# IGNITE
## A Membership Attraction, Retention and Engagement Program
## Step by Step

# What is Rotary?

Rotary is a **membership** organization and our product is service.

Every club needs new members in order to be vibrant and active.

It takes intentional strategies such as those in Ignite to bring in, engage, and retain new members.

# Ignite – A  proven Membership Plan to attract, engage, and retain  new members.

- Ignite was developed by Ken Boyd, Past RI Director and International Membership Chair for Past RI President Rick King. This membership plan was implemented in D5930 in 2014. The rationale behind it is that every member has a role and commits to participate.

- Ignite uses best practices research as the components of the program.

- The clubs using Ignite have experienced a significant improvement in membership recruitment, engagement and retention.



IGNITE

Texas 5930

# Why Ignite? Because it works!!

One of the clubs that piloted Ignite in 2014 – 2015 was The Laredo Rotary Club.

- 2013 – 2014      5 New Members   (before Ignite)
- 2014 – 2015      23 New Members
- 2015 – 2016      17 New Members
- 2016 – 2017      20 New Members
- 2017 – 2018      16 New Members
- 2018 - 2019      15 New Members
- 2019 - 2020      15 New Members



Welcome NEW MEMBERS

# IGNITE WORKS!  BUT WHERE DO I START?

1.  Appoint a Club Membership Chair and establish a Membership Committee.

2.  The Membership Committee sets specific membership goals. Share the goals with your club. Obtain their buy-in and enter the membership goal in Rotary Club Central.

3.  Enter (or copy and paste) all the names of your members on the Excel score sheet and display it to your club. Let them see that  everyone is eligible to get points for the club.  Explain how they can obtain the points.  Duplicate a copy of the point items.  (See next slide) Each member can receive 25 points for bringing in a new member.

4.  The Excel score sheet calculates the number of members by 10 (for example, 50 members X 10 = 500 points) and that is the number you need to become a Premier Club. Premier Clubs are recognized and receive an award at the end of the Rotary year.

5.  Share the Excel score sheet with your members at least once a month so that they can see who is accumulating points.  You may want to start a competition to see who gets the most points by the end of a certain time.  Members may be grouped by teams for the competition.

# PREMIER CLUB!   BEST PRACTICES!   HOW TO OBTAIN POINTS:

1. Club has a passionate Membership Chair                                                        25 pts
2.  Bring in a new member                                                                         25 pts.
3. New member brings in a New Member (Bonus in addition to #2)                                   20 pts.
4. Establish a Club Membership Goal and Enter in Rotary Club Central                             15 pts.
5. Select and complete 4 or more of the "15 + Tips for Successful Clubs"                         10 pts.
6. Assign a Mentor to each New Member                                                            10 pts.
7. Get New Member "engaged" (involved) within First Two Weeks                                    10 pts.
8. Hold New Member(s) orientation                                                                10 pts.
9. New Member Participates in Service Project                                                     10 pts.
10. Potential Member gets Involved in Service Project                                             10 pts
11.  Attend 3 meetings and/or events for other Rotary Clubs                                       10 pts
12.  Develop and Maintain an Attractive Social Platform                                           10 pts
13.  Bring a Guest to a Club Meeting                                                               5 pts.
14. Propose a New Member                                                                           5 pts.
15. Attend a District Membership Seminar                                                           5 pts.
16. Member Participates in a minimum of 1 Rotary Event, Project, Fundraiser                        1 pt.
17. Invite District Membership Team member to  speak/present at your club                         50 pts
18. Have a "Membership Minute" where membership goals are mentioned                               50 pts.

Sample top part of an Excel score sheet.  Club has 84 members, has 265 points towards the 840 needed to become a Premier Club.  Add the points to the member and Excel tabulates the points for you.

| | Number of Points to become a Premier Club | 10 | X | 84 | Current Members | = | 840 | | | | | | | | | | | | | | | | |

| Action Items to IGNITE Each Member in Your Club | Individual Totals | Club has Passionate Membership Chair | Bring in New Member | New Member Brings in a New Member (Bonus in addition to #2) | Establish a Club Membership Goal and Enter in Rotary Club Central | Complete 4 or more of the "15+ Tips for Successful Clubs" | Assign a Mentor to Each New Member | Get New Member "engaged" (involved) within First Two Weeks | Hold New Member(s) Orientation (10 pts maximum) | New Member Participates in Service Project | Potential Member gets involved in Service Project | Attend 3 meetings and/or events for other Rotary Clubs (10 points maximum per member) | Develop and Maintain an Attractive Social Platform (i.e., website, facebook, etc.) | Bring a Guest to a Club Meeting | Propose a New Member | Attend a District Membership Seminar (i.e., district training, district conference, assembly, | Member Participates in at least 1 Rotary Event, Project, Fundraiser (1 pt maximum) | Invite a District Membership Team member to speak/present to your club | Have a "Membership Minute" at each club meeting |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Club Totals** | **265** | 25 | 75 | 0 | 15 | 0 | 0 | 10 | 0 | 10 | 0 | 0 | 0 | 30 | 5 | 45 | 0 | 50 | 0 |
| Active Member Roster (including LOA and Rule of 85) | Points | 25 | 25 | 20 | 15 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 5 | 5 | 5 | 1 | 50 | 50 |
| Abrego, Pat | 0 | | | | | | | | | | | | | | | | | | |
| Addison, Tom | 0 | | | | | | | | | | | | | | | | | | |
| Alford, Doug | 0 | | | | | | | | | | | | | | | | | | |
| Andrade, Azucena | 0 | | | | | | | | | | | | | | | | | | |
| Arreazola, David | 20 | | | | 15 | | | | | | | | | | | 5 | | | |
| Bernier, Barry | 0 | | | | | | | | | | | | | | | | | | |
| Caballero, Claudia | 0 | | | | | | | | | | | | | | | | | | |
| Castro, Abram | 0 | | | | | | | | | | | | | | | | | | |
| Cerda, Manuel | 0 | | | | | | | | | | | | | | | | | | |
| Chapa, Al | 0 | | | | | | | | | | | | | | | | | | |
| Cuellar, Lizeth | 0 | | | | | | | | | | | | | | | | | | |
| De La Fuente, Melina | 0 | | | | | | | | | | | | | | | | | | |
| Diaz, Emilia | 0 | | | | | | | | | | | | | | | | | | |
| Dickerson, Cat | 30 | | 25 | | | | | | | | | | | | | 5 | | | |
| Dickerson, Mike | 5 | | | | | | | | | | | | | | | 5 | | | |
| Estevis, Adriana | 0 | | | | | | | | | | | | | | | | | | |
| Eveland, Dennis | 20 | | | | | | | | 10 | | 10 | | | | | | | | |
| Firova, Esther | 0 | | | | | | | | | | | | | | | | | | |
| Flores, Ricardo | 0 | | | | | | | | | | | | | | | | | | |
| Garcia, Becky | 0 | | | | | | | | | | | | | | | | | | |
| Garcia, Desiderio | 0 | | | | | | | | | | | | | | | | | | |
| Garza, Cecilia | 0 | | | | | | | | | | | | | | | | | | |
| Garza, David | 0 | | | | | | | | | | | | | | | | | | |
| Garza, Jerry | 0 | | | | | | | | | | | | | | | | | | |

# SCORING SHEET FOR THE PREMIER CLUB AWARD

**IGNITE**

Action Items to **IGNITE** Each Member in Your Club

| Action Items to IGNITE Each Member in Your Club | Individual Totals | Club has Passionate Membership Chair | Bring in New Member | New Member Brings in a New Member (Bonus in addition to #2) | Establish a Club Membership Goal and Enter in Rotary Club Central | Complete 4 or more of the "15+ Tips for Successful Clubs" | Assign a Mentor to Each New Member | Get New Member "engaged" (involved) within First Two Weeks | Hold New Member(s) Orientation (10 pts maximum) | New Member Participates in Service Project | Potential Member gets involved in Service Project | Attend 3 meetings and/or events for other Rotary Clubs (10 points maximum per member) | Develop and Maintain an Attractive Social Platform (i.e., website, facebook, etc.) | Bring a Guest to a Club Meeting | Propose a New Member | Attend a District Membership Seminar (i.e., district training, district conference, assembly, | Member Participates in at least 1 Rotary Event, Project, Fundraiser (1 pt maximum) | Invite a District Membership Team member to speak/present to your club | Have a "Membership Minute" at each club meeting. | Club Name | District |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Club Totals** | **0** | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | |
| Active Member Roster (including LOA and Rule of 85) — Points | | 25 | 25 | 20 | 15 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 5 | 5 | 5 | 1 | 50 | 50 | | |

THE EXCEL SCORE SHEET AUTOMATICALLY CALCULATES THE NUMBER OF CLUB MEMBERS BY 10 (FOR EXAMPLE, 50 MEMBERS X 10 = 500 POINTS) AND THAT IS THE NUMBER YOU NEED TO BECOME A PREMIER CLUB!

YOU CAN FIND ALL THE INFORMATION AND FORMS THAT YOU NEED IN THE **ROTARY DISTRICT 5930 HOME PAGE** IN OUR **MEMBERSHIP CORNER** AND IN THE **TOOLBOX.**

https://www.rotary5930.org/page/membership-by-ignite

**Rotary**

**Highways to Membership**

**Membership Corner**

# Engagement is the key to retention of members

1. **IDENTIFY** well qualified potential members of your community. These individuals should be professional or community leaders who have demonstrated a commitment to service.

2. **INFORM & INSPIRE** the potential members with Rotary success stories of your service projects that your club has accomplished to make a difference in your community.

3. **INDUCT** the new members in a dignified and meaningful manner. The induction ceremony should be special and imprint on the new member a sense of great worthiness for membership.

4. **ORIENT** perspective and new members by letting them know what Rotary is all about. The 3 elements of an effective orientation include benefits of membership, responsibilities of membership and opportunities for service.

5. **INCLUDE** the new members in Club committees, Club fundraisers, and Club social activities. ENGAGEMENT IS THE KEY TO SUCCESS!

# FOR MORE INFORMATION CONTACT:

## DISTRICT 5930 IGNITE COMMITTEE

| | |
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DOWNLOAD THE DISTRICT APP

Thank you!