

# Rotary International Recognition of Membership Development Initiatives

## CLUB SUBMISSION FORM

Creative strategies to influence the growth and development of Rotary's membership are a necessity if Rotary is to meet the growing demand for humanitarian service. The need for proactive, creative strategies to attract and retain members has never been greater.

Each year, Rotary International recognizes up to three clubs from each district, based on their implementation of a *proactive and creative strategy* to influence membership growth and development in one of three areas:

- Retention
- Recruitment of qualified new members
- Organization of new Rotary clubs

In addition to a certificate, members from the recognized clubs who attend the RI Convention are eligible to receive the RI Membership Development Initiative Award ribbon. Please note: Ribbons are available only to those who attend the RI Convention.

### Guidelines for clubs

Submit a detailed explanation of your club's strategy, initiative, or program to your district governor. Questions to consider:

- What is the purpose of the strategy or initiative, and how does it demonstrate a new and creative approach to membership development?
- What was the initial membership challenge, and how does the strategy or initiative demonstrate a proactive approach to the challenge?
- What regional factors, issues, or trends were affecting membership, and what was innovative about the strategy used to address those issue(s)?
- What processes or procedures does the program or initiative follow?
- Who has been involved, and what has been accomplished?
- How do you envision the program's long-term ability to make positive strides toward membership development?

Please limit your explanation to two pages in addition to the form on the reverse side. Please visit [www.rotary.org](http://www.rotary.org) and add your club's strategy, initiative, or program to the Membership Development Best Practices Exchange, so that Rotarians from around the world can benefit from your success.

### Guidelines for district governors

District governors should review all of the submissions from the clubs in their districts and select the *three* most proactive and innovative strategies or initiatives that will potentially have a long-term effect on membership retention, recruitment, or organization of new Rotary clubs in the district.

### Due date

Clubs must submit this form to the district governor by 15 April.

# RI Recognition of Membership Development Initiatives Submission Form for Clubs

Rotary Club of \_\_\_\_\_ Club ID # \_\_\_\_\_

City, State/Province, Country \_\_\_\_\_ District \_\_\_\_\_

Our Rotary club has developed and implemented an innovative strategy, initiative, or program that has had a positive impact on membership. The approach or strategy focuses on the following primary foundation of membership growth and development:

*(please select one)*

- Retention     Recruitment of qualified new members     Organization of new Rotary clubs

Here is a brief description of the strategy or initiative implemented by our club:

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The steps and/or process taken to implement the new strategy or initiative included:

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This strategy or initiative was innovative and creative because:

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The potential long-term effects of implementing this strategy or initiative are:

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Club President's Signature \_\_\_\_\_ Date \_\_\_\_\_

*Please send your completed form to your district governor by 15 April. Attach any extra documentation, as necessary.*

Share your strategy, initiative, or program with other clubs looking for new ideas. Submit your club's membership development initiative to the Membership Development Best Practices Exchange for other clubs and districts to view. Find it in the Members section of [www.rotary.org](http://www.rotary.org).

