

Membership Committee Goals and Tasks 2006-2007 Rotary Year

Goals

1. Successfully recruit a minimum of 10 new members, focusing on using the "Club within a Club" recruitment strategy
2. Meet with a minimum of 50% of the current members to discuss engagement and emerging or renewed ways of being involved in the club.
3. Conduct exit interviews with those who choose to leave the club and keep note of patterns.

Activities

Recruit two additional Rotary members for Membership Committee	August
Identify 30-40 potential new recruits	September
Invite 20 individuals to lunch (or other meeting) to talk about Rotary and follow up to that meeting to secure commitment	September-October
Update membership handbook and fireside chat materials (including first six months of recommended ways of getting involved in the club) and ensure availability of application documents.	October
Pre-induction meeting with 10-15 prospective members	November
Induct 10 new members	December
Monitor and support new member engagement	January – June
Support and recruit other prospective members referred to committee by other club members	On-going
Select 50% of current membership with whom to have one-to-one "renewal and engagement" discussions. Divide list amongst 4 committee members for follow-up.	January – March
Conduct exit interviews and monitor patterns of those leaving club	On-going

For the "renewal and engagement" discussions, the following questions will be given to each individual prior to the discussion:

- What was your initial purpose when joining Rotary?
- Is this purpose being met?
- What has changed in your purpose to belong to Rotary?
- What needs to be different to keep (or get you more) engaged? Who needs to do what to make this change occur?