

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

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



Dear _____,

We're in the home stretch—the final quarter of the Rotary year! Now is when momentum matters most. Membership growth and retention are key to finishing strong, and we're here to help with this month's *Membership Express*—our **Top 5 Highlights** to keep your club energized, engaged, and growing.

Top 5 Membership Keys

1. **Finishing Strong Membership Contest: The Final Stretch Is On!**

Let's rally together to reduce attrition and celebrate our members! From now through June 30, every club has a chance to win **\$500** toward a community service project or club engagement initiative.

🏆 **Prize:** \$500 to the club with the **lowest attrition rate** in each size category.

Let's finish the year strong—every member counts!

👉 [View Contest Details](#)

<https://docs.google.com/document/d/1xuPVssaYWMnSbKVZqmmInpVC3MD-4AXW9GJlAcqse38/edit?usp=sharing>

2. **Member Engagement: Do You Know Who's Missing—and Why?**

Strong clubs don't just attract members—they actively work to keep them. Here's a question for your club leadership: **How many times each month are you reaching out to members who haven't been attending regularly? Do you know? And who's leading that effort?** Understanding when and why members disengage is key to building a stronger, more connected club. This resource will help you assess your current efforts and guide your strategy for meaningful member engagement:

🔗 [Improving Your Member Retention – Assessment & Analysis Tool](#)

<https://my-cms.rotary.org/en/document/improving-your-member-retention-retention-assessment-and-analysis>

3. **Top 10 Major Causes of Member Attrition**

Explore the top reasons Rotarians leave—and how to proactively address them.

📄 [Download the Two-Sided Guide](#)

<https://dacdb.com/Rotary/Accounts/6910/Downloads/0/Membership/Membership%20attrition%20%20sided%201%20pager.pdf>

4. **Membership Committee: Plan for Next Year Now**

A strong membership committee drives club success. Whether establishing or refreshing your team, now is the perfect time to develop your succession plan. Ensure leadership continuity by identifying and preparing future membership chairs and committee members.

The Rotary Learning Center at My.Rotary offers excellent resources to help you build and maintain this vital committee structure.

 [Find it in the Learning Center at My.Rotary](https://my.rotary.org/learn?deep-link=https%3A%2F%2Flearn.rotary.org%2Fmembers%2Flearn%2Flearning_plan%2Fview%2F8%2Fclub-membership-committee-basics)

https://my.rotary.org/learn?deep-link=https%3A%2F%2Flearn.rotary.org%2Fmembers%2Flearn%2Flearning_plan%2Fview%2F8%2Fclub-membership-committee-basics

5. New Customizable Rotary Club Brochure - Made Easy in CANVA!

Thanks to Amanda Groover and our District Public Image Team, we're excited to share a new **customizable club brochure template**—professionally designed and ready for local personalization.

 Customize your club logo, contact info, project highlights, and member quote.

 [Download the Brochure Template \(PDF\)](#)

A free Canva account is required to edit.

Let us know if you would like us to send you the 'template link,' or if you have questions? Email: D6910Membership@gmail.com

[https://dacdb.com/Rotary/Accounts/6910/Downloads/0/Membership/Membership Art Graphics/Membership Trifold 2 Rotary \(1\).pdf](https://dacdb.com/Rotary/Accounts/6910/Downloads/0/Membership/Membership Art Graphics/Membership Trifold 2 Rotary (1).pdf)

MISC.

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

Send us pics of your [March new members](#) with their sponsors **by April 11**. 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 Yochum** 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."

To schedule a presentation: D6910Membership@gmail.com

Upcoming:

Zone 34 MAP Webinar - **April 14 @ 5:30p**

*-for anyone interested in learning more about membership. This month's theme: **The Power of Choice: Companion Clubs for Growth and Retention***

Register at this link: [LINK](#)

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

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

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

CMC (Club Membership Call) Monthly Zoom Event - **April 21–5:30pm**...Hot topics this month include: **Rotary Action Plan and the Membership GROWTH Action Plan, and resting Strategic Options for Members Who are Leaving.**

Zoom link: [LINK](#)

<https://us06web.zoom.us/j/87396784193?pwd=jT6ZKeUOec9dVpsWGD1LR2e2C4fbnl.1>

District 6910 **Monthly Membership Express** - May 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