



## Publications and Resources

The RI membership development materials listed here may also be downloaded at [www.rotary.org](http://www.rotary.org). Those containing an RI publication number (e.g., 254-EN) can be purchased online at [shop.rotary.org](http://shop.rotary.org) or through the *RI Catalog*. Most print publications can be downloaded from the RI Web site for free.

**RI Catalog** (019-EN) A listing of RI publications, audiovisual tools, books and periodicals, forms, and supplies. Online version available at [www.rotary.org](http://www.rotary.org). Updated each June.

### Membership Publications

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**How to Propose a New Member** (254-EN) This useful guide includes the basic procedure for election of a new member, along with a user-friendly proposal form.

**Membership Development Resource Guide** (417-EN) Booklet that outlines actionable steps to help clubs develop a membership development action plan. Provides suggestions for recruiting and retaining members. *New edition available late Spring 2008.*

**New Member Orientation: A How-to Guide for Clubs** (414-EN) Guidelines for conducting effective orientation for prospective and new members. *New edition available Spring 2008.*

**Organizing New Clubs: A Guide for District Governors and Special Representatives** (808-EN) This publication outlines the procedures for creating a new club. Includes required forms and suggestions for ensuring a new club's effectiveness and longevity.

**Rotary Basics** (595-EN) An excellent orientation tool as well as a refresher course on Rotary International and Rotary Foundation information.

**This Is Rotary** (001-EN) Brochure providing an overview of Rotary for prospective Rotarians and the public.

**What's Rotary?** (419-EN) Handy, wallet-size card answering frequently asked questions about the organization and scope of Rotary. Popular as a handout to non-Rotarians.

**Start with Rotary postcards** (614)

Use these colorful postcards to invite potential members to your club. Available in packages of 20.

**Start with Rotary wallet cards** (613)

Cards feature four designs from the Humanity in Motion IV public service announcements and can be used to invite potential members to a club. Available in packages of 20.

### Membership Kits

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Contain RI publications to complement an existing prospective and new member information program or assist clubs in creating one. Each kit provides basic understanding of the history, structure, and programs of Rotary International and The Rotary Foundation.

**Developing Your Club's New Member Information Program** (425-ENB) This preassembled kit for *clubs* contains relevant materials for Rotarians in charge of developing their club's orientation program.

**New Member Information Kit** (426-ENB) Preassembled kit of RI publications to distribute to new members.

**Prospective Member Information Kit** (423-ENB) Preassembled folder of relevant RI publications to distribute to prospective members.

**Prospective Member Video Kit** (424-ENB)—Contains DVD and video selections to showcase to prospective members. Clubs should order one kit for their libraries.

**New Member Video Kit** (427-EN)—Contains DVD and video selections to showcase to new members. Clubs should order one kit for their libraries.

## **More Publications for Strengthening Membership**

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**Presidential Citation Brochure** (900A-EN) and **Presidential Citation Certification Form** (900B-EN) Leaflet that outlines the Presidential Citation Program.

**Effective Public Relations: A Guide for Rotary Clubs** (257-EN) *Newly revised!*

**Communities in Action/Menu of Service Opportunities Kit** (605-EN)

**Humanity in Motion** Publication relations materials for increasing public awareness of Rotary.

**Rotary Foundation Facts** (159-EN) Brief statistical overview of the Foundation, its programs, and contribution information. Revised annually.

**The Rotary Foundation Annual Report** (187B-EN)

**Rotary International Annual Report** (187A-EN)

\*New member letter and bulletin: This colorful bulletin is sent quarterly to all new Rotarians.

## **Videos**

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**RVM: The Rotarian Video Magazine** Documentary-style stories on DVD chronicling achievements and projects of Rotarians worldwide. From providing basic necessities like shelter, food and water to bringing new life through new limbs, *RVM* shows what Rotary clubs can accomplish. Ideal for presentations at club meetings or for prospective members. Available for purchase in single issues and annual subscriptions (see *RI Catalog* for publication codes).

**Membership Video Kits** See “Membership Kits” above.

**Introducing Rotary** (982)—This new three-minute DVD provides an overview of Rotary membership for new members. *Available Spring 2008.*

## **Recognition Programs**

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Governors receive 1 July membership starting figures for all clubs in mid-October. Monthly membership reports by district are posted [www.rotary.org/membership](http://www.rotary.org/membership) by mid-November. In the fourth quarter, clubs are eligible for the Membership Development and Extension Award; governors select qualifying clubs after 15 May.

**RI Membership Development and Extension Award** (901-EN) District-level certificate program for clubs that recognizes membership growth in existing clubs, retention of current club

members, and the organization of new clubs. Districts that meet their membership goals are also recognized.

**RI Recognition of Membership Development Initiatives** (421-EN and 422-EN) District-level certificate award to recognize clubs that develop and implement a creative plan or strategy to support one of the three components of membership development.

**Recognition of Smaller Club Membership Growth** (416-EN) This award recognizes clubs in three categories: Those with fewer than 10 members that reach a goal of 10, those with 10-14 members that reach a goal of 15, and those with 15-19 members that reach a goal of 20.

## Online Resources

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**Planning Guide for Effective Rotary Clubs** Tool to help presidents-elect and other club leaders determine which club programs and projects require additional attention, as well as provide new ideas. Also available in some club-level publications, including *Club Assessment Tools*.

**Rotary E-Learning Center** Self-paced, online training resource for club officers and new members. PowerPoint learning modules are available in these categories: New member information, RI programs information, club officer information, and club and district administration. Accessed at [www.rotary.org](http://www.rotary.org) (Go to: Members, Training, For All Rotarians).

**Best Practices Database** Searchable database of successful ideas submitted by Rotary clubs and districts around the world. (Go to: Members, Running a Club, Membership Development Best Practices).

**Club Assessment Tools** Downloadable supplement to the *Membership Development Resource Guide* (417-EN) that provides direction for clubs as to how, why, and when to complete the following activities: Planning Guide for Effective Rotary Clubs, Classification Survey, Membership Diversity Assessment, 25-Minute Membership Survey, Retention Model, Termination Profile, Membership Satisfaction Questionnaire, and Resigning Member Questionnaire. Available Spring 2008.

**Regional Membership Supplements** Downloadable supplements to the *Membership Development Resource Guide* (417-EN) that contain statistical data and survey results by region. Available Summer 2008.

## E-mail Newsletters

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*Register to receive any of these newsletters at [www.rotary.org](http://www.rotary.org).*

**The Membership Minute** Offers membership strategies and tools for revitalizing aspects of clubs that may need attention, while highlighting areas in which certain clubs are successful. It's aimed at club leaders, so we encourage you to build awareness of this tool within the district (frequency: every 4-6 weeks).

**Rotary Training Talk** Directed at district trainers and other Rotarians interested in training. Published by RI's Leadership Training and Education Division in English, French, Portuguese, and Spanish (frequency: monthly).

**Rotary PR Tips** Published by RI's Public Relations Division (frequency: twice monthly).

\* E-newsletters for district membership and extension chairs and RRIMCs are also sent out periodically to individuals currently holding these positions.