



Week 5: Strengthening your membership

Membership is the hardest problem facing Rotary Clubs. But you have to decide the balance between focusing on retaining members, getting new members, and keeping everyone engaged. You don't have to do everything yourself – but make sure you have active people on your membership team and help them with the resources.



READ: Chapter 5 Strengthening Your Membership

LEARNING CENTRE MODULES:

- [Online Membership Leads](#) (60 min)



Take one of the following:

- [Is Your Club Healthy?](#) (60 min)
- [Your Membership Plan](#) (60 min)

ACTION



- Review online [Resources & References for Membership](#) – identify where the focus for your year will be
- Talk to your current Membership Committee Chair and committee and get their input