



## Lincoln South Rotary Club

2010-2011 Rotary Year

### Membership Committee

#### Committee and Chair Job Description and Overview of Responsibilities

**Description:** The role of the membership committee and chair is to develop and implement an action plan for membership development. To be effective, a Rotary club needs members. Your club's ability to serve the community, support The Rotary Foundation, and develop leaders capable of serving Rotary beyond the club level is directly related to the size and strength of your club's membership base. The responsibilities of the club membership committee summarized below are explained further in the Club Membership Committee Manual:

- Develop committee goals to achieve club membership goals for the coming year.
- Conduct club assessments to determine strengths and weaknesses.
- Work with the public relations committee to create a club image attractive to prospective members.
- Develop programs to educate and train new and current club members.
- Sponsor newly organized clubs in your district, if applicable.

**Development:** Developing your club's membership requires both recruitment and retention efforts. New members bring important benefits to the club, including diversity, fresh ideas, and new energy. Existing members are crucial to sustaining your club's membership and continuing the good works of your club.

**Recruitment:** To recruit new members, the membership committee sets goals, develops a plan for achieving them, and communicates with club members in order to implement the plan. Although the committee leads the club's recruiting efforts, recruiting new members is a responsibility of each club member. The membership committee should encourage all members to reach out to friends, family, business associates, and other community members by asking them to join.

**Retention:** Retention efforts should be a priority for the membership committee. Conduct club assessments regularly to determine your club's strengths and weaknesses. Ensuring that members are informed, involved, and recognized for their contributions to the club will increase member satisfaction. Monitoring trends in attendance, length of membership, service project participation, and contributions to The Rotary Foundation can point out concerns that may need to be addressed. The process for developing Rotary club membership is a fluid course of action that often includes the following stages:

- Identify
- Introduce
- Invite
- Induct
- Inform and orient
- Involve
- Educate

**Action Plan:** Work with club leaders and committee members to develop an action plan that outlines the steps needed to achieve each goal. The following steps can help you develop an action plan:

- Establish a time frame for each step.
- Determine who is responsible for implementing each step.
- Establish the criteria for measuring progress and success for each step.
- Consider the resources and tools available from your club, district, and RI to support the goal.
- Secure human, informational, and financial resources before taking action.
- Evaluate the success of previous goals and your current plan, making modifications as necessary.