



# Membership Vitality Assessment



Not in place



Partially in place



Effective

## LEADERSHIP ENGAGEMENT

- Set clear, measurable goals
- Regularly discuss growth and retention
- A culture of shared duties to welcome, nurture, engage, and develop members
- Club's mission and identity is clearly recognizable within club and community

## BUILD ON MEMBER & PROSPECT RELATIONSHIPS

- New Member on boarding programs (Intro to club and ongoing mentors)
- Prospective member welcome guide
- Consistent follow-up with guests and prospective members
- Regular check-ins and surveys on members sense of purpose in the club

## CLUB ACTIVITIES AND PROGRAMS

- Service projects strengthen our club identity and mission
- Membership application is easily accessible and available at events
- Club's achievements and impact are well publicized and highlighted
- Club is open to member's new ideas and is willing to take risks on new projects

## INCLUSIVITY AND ENGAGEMENT

- Guests and members feel valued and are encouraged to participate in club
- Offer engaging and varied events to create new ways to experience Rotary
- Celebrate member's induction, anniversaries, and contributions
- Promote partnerships with other service groups

## COMMUNICATION AND OUTREACH

- Club Details are current in My Rotary
- Regular and engaging communications (e.g. newsletter, websites, social media)
- Frequent social events and active involvement in the community
- Encourage club members to share their Rotary inspiration and stories

## MEMBER INVOLVEMENT

- Mentor members to step into leadership roles to foster diversity of leadership
- New members assigned support duties
- Expose members to district & RI events, encourage visits to other clubs
- Make donations to TRF and Polio easy and part of your club culture

**Highlight key priorities and develop actions** to promote a proactive culture of growth. Use the **Rotary Club Health Check** document on My Rotary for guidance on member assessments.

Contact District Membership Team for support - V112024