



Nine Guiding Membership Principles

or Rules of Engagement



- 1. Clubs are responsible for the attraction & engagement of their membership.**
- 2. The most important role of the District in the area of membership is to provide clubs support.**
- 3. The District is lead partner for creating new Rotary clubs within the District.**
- 4. Most clubs lack the knowledge, will, commitment, or understanding on the how-tos to change the trajectory of their membership.**
- 5. Support & training by the District must educate clubs on the how-tos of attraction & engagement of their members.**
- 6. Most volunteers will not attend a meeting when the time required to travel to the meeting takes longer than the time spent *in* the meeting.**
- 7. To succeed, any plan to attract or engage members must be developed by the club, *not the district!***
- 8. The District must have a District membership infrastructure to support the clubs in their desire to attract & engage membership.**
- 9. The District leadership must make membership attractions and engagement a priority by investing resources, time, energy, & commitment or little nothing will happen!**