



## SESSION 1: INNOVATION AND ENGAGEMENT

SATURDAY 9:30-10:30 AM

**RELEVANCE:** Club presidents appoint and work with members of the club to innovate the club experience; identify long-term and annual membership goals; support innovative strategies to attract and engage members; promote member education for current, new, and prospective members; and seek opportunities to sponsor new clubs.

### Learning Objectives

- Create a Club your members will love to attend and support.
- Understand how to encourage innovation as a method to engage members towards their passions.
- Identify strategies for attracting and engaging members on an ongoing basis.
- List ideas for communicating with and engaging members.
- Understand how engaging members through participation in club activities in-person and/or virtually affects morale.

### Resources

- [Lead Your Club: President](#), Chapter 5, Strengthening Your Membership
- [Innovative Club Models](#)- Club Types, Formats and Models
- [Strengthening Your Membership: Creating Your Membership Development Plan](#)
- [Membership Minute](#) e-newsletter for the latest membership strategies and resources
- [Connect for Good](#) guide for member involvement
- [Rotary Club Health Check](#)
- [Membership](#) section of Rotary.org
- [Rotary Strategic Plan](#) for member goals and priorities
- [Be a Vibrant Club for ideas on how to strengthen your club](#)

### Potential Discussion Questions

- If someone described a Rotary club as “Innovative,” what would that look like?
- What does it mean to engage your club’s members?
- How can your club be more flexible to better meet your members’ needs?
- How can your club vary meetings to get members excited about coming to them?
- What can your club do to engage members who may have been discouraged by virtual meetings?
- How do you train current and new members?



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- How do you keep your members informed?
- How do you get members involved in projects, activities, or leadership roles?
- Do your club activities reflect the interests of your members? How do you know? Do they reflect the needs of the community?
- What does your club do to recognize members for their efforts?
- What initiatives or goals do you envision for your membership committee?
- How can your club be more flexible to better meet your members' needs?
- How can your club vary meetings to get members excited about coming to them?
- What does your club do to recognize members for their efforts?
- What initiatives or goals do you envision for your membership committee?