



KEY MESSAGES

- Clubs are expected to remain in good financial standing with Rotary International and the district.
- Maintaining transparent financial practices ensures accountability.
- Practicing good stewardship of club funds ensures they are used properly.



RESOURCES

- [*District Finance Committee Resource Guide*](#) — A comprehensive guide covering the role and responsibilities of the district finance committee.
- [*Club Treasurer's Manual* \(220\)](#) — A reference manual that explains the responsibilities of the club treasurer.
- [Financial representatives at Rotary headquarters](#) — Financial service representatives who can answer financial questions for your region.
- [Club and District Support representatives](#) — Staff at Rotary headquarters and international offices who can answer general finance questions.

MEMBERSHIP DEVELOPMENT COMMITTEE

This committee identifies, markets, and implements membership development strategies that are appropriate for the district and will result in membership growth.



RESPONSIBILITIES

- Plan, market, and conduct a district membership seminar in consultation with the governor and district trainer.
- Assist clubs' member recruitment efforts, paying special attention to small and weak clubs.
- Encourage each club to strive to represent the demographic composition of the community's professionals.
- Ensure that clubs are aware of the membership tools available from Rotary headquarters and that membership information is reported promptly to Rotary headquarters.
- Work and communicate regularly with the district governor and club leaders to ensure that the district achieves its membership goals.
- Coordinate districtwide membership development activities.
- Encourage clubs to participate in Rotary or presidential membership development recognition programs.
- Work with the district extension and public relations committees to plan activities that will aid membership development efforts.
- Encourage clubs to develop and implement innovative membership development strategies.

- Assist club membership committee chairs in carrying out their responsibilities.
- Visit clubs to speak about innovation, flexibility, diversity, and ways to engage members.
- Work with the Rotary coordinator to plan membership activities in the district.
- Ensure that each club committee has a copy of the *Membership Development Resource Guide* (417) and is aware of resources available on rotary.org.

Training and Support

The chair and as many committee members as possible should attend a training meeting conducted by the Rotary coordinator.



KEY MESSAGES

- Both attracting new members and keeping existing members are important to membership development.
- Providing updates and training for new and current club members is vital to keeping them engaged in the club, the district, and the organization as a whole.
- Asking past participants of Rotary programs to share their experiences can attract potential members and remind members of Rotary's impact.



RESOURCES

- *Membership Development Resource Guide* (417) — A publication that identifies best practices and tips for attracting new members and keeping members engaged and active.
- *Club Assessment Tools* — Online supplement to the *Membership Development Resource Guide* that offers useful tools to assess the current and future state of clubs.
- *Club Secretary's Manual* (229) — A reference manual that describes club secretary responsibilities, including the reporting of new members.
- *Rotary coordinators* — The 41 RCs appointed by the RI president-elect work to create stronger, more dynamic, and more effective clubs and districts. Rotary coordinators work as facilitators, motivators, consultants, and resource persons for clubs and districts in the region and help them create and implement plans to build better Rotary clubs.