

## Our 'Top 10' Membership Development Resources<sup>i</sup>

### 1. 'Rotary Basics'

This colourful, 8 page 'glossy' brochure, produced by RI, outlines Rotary and its many projects. Great for prospective and new members. It also comes in a snappy multi-media version, just perfect as a link on a club website. All versions are available for purchase and free download from RI website.

Visit:

<http://www.rotary.org/en/MediaAndNews/MorePublications/MostRequested/Pages/ridefault.aspx>

### 2. 'Membership Development Resource Guide'

Despite its 40 pages, this is an easy to read guide for clubs wishing to get serious about membership development and growth. It's ideally suited for Presidents, Boards and Membership Chairs/Directors who are responsible for membership strategy. Available for free download from the RI website: [http://www.rotary.org/RIdocuments/en\\_pdf/417en.pdf](http://www.rotary.org/RIdocuments/en_pdf/417en.pdf)

### 3. 'Club Assessment Tools'

Not sure how your club is travelling? RI's Club Assessment Tools are a great starting point, and a companion to the 'Membership Development Resource Guide'. The tools provide 'survey like' resources which clubs can use and adapt to assess things like member satisfaction, club diversity and classification diversity. It even contains an exit surveys for resigning members. Again, great for use by Presidents, Boards and Membership Chairs – at club or even district level. Available for purchase or free download from [http://www.rotary.org/RIdocuments/en\\_pdf/club\\_assessment\\_tools\\_en.pdf](http://www.rotary.org/RIdocuments/en_pdf/club_assessment_tools_en.pdf)

### 4. 'Membership resources for Rotary clubs and districts'

This one is actually a webpage – a 'one stop shop' for all RI's membership materials. So if you're not sure what you're looking for, this is a great place to start. It also has fantastic, up to date membership data – just perfect as a filler in a club bulletin! Find the site at:

<http://www.rotary.org/en/members/generalinformation/membershipresources/pages/ridefault.aspx>

### 5. '101 strategies for recruiting and retaining members'

This little classic contains 101 tried and true techniques for recruiting and retaining members. It was written by Rotarians in District 9780 Australia, and is a great place to go when you've just run out of ideas, or you think you've tried everything. The PDF version is available free from the Rotary9780 website, on the page 'Membership and Development': <http://www.rotary9780.org/>

## **6. 'Empower your Rotary Club with RI Resources for Membership Development'**

We might be cheating a bit here – this one's really a quick and easy summary of all the RI publications and resources for membership and club development. It lists the resources, price and availability – and covers everything you could want from attracting new members, to retention, to revitalising your club, to great Rotary projects. Definitely worth a look:

[http://www.rotary.org/RIdocuments/en\\_pdf/membership\\_resource\\_list\\_en.pdf](http://www.rotary.org/RIdocuments/en_pdf/membership_resource_list_en.pdf)

## **7. 'Rotary on the Move'**

Where would we be without this little gem from Australian Rotary Co-ordinator Noel Trevaskis? The monthly newsletter is jam packed with ideas for membership development and growth, and includes great information from clubs. Subscribe direct by contacting the Editor: [n.trevaskis@bigpond.com](mailto:n.trevaskis@bigpond.com)

## **8. 'Membership Minute'**

Not to be outdone by Noel's newsletter, RI also produces a regular membership newsletter. It's a handy email newsletter, containing membership development ideas, tips and tools. It regularly features the latest Rotary research, strategies to attract prospective memberships, and tips to retain existing members. It provides a great international perspective on Rotary. Subscribe via 'Member Access' on the RI website, and access current and past issues from:

<http://www.rotary.org/en/Members/GeneralInformation/MembershipResources/Pages/MembershipMinute.aspx>

## **9. 'ABCs of Rotary'**

This brochure, available from RI's shop online, is a compilation of short, easy to read and informative articles about Rotary history and projects. Particularly suitable for prospective and new members, or even the older members! Order and purchase from: <http://shop.rotary.org/Membership-Development-Shop-by-Category/b/2314901011?ie=UTF8&title=Membership+Development>

## **10. Rotary Video Magazine**

This one is a little different, but a perfect filler for meetings, conferences and other events. Rotary Video Magazine contains short, professionally produced, video presentations about a host of Rotary projects across all areas of service. Great to introduce new and existing members to the amazing impact of Rotary across the world. View and download now from:

<http://www.rotary.org/en/mediaandnews/multimedia/rvmvideomagazine/pages/ridefault.aspx>

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<sup>i</sup> Who are we? We are Rotary Co-ordinators Jessie Harman and Noel Trevaskis. This list is our 'Top 10' – and our views do not necessary reflect the views of others in Rotary International. If you think we've missed an important membership development resource email us at: [j.harman@ballarat.edu.au](mailto:j.harman@ballarat.edu.au)