

# REGIONAL MEMBERSHIP SEMINAR



## Purpose

Regional membership seminars are intended to give participants the tools they need to help build capacity for membership growth at the club level. Training the district leaders who will hold a district membership seminar using a similar curriculum helps ensure we are delivering strategies and best practices to our clubs clearly and consistently. Review and customize the session guides to maximize your training.

## Organizers and participants

Rotary coordinators are responsible for planning and organizing the regional membership seminar. Your participants should include district membership committee chairs and members, and other district leaders. Consider working with your regional leader team members to organize a joint training seminar with concurrent sessions from which attendees can choose. To accommodate busy schedules, consider holding the seminar as a training event in conjunction with GETS and the Rotary institute or with other key regional events. Remember to tailor the training to the specific needs of the participants in those events.

## Sessions

Sessions in this guide include:

- Is Your Club Healthy?
- Building a Diverse Club
- Strategies for Attracting New Members
- Kick-start Your New Member Orientation
- Best Practices for Engaging Your Members
- Practicing Flexibility and Innovation
- Your Membership Plan
- Online Membership Leads

Choose the sessions that best meet the membership needs in your region. Depending on space and the number of trainers, you can hold sessions at the same time and repeat certain sessions to maximize attendance. If your resources are limited, choose the sessions that are most relevant to your participants.

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## Sample agenda

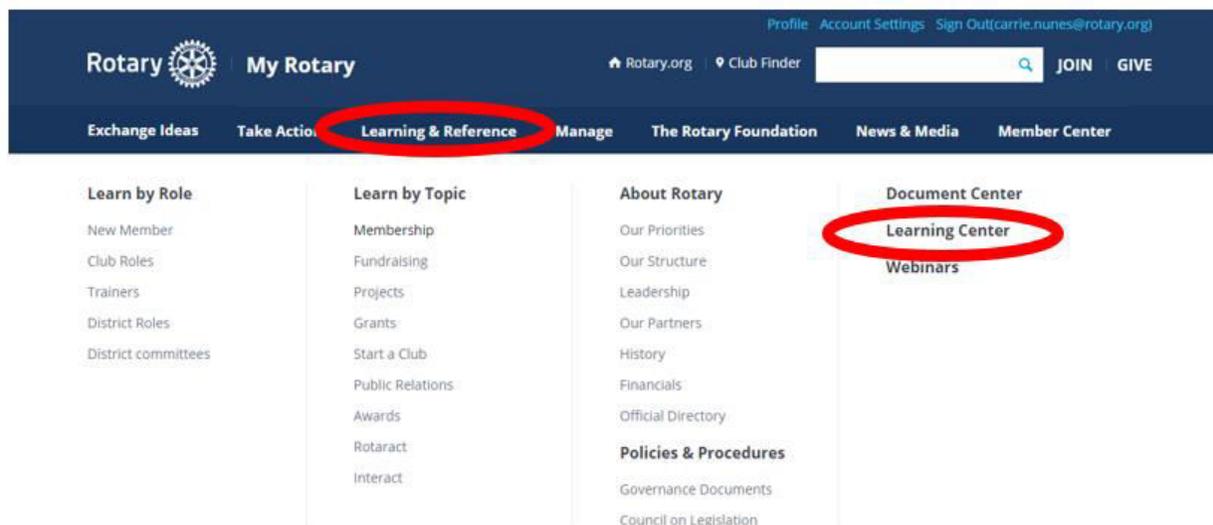
Here's an example of an agenda for a half-day training seminar.

30 min.	<b>Opening General Session</b>
45 min.	Is Your Club Healthy?
45 min.	<b>Concurrent Sessions:</b> Practicing Flexibility and Innovation Strategies for Attracting New Members
30 min.	Refreshment and Networking Break
30 min.	Managing Membership Leads
45 min.	<b>Concurrent Sessions:</b> Building a Diverse Club Kick-start Your New Member Orientation Best Practices for Engaging Members
45 min.	Your Membership Plan
30 min.	<b>Closing General Session</b>

## Online courses

The Learning Center hosts online curriculum that mirrors the topics covered in the in-person session guides. The online membership courses include eLearning modules that cover the topics in greater depth, and in an interactive way, taking the learner through real-life scenarios. Use the courses as pre- or post-event training to supplement your in-person event, or as an alternative **for** those who are unable to attend.

Find the courses by signing in to My Rotary and navigating to the Learning Center.



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Once you are in the Learning Center, click on **Membership** in the left column (see below).

A screenshot of the Learning Center interface. At the top, there is a blue navigation bar with the following tabs: MY PROFILE, CATALOG (highlighted in yellow), COURSE DISCUSSIONS, MY COURSES, and REPORTS. Below the navigation bar, there is a 'Categories' section with a search bar and a 'SEARCH' button. A list of categories is shown on the left, including: \_Getting Started (1), Council on Legislation (C...), Goal Setting (4), Membership (3) (circled in red with a red arrow pointing to it), Professional Development..., Rotary Grants (7), Service Projects (3), The Rotary Foundation (2), Your Role (5), and Youth, Students, and Scho... The main content area shows a course titled 'How to Navigate the Learning Center' with a 'Date Registered' of 5/19/2014. The course is associated with the Rotary logo and has an audience of 'All Rotarians'. The course description is 'Watch this video to learn how to navigate this site.' There are two buttons: 'START' (blue) and 'COMPLETED' (grey).

## Questions?

Send questions or comments to [membershipdevelopment@rotary.org](mailto:membershipdevelopment@rotary.org).