



## **DISTRICT MEMBERSHIP COMMITTEE POSITION DESCRIPTIONS (SAMPLE)**

### **OVERALL RESPONSIBILITIES**

Identifies membership needs, challenges, trends and opportunities in the district; develops and implements a multi-year strategy to grow membership through engagement, attraction and new clubs, while ensuring retention of existing clubs and members. Sets and achieves membership goals. Actively works with club leadership to provide motivation, support, education and resources in development and implementation of clubs' goals and plans to develop a strong and growing membership. This will be accomplished through engaging and retaining current members, attracting new members and building a balanced and diverse membership reflective of a club's community.

### **STRUCTURE**

#### *Description*

A multi-person committee with sub-committees and/or individual members responsible for specialized area of functioning: engagement, attraction and new clubs. An additional sub-committee may be an alumni committee or it may function as a component of an engagement or attraction sub-committee. Specific responsibilities and long-term and annual goals are determined based on needs and strategy. Committee members are appointed for three years on a staggered basis. This position is the primary Rotary responsibility of these members during this time period.

#### *Basic Structure*

##### Chairperson

- Sub-Committee: Engagement (Chair)
- Sub-Committee: Attraction Chair
- Sub-Committee: New Club Extension Chair

#### *Optional Sub-Committees*

(could be combined with sub-committee above)

- Alumni
- Other to meet district needs

### **GOALS/MEASURES**

#### *Overall*

- Overall growth in net membership over prior year
- Increase in retention rate of members
- Increase attraction of new members (especially those in segments currently underrepresented)
- Charter new Rotary clubs (especially in regions/demographic groups underserved by Rotary)
- Retain all existing Rotary clubs (joint goal with district leadership, especially AGs)
- Achieve diverse membership that reflects Rotary's communities

# SAMPLE POSITION RESPONSIBILITIES AND ACCOUNTABILITIES

## District Membership Chair

### Relationships

*Reports to*  
Governor

*Interfaces with*  
District

- Governor elect, nominee and designate
- District leadership team members

Club

- Club president, president elect, president nominee, board of directors, membership chair and committee

Rotary International

- Rotary Coordinator (Zone)
- Rotary International (department/individual based on activity)

*Oversees*

- Membership Sub-Committees and Committee Members

### Qualifications

*Experience and Skills*

- Outstanding communication and interpersonal skills
- Skilled in relationship building
- Excellent presentation and training skills
- Demonstrated experience in setting and achieving goals
- Excellent follow through on commitments and timelines
- Past or current managerial and supervisory experience; successful experience in leading volunteers
- Successful professional experience in marketing or sales; sales or marketing management experience highly preferred
- Solid understanding of Rotary; effective past service in a Rotary leadership position, service as a club membership chair with proven results highly desirable
- Sponsor and mentor of new Rotarians
- Experience in conducting market or organizational assessments
- Practical experience in all phases of strategy and action planning and using plans to guide action
- Possesses enthusiasm and passion about Rotary and membership
- Demonstrated use of creative processes and processes to stimulate change
- Experience in preparing and managing work plans
- Proven ability to motivate others to achieve results

## **Responsibilities/Accountabilities**

*(note: these are lengthy lists. Although membership committees often do all of these tasks at one time or another, the responsibilities are listed to provide options. District leaders can choose the responsibilities/accountabilities most crucial during a specific time period, based on district needs and goals, and insert into position descriptions. They can add others and adapt the accountabilities to the district, such as including time periods of reporting, etc.*

### **OVERALL**

- Sets and achieves committee goals that support the district goals and strategic plan
- Works closely with district governor and district strategic planning committee to set long range and annual membership goals, and communicate goals and priorities to clubs
- Develops/Updates multi-year written district membership plan and develops the committee's annual goals and action steps for implementation in advance of 1 July
- Establish and utilize methods to measure outcomes and effectiveness of membership activities
- Conducts annual assessment(s) to identify district membership needs and challenges
- Develops/Presents membership training workshops and presentations to district and club leaders and membership committee members on practical steps and best practices
- Provide leadership and motivation on membership and membership action to district and club teams
- Develops/implements district-wide membership initiatives that support goals
- Participates fully in district leadership team meetings, activities and responsibilities
- Regularly assesses goals to evaluate progress and adjust actions, as needed
- Works to build continuity of district and club membership strategies
- Identifies and recommends changes in district processes to support achievement of membership goals
- Meets with club leadership in person at least annually about membership planning and action
- Develops/Implements special membership recognition for clubs, in conjunction with governor
- Actively seeks and uses creative ideas and new membership initiatives, programs and techniques to increase effectiveness of strategies
- Set and manage a budget, in conjunction with the district treasurer, to fulfill the committee's plan and achieve annual goals
- Participates in Rotary and Zone training to acquire new information and best practices, and utilize in accomplishment of goals
- Attends meetings of district leaders and participates in key district-wide events
- Actively utilizes Rotary tools, reports and other resources to effectively complete responsibilities

### **COMMUNICATION**

- Communicates regularly about membership with club leadership and membership chairs, and stays up to date on communications between committee members and clubs
- Provides governor and leadership team with regular reports about district membership statistics and trends, club progress on goals and results, outstanding performance and areas where additional support is needed
- Reports regularly to governor about committee actions and results

### **COLLABORATION**

- Works with the district governor, district team and club leaders to achieve annual and long-term district goals

- Works closely with assistant governors and district committee chairs in support of club membership actions
- Works with assistant governors in building vibrancy of clubs and assist struggling clubs as the foundation for membership stability and growth
- Works with governor to create internal visibility and focus on membership to assist in achievement of district goals
- Works with the district public image chair to increase Rotary visibility and positive image in the district to support accomplishment of membership initiatives
- Work with other district committees to coordinate initiatives and activities to most effectively meet district goals using One Rotary techniques
- Participates in meetings of district leaders and in key district-wide events

#### COMMITTEE

- Selects sub-committee chairs, establishes accountabilities and follow up, provides regular education and updates on new membership programs and information and district plans
- Provides support and resources to sub-committee members for achieving annual goals
- Coordinates and oversees the activities of the membership committee members to ensure annual goals are achieved
- Plans and conducts regular committee meetings, communication and activities.
- Assesses progress toward committee goals, and regularly report activities and outcomes to the governor and leadership group

#### CLUBS

- Provides motivation, support and resources to clubs for achieving membership goals
- Assists club presidents and presidents-elect to set membership goals and establish an effective membership structure/committee to achieve those goals
- Works with club leaders and membership committee to identify needs and develop a written long-range and annual membership strategy and annual action plan
- Assists clubs to utilize One Rotary concepts in membership strategies to increase effectiveness of initiatives
- Motivates club leaders to take meaningful membership action to achieve goals
- Ensure clubs are using Rotary Club Central for setting membership goals, conducting membership planning and regularly reporting progress
- Assists clubs to utilize Rotary tools and reports at [rotary.org](http://rotary.org) to support membership initiatives
- Conducts and/or assists clubs in conducting satisfaction surveys and club assessments and to implement follow-up action accordingly
- Develops/Provides clubs with ready to use tools to clubs to support membership goals
- Encourages clubs to participate in district, RI and/or presidential membership recognition programs
- Seek best practices and share with clubs via in-person and electronic communications
- Visits clubs in-person to work with club leadership on implementation of effective membership strategies

## District Engagement Sub-Committee Chair

### Qualifications

#### *Experience and Skills*

- Outstanding communication and interpersonal skills
- Skilled in relationship building
- Demonstrated experience in setting and achieving goals
- Excellent follow through on commitments and timelines
- Experience in presentations and training
- Past or current supervisory experience and successful experience in leading volunteers highly desirable
- Successful professional experience in customer service, marketing or sales; supervisory experience highly desirable
- Solid understanding of Rotary; effective past service in a Rotary leadership position; service as a club membership chair with proven results highly desirable
- Sponsor and mentor of new Rotarians
- Experience in conducting market or organizational assessments
- Practical experience in strategy and action planning and using plans to guide action
- Possesses enthusiasm and passion about Rotary and membership
- Demonstrated use of creative processes and processes to stimulate change
- Experience in preparing and managing work plans
- Proven ability to motivate others to achieve results

### Responsibilities/Accountabilities

- Sets and achieves engagement goals that support the district membership goals, working in collaboration with the committee chair, district and club leaders
- Works closely with committee chair and committee members to develop/update the long-range written membership goals and plan
- Develops annual sub-committee goals, measures and action plan for implementation; reports progress and outcomes regularly to chair
- Regularly assesses goals to evaluate progress and adjust, as needed
- Assist club leadership in developing an engagement and satisfaction strategy that increases the retention of club members, and with club engagement chairs to develop written engagement goals and action plan
- Seeks best practices on engagement and share with clubs via in-person and electronic communications
- Selects sub-committee members, establishes accountabilities and follow up, provides regular education and updates on new membership programs, information and district plans
- Presents engagement training and presentations to club leaders and membership committee members
- Provides chair with regular reports about engagement trends, progress and results on sub-committee and club goals and areas where additional support is needed
- Works collaboratively with other membership sub-committees to support district membership strategy
- Communicates regularly with club membership chairs and engagement sub-committees about engagement goals, priorities and action
- Actively seeks and uses creative ideas and new engagement initiatives, programs and techniques to increase effectiveness of strategies
- Develops/Provides clubs with ready-to-use tools to support club engagement goals
- Provides support and resources to clubs for achieving engagement goals

- Participates in Rotary training to acquire new information and best practices, and utilize in accomplishment of goals
- Acts as a liaison between the committee and clubs on engagement information
- Ensures clubs use Rotary Club Central for engagement goals, planning and regularly reporting progress
- Identifies and recommends changes in district processes to support achievement of engagement goals
- Assist clubs in utilizing One Rotary concepts in implementation of engagement strategies to increase effectiveness of initiatives
- Actively utilize and assist clubs to utilize Rotary tools and reports at rotary.org to support engagement initiatives
- Encourage clubs to participate in district, RI and/or presidential membership recognition programs
- Holds regular sub-committee meetings, attends meetings of full membership committee and participates in key district-wide events
- Visits clubs in-person to work with engagement committees on implementation of effective strategies

## District Attraction Sub-Committee Chair

### Qualifications

#### *Experience and Skills*

- Outstanding communication and interpersonal skills
- Skilled in relationship building
- Demonstrated experience in setting and achieving goals
- Excellent follow through on commitments and timelines
- Experience in presentations and training
- Past or current supervisory experience and successful experience in leading volunteers highly desirable
- Successful professional experience in sales or marketing; supervisory experience highly desirable
- Solid understanding of Rotary; effective past service in a Rotary leadership position; service as a club membership chair with proven results highly desirable
- Sponsor and mentor of new Rotarians
- Experience in conducting market or organizational assessments
- Practical experience in strategy and action planning and using plans to guide action
- Possesses enthusiasm and passion about Rotary and membership
- Demonstrated use of creative processes and processes to stimulate change
- Experience in preparing and managing work plans
- Proven ability to motivate others to achieve results

### Responsibilities/Accountabilities

- Sets and achieves attraction goals that support the district membership goals, working in collaboration with the committee chair, district and club leaders
- Works closely with committee chair to develop/update the long-range written membership goals and plan
- Develops annual sub-committee goals, measures and action plan for implementation; reports progress and outcomes regularly to chair
- Regularly assesses goals to evaluate progress and adjust, as needed
- Provides chair with regular reports about attraction trends, progress and results on sub-committee and club goals and areas where additional support is needed
- Works collaboratively with other membership sub-committees to support district membership strategy
- Assist club leadership in developing an attraction strategy that creates a balanced membership reflective of the community, including younger members, underserved demographic groups, past members, alumni and other Family of Rotary individuals
- Works with club attraction chairs to develop written attraction goals and action plan
- Seeks best practices on attraction and shares with clubs via in-person and electronic communications
- Presents attraction training and presentations to club leaders and membership committee members
- Communicates regularly with club membership chairs and attraction sub-committees about attraction goals, priorities and action
- Actively seeks and uses creative ideas and new attraction initiatives, programs and techniques to increase effectiveness of strategies
- Assist clubs in identifying and reaching possible members/member groups not currently served by Rotary
- Develop/Implement programs to attract Rotary alumni and other Family of Rotary individuals as Rotary members
- Develops/Provides clubs with ready-to-use tools to support club attraction goals

- Participates in Rotary training to acquire new information and best practices, and utilize in accomplishment of goals
- Acts as a liaison between the committee and clubs on attraction information
- Ensures clubs use Rotary Club Central for attraction goals, planning and regularly reporting progress
- Identifies and recommends changes in district processes to support achievement of attraction goals
- Assist clubs in utilizing One Rotary concepts in implementation of attraction strategies to increase effectiveness of initiatives
- Actively utilize and assist clubs to utilize Rotary tools and reports at rotary.org to support attraction initiatives
- Encourage clubs to participate in district, RI and/or presidential membership recognition programs
- Selects sub-committee members, establishes accountabilities and follow up, provides regular education and updates on new membership programs, information and district plans
- Holds regular sub-committee meetings, attends meetings of full membership committee and participates in key district-wide events
- Visits clubs in-person to work with attraction committees on implementation of effective strategies



## **District New Club Extension Sub-Committee Chair**

### **Qualifications**

#### *Experience and Skills*

- Outstanding communication and interpersonal skills
- Skilled in relationship building
- Demonstrated experience in setting and achieving goals
- Excellent follow through on commitments and timelines
- Experience in presentations and training
- Past or current supervisory experience and successful experience in leading volunteers highly desirable
- Successful professional experience in sales or marketing; supervisory experience highly desirable
- Solid understanding of Rotary; past service in a Rotary leadership position, preferably, a past governor or other leader who has successful experience in the new club process
- Sponsor and mentor of new Rotarians
- Experience in conducting market assessments
- Practical experience in strategy and action planning and using plans to guide action
- Possesses enthusiasm and passion about Rotary and new clubs
- Experience in preparing and managing work plans
- Proven ability to motivate others to achieve results

### **Responsibilities/Accountabilities**

- Develops and implements a plan to organize new Rotary clubs
- Identifies communities where new viable Rotary clubs may be possible
- Assists in all steps of organizing and establishing new clubs and ensures completion on a timely basis
- Sets and achieves club development goals that support the district membership goals, working in collaboration with the committee chair, district and club leaders
- Works closely with committee chair to develop/update the long-range written membership goals and plan
- Develops annual sub-committee goals, measures and action plan for implementation; reports progress and outcomes regularly to chair
- Regularly assesses goals to evaluate progress and adjust, as needed
- Provides chair with regular reports about progress and results and areas where additional support is needed
- Regularly assess goals to evaluate progress and adjust, as needed
- Works collaboratively with other membership sub-committees to support district membership strategy
- Communicates and follows up with district and club leadership about opportunities for new club development
- Works closely with the special representative to provide support and information for new club development and assist in addressing obstacles
- Assists in locating key resources in the community of a potential new club to support development of Rotary
- Assists new club and special representative in completion of required steps and documents for new club development
- Acts as a liaison between the governor, RI, special representative and new club for chartering requirements, and expedites the completion of those requirements whenever possible

- Ensures the chartering of strong and effective new clubs that meet all requirements of Rotary International and district prior to chartering
- Identifies and recommends changes in district processes to support vibrant new clubs and achievement of development goals
- Develop and follow up plans for providing new clubs with support during the first three years
- Provides support, resources and tools to special representative and new clubs for effective development
- Seeks best practices and tools and share with special representatives and new clubs
- Works with clubs to identifying opportunities for new clubs in regions or demographic groups not currently served by Rotary
- Participates in Rotary training to acquire new information and best practices, and utilize in accomplishment of goals
- Identify/Develop opportunities for potential new clubs, including e-clubs and other non-traditional formats
- Work with clubs with satellite clubs for chartering of stand-alone clubs
- Actively utilize and assist special representatives and new clubs to utilize Rotary tools at rotary.org to support new club development
- Selects sub-committee members, establishes accountabilities and follow up, provides regular education and updates on new programs, information and district plans
- Holds regular sub-committee meetings, attends meetings of full membership committee and participates in key district-wide events
- Visits clubs in-person to work with new club initiatives and developing clubs to provide training, information and support

7.5.14