

Each Area in Rotary District 7570 should have a Membership Advocate identified by July 1 of the Rotary year. A Membership Advocate's key responsibility is to assist the Area Governor (AG) with creating a membership growth culture in the clubs and strive to form relationships with the Club Presidents in their Area. If possible, the Membership Advocate will attend the membership summit and the membership portion of President Elect Learning Session (PELS), District Team Training (DTTS) and the Club Team Training (CTT) zoom sessions. They should also attend the AG meetings with the club presidents.

Advocates are identified by the AG as a Rotarian who has recruited members and understands the importance of finding quality members. They are approved by the District Governor-Elect before the year begins. They work closely with the District Membership Chair (DMC). They are appointed each Rotary year but may serve multiple years in this role.

DUTIES, include but not limited to:

- Help clubs improve membership growth
- Create a relationship with club membership chairs in your area
- Present a program on membership at the request of the clubs but at least once per Rotary year
- Encourage clubs to hold a membership event and provide necessary support
- Educate clubs on:
 - o Intentional strategies to grow membership
 - o Flexibility in club structure and dues
 - o Satellite clubs
 - o Engagement strategies
- Promote PELS, CTT, RLI and the Membership Action Plan (MAP) to clubs
- Strongly encourage attendance at District Membership seminars/retreats
- Attend the monthly webinars of the Zone 33-34 Membership Action Plan
- Understand and use the MAP site (located at DACdb or at rizoness33-34.org)
- Know what is contained in the Gold Club and Club Excellence Award (Rotary Citation) criteria pertaining to membership
- Assist the AG with managing membership leads
- Attend regular Zoom meetings with District Membership Chair (DMC) and other Membership Advocates
- Be an active member of the District's Membership committee led by the DMC
- Support the District by regularly attending the District Conference
- Complete the courses in the RI Learning Center that pertain to membership

MEMBERSHIP RESOURCES:

- [MAP WEBSITE & WEBINARS](#)
- [MEMBERSHIP SATISFACTION SURVEY](#)
- [ROTARY MEMBERSHIP LEADS](#)
- [RI LEARNING CENTER COURSES](#)
- [RIZONES33-34.ORG](#)

For clubs with a membership of less than 25 members, our focus should be growing the club to that level of membership. Clubs achieving twenty-five members reach a point where it is easier to complete service projects, attract interesting speakers, and create a positive club meeting experience. Clubs with at least twenty-five members provide a more substantial leadership development program for their members and more opportunities to network.

While "growing Rotary" in numbers is extremely important, it is as equally or more important to grow Rotary with quality members (quality over quantity). Rotary International, Rotary Zones 33-34, and Rotary District 7570 have numerous resources available to assist you in your role as Membership Advocate!