



CLUB MEMBERSHIP COMMITTEE CHECKLIST

The role of the club membership committee is to help ensure the club is providing a welcoming, engaging, and fun experience for current and prospective members and to create a club membership plan that includes intentional, concrete actions to reach this goal. Depending on the size of your club, your membership committee should have five to 15 motivated members to help implement your plan. Successful committees include diverse perspectives, reflect your members and community, and have staggered terms to allow for continuity from one year to the next. Whether you're in a Rotary or Rotaract club, the activities on the checklist below can help guide your club's membership plan. (Note: If your Rotaract club is university based, all of your club's membership activities must stay within the university's policies and be in full cooperation with the university.)

1. Identify prospective members.

- Complete the [member diversity assessment](#) yearly. Get to know people outside of your usual circles. Invite people who share Rotary's values to a club meeting or activity.
- Ask all members to complete the [worksheet for identifying prospective members](#) regularly. Then ask members to invite anyone whose name they circled to a club meeting, service project, or social event.
- Establish a process to promptly review and respond to prospective members assigned to your club and contact them to identify whether your club is a good match for their interests. Learn more in this [guide about how to grow your club using membership leads](#).
- Meet at least monthly to review prospective members and their status in the membership process.
- Assign a current member to each prospective member to answer questions. Choose members who have something in common with the prospective member or who otherwise could be a good mentor to that person.
- Collaborate with other committees, especially your public image committee, to ensure your club is inclusive in all its activities. If you don't have a committee on diversity, equity, and inclusion, consider introducing more DEI practices into your club.

2. Introduce them to your club.

- Provide training to members on talking about your club and the impact it has made on them and your community. Share the [What's Rotary? wallet card](#) with people you meet who want to learn more about Rotary.
- Periodically [hold events for prospective members](#) to introduce them to Rotary, your club, and our core values. Distribute the [flyer for prospective members](#) to attendees so they can learn how to get involved. Invite people identified through the exercises above as well as people who have reached out to you separately or who have been assigned to your club because they expressed an interest in Rotary.
- Use the [member interest survey](#) to learn about the interests of prospective members. Explain how your club can help them pursue their passions and develop their skills. This conversation can be initiated by the current member assigned to them or someone who enjoys talking to members about Rotary and our impact.
- Invite the people you identified as prospective members to attend an activity that matches their interests or to a club meeting.
- Tell prospective members about your club, what to expect at meetings, and the networking, leadership, social, and service opportunities that your club offers.

3. Welcome new members.

- When it's clear that your club will be a good match for prospective members, have the club approve their membership as soon as possible and invite them to join. The invitation could come from the mentor or club leaders.
- Have the sponsor or mentor support new members by checking in with them monthly and making sure they're included and involved in club activities.
- Encourage new members to create a My Rotary account and explore courses in the Learning Center.
- Report your club's new members to Rotary within 30 days of them joining.
- Hold a special event to welcome and celebrate your new members. Include their families. Involve the entire club.
- Give new members a welcome kit that includes useful club and Rotary resources, such as [Rotary's Diversity, Equity, and Inclusion Code of Conduct](#). [Rotary Basics](#) provides an overview of Rotary and [Connect for Good](#) introduces members to various opportunities to get involved.
- Publicize your special event that celebrates new members. With the new members' permission, announce the celebration on your club's website and social media pages as well as in your newsletter.

4. Engage your members.

- Hold regular [orientation sessions to help new members learn more about Rotary](#).
- After six months, ask new members about their onboarding experiences. Make changes to this checklist based on the feedback you receive.
- Assign a mentor to each new member to share professional expertise, community knowledge, and Rotary information.
- Get to know new members using the [member interest survey](#). Help them get involved in ways that match their interests and use their skills.
- Engage all club members in a service project or club committee. Use the assessment for [Engaging and Keeping Members](#) to learn what's appropriate at different stages of their membership journey.
- Encourage regular feedback from members. Check in with all current members using the [member satisfaction survey](#) at least yearly to gauge how they're enjoying their club experience. Make adjustments to your club experience on the feedback you receive.
- Ensure that your club is inclusive and that all members and guests feel welcome. Take the course [Creating an Inclusive Club Culture](#) to learn more.
- Use the [exit survey](#) when members resign to understand why they left and reflect on what can be done to avoid other members leaving for similar reasons.