chat, and build friendships outside the usual meeting setting. A relaxed environment encourages deeper connections, making members more likely to stay engaged and even take on greater roles.

Strong relationships strengthen our clubs—let's be intentional about creating them!

3. **Has Your Club Considered Corporate Memberships?**

Currently, 24 of our district's 70 clubs—about a third—have at least one corporate member, totaling 141 districtwide. Could this be a good fit for your club?

Think about businesses that would benefit from a strong connection to your Rotary club through community service. Corporate memberships offer flexibility, often allowing a principal member and associate members to share participation. If the principal member can't attend, an associate can step in, making engagement easier for busy professionals.

Explore different approaches to corporate membership here:

[Corporate Membership Samples](#)

4. **Prioritizing Community Impact (and Membership)**

Rotary International's top strategic priorities are clear: **#1 Increase Our Impact. #2 Expand Our Reach.** Do these priorities define your Rotary club?

As club leaders, every decision we make—from the projects we take on to how we attract and engage members—shapes our impact. Prioritizing community impact means ensuring that our meetings, service opportunities, and club culture inspire meaningful action. Are we making decisions that truly enhance our ability to serve and grow? By leading with purpose, we strengthen our club's reputation as a powerful force for good.

And when we are seen as a powerful force for good, attracting new members becomes a whole different conversation.

5. **R.I. New Member Leads: New Platform Coming**

Rotary will soon launch a new online platform for managing new member leads, set to go live within the next few months and no later than the end of this Rotary year. This system prioritizes direct club-level interaction, making it essential for all clubs to ensure the following:

- **Club officers:** Do all have a My.Rotary.org account?
- **Club information:** Is your website, meeting details, and location updated on My.Rotary.org?
- **Membership leads:** Does your club have a clear follow-up plan?

With this new system, membership leads will no longer go through the district membership committee first. Instead, clubs will be responsible for monitoring, following up, and updating the status of each lead. Preparing now will help ensure a smooth transition and maximize our impact!

Membership Type Guide/Menu

Present your membership options clearly to prospects by creating a simple menu of choices. Providing structured information about different membership types helps candidates understand their options and makes the recruitment process more effective.

- [Click here for a great example!](#)

****📸 Keep Those New Member Photos Coming!****

Send us pics of your January new members with their sponsors **by February 7**. We'll showcase them across our social channels - Facebook, Instagram, and LinkedIn. Email them to D6910Membership@gmail.com with names included. Let's celebrate our growing Rotary family in style!

Engaging Membership Presentations for Your Club

Energize your club meetings with these dynamic membership-focused programs:

- Innovation and the NEW ROTARY
- Are You Feeling Irresistible?
- Family of Rotary: The Heart of Membership

In addition, our Zone MAP Ambassadors, Scott Yohum and Pepper Pettit (Rotary Club of Dawson County) have a number of presentations that they could bring to your club, although their latest and greatest is entitled, "Top 10 of the Membership Action Plan."

Schedule a presentation: D6910Membership@gmail.com

Upcoming:

Zone 34 MAP Webinar - February 3 @ 5:30p

*-for anyone interested in learning more about membership. This month's theme: **Confident Club Leadership: Planning, Success, and Sustainability***

Register at this link: [LINK](#)

<https://registrations.dacdb.com/Register/index.cfm?EventID=77666881&NoCaptcha>

District 6910 Monthly Membership **Hotsheet** - January 15 (via email)

-One-page update of YTD District-wide Membership data, goal progress, new members leads, and more.

CMC (Club Membership Chair) Monthly Zoom Event - **February 17**...Hot topics this month include: D6910 Membership Success Stories & Mid Year Assessments.

District 6910 **Monthly Membership Express** - March 1 (via email)

-Short bullet point update on 5 timely topics and related helpful information.

District 6910 Membership Committee

Mark Valentine—Chair

Peter Gleichman--Co-Chair

Jim Klynman--Family of Rotary Chair

Geeth Mahagamage--Rotaract Membership Chair

Gerald Hulett

Rena Pendley

Ted Richardson

Billy Fleetwood

Allen Bowns

Steffanie Sorrells

Neil Azevedo

Ed Davis

District 6910 Membership Committee email Address: d6910membership@gmail.com