



RI Membership Development Publications Resource List

The 2006-07 Membership Development Publication Library is enclosed. This CD-rom holds .pdf file versions of the publication noted below with *. RI materials directed toward membership development are listed here and all items are available for download from the RI web site – www.Rotary.org. As always, publications and resources noted with an RI publication number () can be purchased from the online catalog or from the catalog, also enclosed.

Please visit the Membership section of RI's website (www.rotary.org) for information for prospective and new members and organizing new clubs, plus current global membership statistics, membership success ideas submitted by clubs and districts worldwide, questionnaires for use by your club, and a wealth of other membership ideas and resources for clubs and districts.

* **How to Propose a New Member** (RI publication ID#254) newly revised in 2005-06, this useful guide includes the basic procedure for election of a new member, along with an easy to fill out Membership Proposal Form.

* **Membership Development Resource Guide** (417) a booklet that outlines basic procedures for building club membership through retention and recruitment. Offers ideas and resources for effective club membership development strategies.

* **New Member Orientation** (414) Guidelines for conducting effective orientation for new members.

Effective Public Relations: A Guide for Rotary Clubs (257) Newly revised in 2007-08, serves as a public relations "how-to guide," providing tools to help Rotarians promote club activities. Includes sections highlighting: public relations writing, working with the media, successful case studies and thinking beyond traditional media.

* **Organizing New Clubs: A Guide for District Governors and Special Representatives** (808) this publication outlines the procedures for the creation of a new club. Includes required forms and suggestions for ensuring the effectiveness and longevity of the new club.

Presidential Citation Brochure (900A) and **Presidential Citation Certification Form** (900B) Leaflet that outlines the Presidential Citation Program.

RI Catalog (019) A list of RI publications, audiovisual tools, books and periodicals, forms, and supplies. Web version available at www.rotary.org. New print edition available each June.

* **Rotary Basics** (595) An excellent orientation tool as well as a refresher course on Rotary International and Rotary Foundation information.

* **This Is Rotary** (001) Brochure providing an overview of Rotary for prospective Rotarians and the public.

* **What's Rotary?** (419) Handy, wallet-size card answering frequently asked questions about the organization and scope of Rotary. Popular as a handout to non-Rotarians.

The Rotarian Video Magazine (RVM) Collecting stories and chronicling achievements and projects of Rotarians worldwide, *RVM* documents Rotary's global impact. From providing basic necessities like shelter, food and water, to bringing new life through new limbs *RVM* shows what can be accomplished.



Recognition Programs

1 July membership starting figures for all clubs will be forwarded to governors in mid-October. Monthly membership reports by district will be posted in the Membership section of the RI web site by the middle of the following month. Next spring, clubs will be eligible for the Membership Development & Extension Award, governors will select qualifying clubs after 15 May by, among other factors, comparing starting figures with the information clubs will forward to them.

* **RI Membership Development and Extension Award (901)** This is a district-level certificate award program recognizing clubs for membership growth in existing clubs, retention of current club members, and the organization of new clubs. Districts that meet their membership goals are also recognized.

* **Recognition of Membership Development Initiatives (421)** This district-level certificate award recognizes clubs for the development and implementation of a creative plan or strategy to support one of the three primary foundations of membership growth and development: retention, recruitment of qualified new members or the organization of new Rotary clubs.

* **Recognition of Smaller Club Membership Growth Award (416)** This district-level award offers incentive to clubs that fall below the charter requirement of 20 members. This award recognizes the challenges and achievements of small clubs.

Online Resources

Various online resources are available to help clubs identify opportunities to make their club more relevant to its members and the community.

The **Planning Guide for Effective Rotary Clubs** and **Demographic Survey Template** can assist club leaders in determining which club programs and projects require additional attention, as well as provide new ideas.

The **Rotary E-Learning Center** is an on-line, self-paced training resource for club officers and new members. Membership-related highlights include modules on "A Guide to Membership Retention," "Rotary's Guiding Principles," and "Your Club, District, and RI." The center can be accessed through the training section of the RI web site and offers modules in three different formats for user convenience.

The **Membership Minute**, a periodic e-mail newsletter containing membership strategies and tools, will be sent every 4-6 weeks, and will describe ways to revitalize aspects of clubs that may need attention, while highlighting areas in which certain clubs are successful. This newsletter is written with the needs of club level leaders in mind, so we encourage you to build awareness of this new tool within the district.

The **RRIMC newsletter archives** contain newsletters and articles produced periodically for club and district leaders by Regional Rotary International Membership Coordinators.

The **Best Practices Database** is updated regularly. It is a searchable database and contains successful ideas submitted by Rotary clubs and districts around the world.

Interactive is a online multimedia publication. It contains feature articles from around the globe and other new media and is released monthly.

* *Included on the 2007-08 Membership Development Publication Library is enclosed.*

The Rotary Foundation and the Public Relations Division of RI produce additional materials that may be used for recruitment and member education. Please consult the RI Catalog for more resources.