

Purpose

Membership Advocates are members of the District Membership Committee, working collaboratively with Area Governors and club leaders to foster a culture of membership growth and engagement. Their role is to promote intentional strategies for attracting and retaining quality members, support clubs in achieving sustainable membership growth, and provide guidance and resources to enhance the membership experience.

Responsibilities

1. Collaboration

- Build and maintain strong working relationships with Area Governors, club membership chairs, and other Membership Advocates.
- Serve as an active member of the District Membership Committee, supporting district-wide membership initiatives.

2. Membership Growth and Support

- Assist clubs in improving membership growth by offering advice, resources, and strategies.
- Help manage membership leads in collaboration with the Area Governor and club leadership.
- Encourage clubs to organize membership events and provide necessary support.

3. Education and Training

- Educate clubs on strategies to grow membership, including flexibility in structure, dues, and satellite clubs.
- Promote engagement strategies to retain members and create a positive club experience.
- Offer presentations on membership-related topics at least once per Rotary year.
- Assist clubs in understanding and leveraging tools like the Membership Action Plan website and Membership Satisfaction Survey.

4. Advocacy and Promotion

- Strongly encourage participation in district membership seminars and retreats.
- Highlight the benefits of intentional membership growth and emphasize quality over quantity.

5. Participation and Learning

- Attend required training sessions, district events, monthly Membership webinars and Membership Action Plan webinars hosted by Zones 33-34.
- Complete relevant courses in the RI Learning Center focused on membership strategies.
- Support the district at the District Conference and other key events.

Note:

- In addition to these general responsibilities, Membership Advocates will have specific duties outlined in the committee's charter or role description provided by the District Membership Committee Chair.