KICK-START YOUR NEW MEMBER ORIENTATION

> **RELEVANCE:** Research shows that clubs with a new member orientation have higher member retention rates.

Learning objectives

At the end of this session, participants should be able to help clubs:

- Identify aspects of new member orientations to add to their program
- Develop an effective orientation for new members

Speaking points

- A successful Rotary orientation begins before the prospect joins and continues through the various stages of membership.
- Give prospective members an idea of what to expect from your club, such as the culture, history, projects and activities, and what your club is known best for.
- Finding ways to involve members at all stages of their membership helps them maximize their Rotary experience and continue to find value in it.
- Assigning a mentor to new members can help newcomers become part of the club more easily; it also can benefit experienced members by keeping them active and involved.
- Evaluate your program regularly by asking members for opinions.

Discussion questions

- What information should be covered with prospective members, compared with new members?
- How are your clubs' new member orientation programs designed to engage their new members?
- How should a mentoring relationship work with new members?
- In what ways do clubs in your district involve new members in your club?
- How does your club make Rotary fun for new members?
- What new member orientation success stories have you heard that you can suggest to clubs in your district?

Suggested Activity: Designing Your New Member Orientation

Divide participants into groups and ask them to design a new member orientation program based on the best practices and ideas discussed. Allow time for each group to share with the others. Encourage them to share their ideas with their clubs.

Resources

- [Introducing New Members to Rotary: An Orientation Guide](#)
- [Customizable club brochure](#)
- [New Member Welcome Kit](#)
- [Rotary Basics](#)
- [Connect For Good](#)