



To: District 5930 Club Presidents
From: Luis Cavazos, Lieutenant Governor – Membership
Subject: Re-IGNITE - District 5930 Best Practices Membership Attraction & Retention

OBJECTIVES

- District 5930's membership goal is to increase membership with interested, vibrant, dynamic, and determined Rotarians; and to maintain membership by keeping members engaged and by being **VIBRANT!**

HISTORY of IGNITE

- IGNITE was developed by Ken Boyd, Past International Membership Chair for RIP Rick King.
- IGNITE was built on continuity.
- IGNITE is a focus on Membership program; every member has a role and commits to participate.
- IGNITE rationale - everyone has something to contribute to the success of their clubs; therefore every person has the power to make a difference.
- IGNITE has proven success in D5930.
- IGNITE handouts were developed as "best practices." Clubs that have utilized the IGNITE focus on membership program have seen a dramatic improvement in membership attraction (recruitment) and retention, as well as extension.

ORGANIZATION

- District Pilot Ignite was implemented in 2014.
- The District has a Lieutenant Governor for Membership, who serves as the District Membership Chair, Membership Coordinators, and a committee of district supported leadership with the specific purpose of:
 - Recruitment (Attraction)
 - Development
 - Retention (Engagement)
 - Membership Awards
 - Extension (New Clubs and Satellite)
- To better serve you and your Clubs there are Assistant Governors and where available, Area Membership Coordinators, who will be working closely with you and your club's Membership Chair to provide support.

PROCEDURES

WHY Ignite? Because it's working!!!! Ignite Club efforts yield the positive growth.

- Review Club Instructions for Using the Ignite Score Sheet
- Download and open the file, Ignite Scoresheet
- Complete the Scoresheet
- Return to LT. Governor Membership Luis Cavazos at luis.cavazos@geffinancial.com

RETENTION

- Your Club, nor any other Club, will not grow if they lose more members than they attract (recruit). With your leadership and the Ignite “Toolkit,” your club will stop those losses.
- Encourage solid programs, great service projects, mentorship, engagement of new and current members, and interest in every member.

EXTENSION

- Greater than one new club will be developed. Opportunities for an “e” club and additional satellite clubs will also be explored. An active Extension Committee will be scouting the District for practical solid growth opportunities.

SUMMARY

- Clubs using the Ignite “Toolkit” and best practices have seen success with the Ignite membership initiatives in 2013-2014, 2014-2015, 2015-2016 and 2016-2017. **We don’t want to be guilty of doing nothing in the face of our membership needs.** With additional members and engaged members clubs are able to provide more opportunities for networking, fellowship, fun, and **expanded service opportunities.**

Thank you for your “Service Above Self.”