

GETS 2009 Membership Positions Zones 25/26

The purpose of the RI Membership program is to provide a viable, long-term, strategic approach to promoting membership development by establishing a network of well-trained Rotarians - knowledgeable about membership development strategies and techniques - to support the district and clubs in achieving membership growth.

Zones 25/26 are recommending that the District Chair also have a TEAM, including District Regional Membership Coordinators (DRMCs), assigned clubs in a similar fashion to AG's. Following are some possible job descriptions for the District Membership Chair and the key people on the District Membership Team.

District Membership Chair

The District Membership Chair's role and responsibilities are:

Create a team

- Recommend persons to serve as District Regional Membership Coordinators (DRMC).
- Encourage clubs to appoint a club membership chair and have a membership committee (not just one person).
- Provide regional training related to membership development.
- Provide assistance, guidance and support to the Club Membership Committee/team.
- Hold regular in-person or conference call meetings with the DRMCs.

Determine Best Practices/Provide resources for clubs

- Identify and develop regionally appropriate membership development strategies.
- Provide support to the club membership committees, in such a way as not to interfere with the relationship between the DRMC team members and club membership chair/committee.

Provide data to help plan Recruitment

- Gather demographic information to help target recruitment
- Establish a foundation alumni recruitment plan (with District Foundation Alumni Chair)

Advise the District

- Provide assistance, guidance and support to the District Governor, Governor-elect, Governor-Nominee, Assistant Governors and other District personnel.

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Train

- In collaboration with your team, plan and organize a District Membership Seminar. As appropriate, hold these meetings throughout the District.
- Provide regional training related to membership development.

Recognize

- Encourage clubs in your district to participate in membership development recognition programs. On behalf of the Governor, complete necessary paperwork to recognize clubs
 1. Membership Development (Innovations)
 2. Small club growth
 3. Membership Development and Extension

Work with the Zone

- Establish a working relationship with the Zone RRIMC.
- Make a connection with RRIMC-to get “latest and greatest” information
- Attend Zone Membership training.

Report

- In concert with DG, gather MEMBERSHIP GOALS at Pre-PETS or PETS.
- Track performance versus goals (along with District Secretary)
- Complete reports as requested in a timely manner.
- Communicate membership goals to the district committee and share successful initiatives.

Qualifications and attributes of the District Membership Chair:

- Motivational
- Organized
- Looks to the future
- PASSIONATE about membership retention & recruitment
- Could be PDG, Past AG, past club president
- Committed to 3-year term
- Commits to expend the time and effort to learn about membership (retention and recruitment)

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District Regional Membership Coordinators or Team Committee

The DMC/DMT role and responsibilities are:

Establish relationship with clubs

- The District Regional Membership Coordinators/Team work directly with club membership chairs and club secretaries. Their focus is to HELP the clubs!!
- Meet regularly with clubs' membership committees: club-by-club and with several clubs together.
- In concert with DG and District Membership Chair, gather MEMBERSHIP GOALS at Pre-PETS or PETS. Identify club membership chairs and contact information.

Determine Best Practices/Provide resources for clubs

- The DMC's or DMT's provide TOOLS and resources to club membership chairs (*such as Membership Planning Guide, "Look in the Mirror", etc.*).
- Find out about successful club best practices regarding retention and recruitment efforts, and communicate with other clubs and with other DRMC/DMT members and chair.
- Understand the 8 action steps—and are able to bring resources to the clubs.
- Identify, market, and implement appropriate membership development strategies for clubs. *Different size clubs have different retention and recruitment opportunities and challenges.*
- Make a connection with RRIMC-to get "latest and greatest" information.
- Problem solve with clubs.

Attend Training: Participate in providing Training

- Attend Zone Membership training.
- Working with District Membership Chair and District Trainer, develop value-added and motivational District membership development seminar(s) or workshops. Attend all training.

Develop relationship with AG's and District Team

- The DRMC's/DMT's keep the District Membership Chair, Governor and AG's informed
- Work collaboratively with the AG's (who are working directly with Club Presidents). The Assistant Governor or District Governor may have contact information for District Regional Membership Coordinators.
- Where appropriate, sit in on the monthly or quarterly meetings (or conference calls) with the AGs and area Club Presidents to gain continuity of information between Club Presidents and Club Membership Chairs.

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DMC/DMT qualifications and attributes to look for:

- Put Rotarians who REFLECT the business community in District Regional Membership Coordinator positions or on Extension Committee
- Rotarians under age 40
- Women as well as men
- Persons of color
- Successful club president, who showed a flare for membership
- Successful former AG, who showed a real interest in membership
- WANTS the job
- Works well with others
- Represent clubs of various sizes (*Strongly suggest that a person with large club experience be matched with large clubs. Having a very small club representative working with a large club has not proven successful*)
- HAS a passion for Membership
- Commits to expend the time and effort to learn about membership (retention and recruitment)

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Other District Membership Team Members

Your District may have additional personnel. We recommend the following positions be included in your “team”

- District Foundation Alumni Chair
- District PR Chair
- District Extension Chair
- District Attendance Secretary
- District Secretary

Extension Chair

Organizing new clubs is a means to accommodate societal, demographic, and political changes in communities. It is Rotary’s goal that our organization MIRRORS the business and professional communities in which our clubs exist.

In Zones 25/26 this means more younger business and professional people and more persons of color. Club extension is one key strategy to develop clubs which meet their needs for time management and service.

The Extension Chair role and responsibilities are:

Develop a plan

- Identify communities without Rotary clubs that are capable of chartering a new club
- Identify communities where additional Rotary clubs could be established
- Analyze demographic and business trends to determine likely new clubs
- Understand the type of clubs which work best for particular demographics (e.g., early evening meetings for younger business people)

Create a team

- Identify persons to serve as “the special representative” to the club. Understands this job (and how it relates to the District Extension Chair position). The Governor will make the official decision and appointment

Work with the District Membership Chair and committee (DRMC’s) and AG’s

- The Extension Chair (and committee) should work collaboratively with the AG’s and with District Membership, to assure that clubs have all the tools and resources they need for ongoing survival.
- Communicate with the AGs and Club Presidents, who know their communities’ needs, growth and demographics, as well as meeting space and club size limitations.

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Train and learn best practices

- Will attend Zone Training.
- Willing to participate in zone conference calls, with other Extension Chairs

Extension qualifications and attributes to look for:

- Organized
- Looks to the future
- PASSIONATE about creating new clubs
- Per the Rotary Code of Policies, should be a person with active membership in good standing in a club in the District.
- Approaches extension in a professional manner-understanding the demographics in the community (*like Safeway locating its stores*)
- Works well with Sponsor Clubs
- Works collaboratively with District Membership Chair
- Could be PDG who has been active and successful in establishing new clubs or a Past AG or past club president with similar experience.
- Committed to 3-year term
- Commits to expend the time and effort to learn the “ins and outs” of Extension