

MEMBERSHIP TOOLBOX

1. Membership Officers (MSO)

Every Club has its MSO with a Membership Committee.
MSOs are in charge of new admissions and all membership issues in the Club.

2. Attractive Club Life

How can we make our Club as attractive as possible, so that it is interesting to new members? The keys are, among other things: outstanding lectures, projects and events.

3. DEI Philosophy for New Admissions

Rotary's DEI philosophy should play a special role for prospective new members: diversity (age, sex, culture), equity (equality, equal opportunities), inclusion (welcome culture, respect, esteem).

4. Diversity of professions

The Club shall reflect the diversity of professions in the region.
Active search for professions that are not yet represented.

5. Diversity of Age

„Give me Five!“ initiative to admit five young Rotarians as a group, maybe first as a satellite club.

6. Diversity of Sexes

„Starting Five“ initiative to admit five female members.

7. Include the Young Generation

Strategic co-operation in view of future admissions with regional Rotaract, Round Table and Ladies Circle Clubs.

8. Search for new members

Systematic acquisition of new member via a professions list and a list of candidates. Possible sources: yellow pages, regional media etc.

9. Digital Starter Meetings

District-wide online demo meetings for prospective members with top-class Rotarians as lecturers and exciting insights into the Rotary world.

10. “Ego-Null” lectures, structured admission procedure

Every month one lecture of a prospective member („Ego-Null lecture“). Structured admission procedure managed by the MSO and involving all members.

„It's not enough that we do our
best; sometimes we have to do
what's required.“

Winston Churchill