

MEMBERSHIP **WORKBOOK**



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„Sometimes it is necessary to dig up the garden to enable new growth“

Therefore, let us open our eyes, think outside the box and consider the extraordinary.

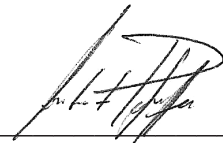
Sustainability is the result of changes and adjustments.

Use this Workbook to lead our clubs to new times.

Your Membership Committee District 1910



District Governor 2023/24 Christian Bammer



District Governor 2023/24 Herbert Pfeiffer



District Governor Nominee Erika Krenn-Neuwirt



District Membership Chair Martin Pfenicher



EARTH

The tools from the „EARTH“ area constitute the foundation of successful and sustainable work in the Membership area.

1. Membership Officer with Committee

Commitment is the result of responsibility, therefore every club has Membership Officers (MSOs). They are dealing with all club membership issues. They are therefore managing the annual Membership focus project and organise new admissions and their integration in the course of the club year. MSOs are thoroughbred Rotarians, renowned club members and they recruit their teams (Membership Committee) themselves.

Responsible: Incoming Presidents appoint MSOs not later than 6 months before the beginning of the club year.

2. Attractive Club Life

Not the potential members should be good enough for us – we must be attractive enough to new members! A versatile, interesting and active club shall serve as the basis that rests on the fundamental pillars of excellent lectures, regular internal events and projects in which as many members as possible show their commitment. Every club has its special features – Rotary is living diversity and no club is like the other.

Responsible: Lecture Master (better to have two of them) and Club Master.

3. Implement the DEI Philosophy

Rotary's commitment to diversity, equity, inclusion (in short: DEI) should be particularly considered in the context of admitting new members. This is a modern approach to member acquisition that selects new members irrespective of their sex, job, age, culture and ethnicity, that fosters equal opportunities and equality and puts special emphasis on mutual respect. We want to enable different approaches to our ideas, thoughts, values and beliefs.

Responsible: Incoming presidents and MSOs.



STEM

The tools of the „STEM“ area provide our plants with stability and strength. They are essential for the continuation of membership work.

4. Diversity in professions

Ideally, a Rotary club should represent those professions that set the tone in a region. In order to achieve a broad spectrum of know-how and professional competence within a club, we recommend to look for especially those professions that are not yet represented in the club. A list of job descriptions (page 10) can be helpful to get an impression, which professions exist in the region and which ones may not be represented in the Rotary club yet. Those who are still active in their profession should be preferred (see also worksheet on pp. 11/12).

Responsible: MSOs.

5. Diversity in age groups

We adhere to this principle not only to prevent the club from ageing; we consider the blend of persons of different ages also as a special Rotary asset. The club's average age should be kept in mind when admitting new candidates. For instance, the „Give me Five!“ initiative allows for the admission of five young members (below the age of 40) as a group to provide a good basis for the club's future (see also item 7)

Responsible: MSOs.

6. Diversity of sexes

Under the DEI philosophy, the issue of female membership is significant. Clubs that admit women can follow the „Starting Five“ model. After an intensive preparation period, a group of five women is admitted in order to put diversity in the club on a sound foundation and to make the entry easier for the new members.

Responsible: MSOs.

7. Include the young generation

Regional Rotaract, Round Table and Ladies Circle Clubs offer great opportunities for activities and projects. They constitute great pools for potential new members! Since membership in the said clubs is limited in time, partner Rotary clubs have the opportunity to recruit young members with experience into a service organisation that is already known to the club members; a win-win situation for both sides.

Responsible: MSOs..

8. Sources for new members

Systematic acquisition of members shall replace the tedious search for potential members. Personal contacts of the MSOs and a list of professions (see item 4) and a list of candidates support the search for new members. Sometimes, checking the regional media or the yellow pages can also be helpful to find outstanding personalities of professional life. A club should always have a list of potential new members and should avoid a situation where admissions are desired, but no suitable candidates can be found (see worksheets pp. 13/14).

Responsible: MSOs.



BLOSSOM

The tools of the „BLOSSOM“ area provide the membership experience to all Rotarians. The radiant colours of our plants become visible here.

9. Digital Starter Meetings

We plan six district-wise demo online meetings that are targeted at prospective Rotarians. In these meetings a renowned personality of our Rotary friends will give a lecture. In addition, an expert lecture on an important Rotary issue will be given to allow prospective Rotarians a closer look at the nature and work of Rotary. A short discussion and an (offline) follow-up meeting in private together with the mentors round up the starter meetings. The candidates shall get the look and feel of a Rotary meeting and what Rotary is all about and, of course, should get interested in a membership.

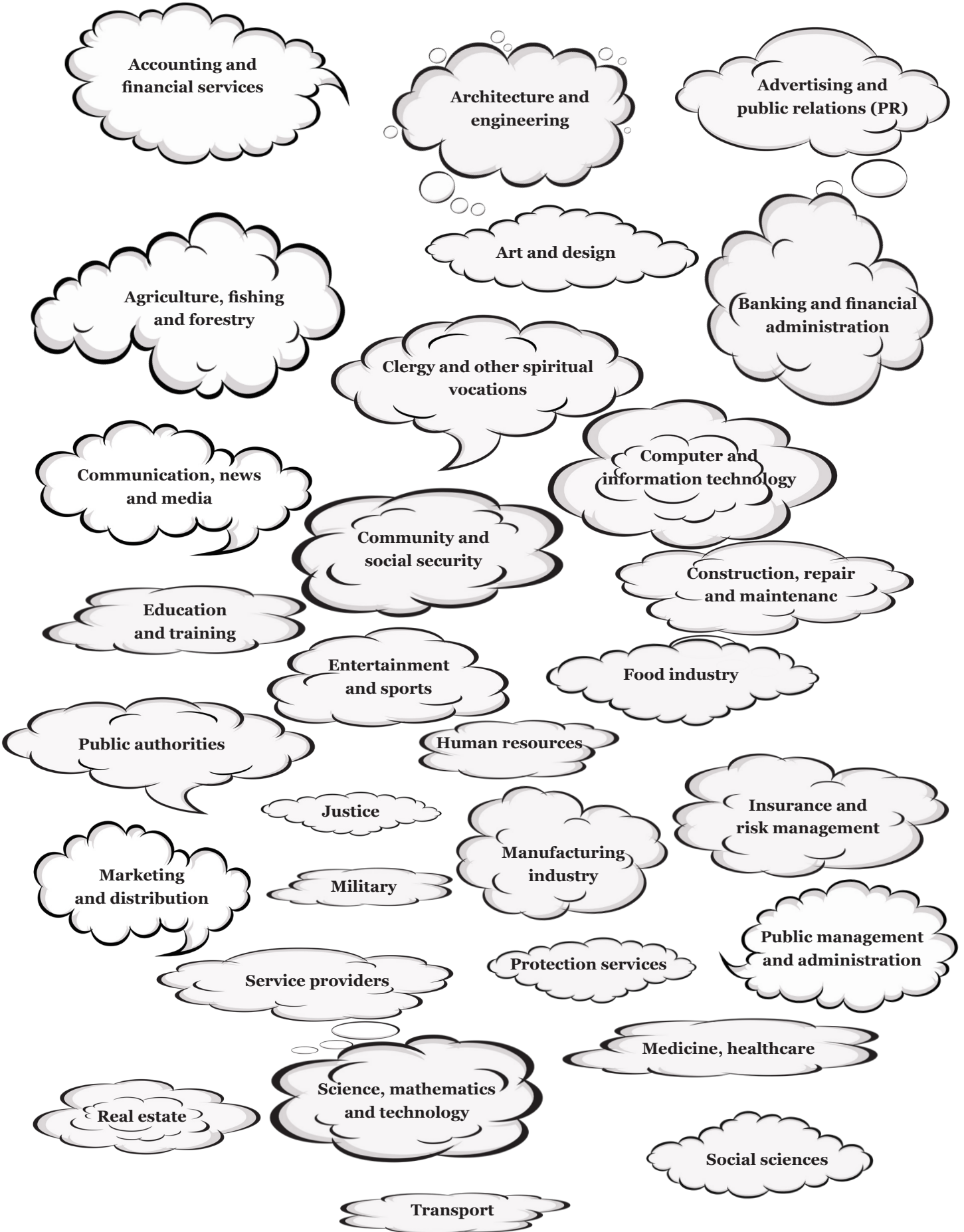
Responsible: MSO, Membership Committee, mentors

10. “Ego-Null” lectures: acquaintance and admission mode

Lectures that are held by a prospective new member are called „Ego-Null lectures“. They are the admission ticket for new members and serve the purpose of getting a picture of the person and his/her work. The difference to normal lectures is that all members know in advance that the persons delivering the lecture are prospective new members. When at least one date per month is reserved for „Ego-Null lectures“, we arrive at least 12 potential new admissions! A uniform and systematic admission procedure for which the MSO is responsible results in transparency and reasonability with new admissions and establishes broad consent to new members.

Responsible: MSOs, Membership Committee, godfathers and godmothers, lecture master.

PROFESSIONS



WORKSHEET PROFESSIONS

[illegible]

WORKSHEET PROFESSIONS

Professions not in the Club

prospective member

[illegible]

WORKSHEET CONTACTS NAMES LIST

Think of relations, friends and family members who qualify for a club membership. It does not matter whether they would be willing to join Rotary or not.

Once you have listed them, mark those of whom you think that they would fit into the Club.

Private contacts

(relatives, friends, relations, ...)

Name _____	profession _____
Name _____	profession _____
Name _____	profession _____
Name _____	profession _____
Name _____	profession _____
Name _____	profession _____
Name _____	profession _____
Name _____	profession _____
Name _____	profession _____

Professional contacts

Name _____	profession _____
Name _____	profession _____
Name _____	profession _____
Name _____	profession _____
Name _____	profession _____
Name _____	profession _____
Name _____	profession _____
Name _____	profession _____
Name _____	profession _____
Name _____	profession _____
Name _____	profession _____
Name _____	profession _____

WORKSHEET CONTACTS NAMES LIST

Service providers

(physician, insurance agent, IT specialist, ...)

Name _____	profession _____
Name _____	profession _____
Name _____	profession _____
Name _____	profession _____
Name _____	profession _____
Name _____	profession _____
Name _____	profession _____
Name _____	profession _____
Name _____	profession _____
Name _____	profession _____
Name _____	profession _____
Name _____	profession _____
Name _____	profession _____

Contacts of Rotarians

(Rotaract, lecturers, company visits, external meetings, project members and guests of Rotarians)

Name _____	profession _____
Name _____	profession _____
Name _____	profession _____
Name _____	profession _____
Name _____	profession _____
Name _____	profession _____
Name _____	profession _____
Name _____	profession _____
Name _____	profession _____
Name _____	profession _____

[illegible]

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

Winston Churchill