

BEST PRACTICES FOR ENGAGING MEMBERS DISCUSSION GUIDE

Before the discussion

Participants should have completed the [Best Practices for Engaging Members](#) course in the Learning Center.

As the discussion leader, you should:

- Complete the [Facilitator Basics](#) learning plan to understand how to effectively manage learning events
- Invite members of the club to participate in the discussion
- Prepare any materials you want to use, such as flip chart paper or markers for brainstorming
- Consider sending the [member satisfaction survey](#) to participants before the session and bringing the results to the discussion
- Consider printing the What Makes Up the Club Experience flyer (included in the course) to give to each participant
- Arrange for someone to take notes during the discussion

During the discussion

At the beginning of the session, ask the group to determine guidelines for the discussion. Some common guidelines are to listen to understand rather than to respond, avoid interrupting, and allow everyone a chance to speak.

You can ask the group:

- What do you do to engage both longtime members and new ones?
- Does our club ask both longtime and new members what they want from their club experience? How can you advocate for the club experience you want?
- How do we keep members informed and involved in the decisions we make?
- Do our club activities reflect the current interests of our members or maintain what we have done for years?
- Do our members know about the many ways to get involved in Rotary beyond the club?
- How can our club better accommodate members' needs?
- What should our club do to ensure that guests feel welcome and members feel that they belong?
- Are our meeting and event locations accessible to everyone, regardless of their vision, hearing, cognitive, and physical abilities?
- What does our club do to recognize and thank members for their efforts?

After the discussion

- Determine as a club what specific action you want to take next.
- Identify a small group to work on implementing the ideas discussed, develop timelines, and assign tasks to members.