



Membership Minute



"If we show [potential members] some of our international and local projects, we can help them understand the powerful things our clubs are doing across the world."

— Renee Moe, Rotary Club of Madison, Wisconsin, USA

RI president makes membership a priority

It's every Rotarian's responsibility to boost club membership and ensure the future of Rotary. No member takes this duty more seriously than RI President Kalyan Banerjee.



"The more members we have, the more Rotary can do," Banerjee says. "Rotarians must refer new members. Our current annual growth is 5 percent, but if every two years each Rotarian brought in a new member, our membership would grow by 50 percent."

[Read more](#)

Using social media to promote Rotary

Rotary recently conducted a [social media webinar series](#) to help Rotarians use social media to promote their club's good works.

Share your passion
for Rotary!
[Refer a member](#)



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The webinars provided step-by-step instructions for setting up a club Facebook page and Twitter account. Experienced Rotarians from around the world led the sessions, sharing best practices and easy steps for customizing pages and accounts, including when and how to use hashtags.

Check out these resources to learn more:

- Listen to a recording of [“Using Social Media to Promote Your Club or District.”](#)
- Register for other [Rotary webinars.](#)
- Find more tips for promoting your club by watching [“What Is the Best PR for Rotary?”](#)
- Learn how to use Rotary’s public relations resources by watching [“Welcome to the World of Public Image.”](#)

The public is aware of Rotary, but unsure of what we do

Did you know that talking about your involvement in Rotary could enhance the organization’s image and boost public awareness? It’s up to every Rotarian to tell the world what Rotary is and does.

According to a public image survey commissioned by Rotary International in 2010, people are much more likely to know about Rotary and perceive it positively as a charitable organization if they personally know a Rotarian. The finding is just one of many that could shape how clubs and districts promote Rotary in their communities.

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Membership Resources

[Membership Development Resource Guide \(417\)](#)

[New Member Orientation: A How-to Guide for Clubs \(414\)](#)

[How to Propose a New Member \(254\)](#)

[Rotary Basics Online](#)

[Club Brochure Templates](#)

[Leadership Development: Your Guide to Starting a Program \(250\)](#)

[Be a Vibrant Club: Your Club Leadership Plan \(245\)](#)

[Club Membership Committee Manual \(226b\)](#)

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