**Purpose**

District membership chair (DMC) training seminars (formerly known as regional membership seminars) are intended build capacity in your district membership chairs so that they understand the proven strategies, are aware of RI resources, and know how to maximize online tools that can support membership growth at the club level. The DMC, with the support of the district governor and district trainer, plans and leads the district membership seminar, where club leaders are trained on this same content. This curriculum intentionally mirrors that of the district membership seminar to help ensure that clubs are trained clearly and consistently.

**Organizers and participant**

Rotary coordinators and their assistants are responsible for planning and organizing the district membership chair (DMC) training seminar. Your participants should include your district membership committee chairs and members. You can also include other district leaders, but the curriculum is specifically written for DMCs. To accommodate busy schedules, consider holding your seminar as a training event in conjunction with GETS and your Rotary institute or with other key regional events. You may also choose to work with your regional leader team members to organize a joint training seminar with concurrent sessions from which attendees can choose.

**Sessions**

Sessions in this guide include:

1. Is Your Club Healthy?
2. Building a Diverse Club
3. Strategies for Attracting New Members
4. Kick-start Your New Member Orientation
5. Best Practices for Engaging Your Members
6. Practicing Flexibility and Innovation
7. Your Membership Plan
8. Online Membership Leads
9. New Club Development (*new!*)

If time allows, you may choose to hold a general session at the start of your event, in which you discuss the current [state of Rotary’s membership](https://my.rotary.org/en/document/state-membership-presentation-july).

**Delivering a customized and engaging event**

This curriculum can be customized to fit the needs of your region by:

* Choosing which sessions are most relevant to your audience, provided at least 4 of the 8 sessions are used
* Adding regional examples and strategies
* Varying the length of time spent on each topic, provided each is at least 30 minutes long, and a total of 4 hours minimum is spent on the RI-provided curriculum
* Changing the session format for delivering the content (panel, idea exchange, workshop, etc.) as long as the content in the sessions is covered in some way, and the objectives are met

Because the DMC appointment is a three-year term, some of them may have already attended one of these events. Consider these ideas for covering the curriculum in new and creative ways if you have returning DMCs who attended a similar training seminar the previous year.

* Offer two learning tracks – one for returning DMCs and one for first year DMCs. First year DMCs can take the eight recommended sessions while the returning DMCs can build on what they have learned in other sessions. For example, returning DMCs could take an advanced session on using and analyzing membership data and conducting market assessments for new club development. Try to offer some time for incoming DMCs to learn from the experiences returning DMCs have to share. The advantage to this approach is that it allows the most value for all participants.
* Offer concurrent sessions and offer returning DMCs a choice – This option is similar to the last, but would allow returning DMCs to have more choice. You could send a survey out to returning DMCs beforehand or have them register in advance so you have an idea of the number of participants in each session.
* Vary the delivery of the content, so that it doesn’t feel as redundant. For example, instead of an idea exchange format, with discussion questions and suggested activities, you could cover the topics in a panel format, with presenters who can share personal examples, and lessons learned, or a workshop ,where participants work on something (such as a membership plan for a fictional club) together for most of the session and then share with the larger group, or a round table format, where participants rotate tables with experts on different topics (i.e., a session on flexible options could have a table on satellite clubs, membership types, meeting formats, etc.) This would still allow you to cover the content, and would allow you to engage the returning DMCs by having them contribute their experiences.
* Involving some of your returning DMCs as facilitators or panelists.
* Use the online courses - before, during or after your event.
  + Pre-event learning: Have the first year DMCs take the online membership courses before the event to level the knowledge base. Then your sessions could build on that learning, and could be different from your last event’s curriculum in that you could for example, talk about Rotaractors and engaging younger professionals within the Attracting New Members session.
  + During your session: If your venue’s wifi is reliable, have your DMCs take the learning modules and discuss their thoughts within small groups.
  + Post-event learning: Ask your DMCs to take the courses after the event to deepen what is discussed and to cover anything not covered in the in-person sessions.
  + Combine online courses with webinars: Ask your DMCs to take the online courses and then meet via webinar so participants can share their learning experience and takeaways.

There are lots of ways the curriculum is flexible, but we do want to ensure that all DMCs are getting trained on this content and understand the concepts presented in the provided curriculum, so that they can deliver the content as experts when leading their district membership seminars and when working one-on-one with clubs. The online course can ensure all DMCs are consuming the same content.

**Sample agenda**

Here’s an example of an agenda for a half-day training seminar. You can tailor it to include sessions on additional topics

|  |  |
| --- | --- |
| 30 min. | **Opening General Session – State of Membership** |
| 45 min. | Is Your Club Healthy? |
| 45 min. | **Concurrent Sessions:**  Practicing Flexibility and Innovation (returning DMCs only)  Strategies for Attracting New Members  Analyzing Membership Data |
| 30 min. | Refreshment and Networking Break |
| 30 min. | Managing Membership Leads (all) |
| 45 min. | **Concurrent Sessions: (participants choose)**  Building a Diverse Club  Kick-start Your New Member Orientation  Best Practices for Engaging Members |
| 45 min. | Your Membership Plan |
| 30 min. | **Closing General Session** |

**Online courses**

### The Learning Center hosts online curriculum that mirrors the topics covered in the in-person session guides. The online membership courses include modules that cover the topics in greater depth, and in an interactive way, taking the learner through real-life scenarios. Use the courses as pre- or post-event training to supplement your in-person event, or as an alternative for those who are unable to attend.

### Access the online membership courses using the links below:

* [Is Your Club Healthy?](https://my.rotary.org/learn?deep-link=https%3A//learn.rotary.org/members%3Fr%3Dsite/sso%26sso_type%3Dsaml%26id_course%3D107)
* [Building a Diverse Club](https://my.rotary.org/learn?deep-link=https%3A//learn.rotary.org/members%3Fr%3Dsite/sso%26sso_type%3Dsaml%26id_course%3D42)
* [Strategies for Attracting New Members](https://my.rotary.org/learn?deep-link=https%3A//learn.rotary.org/members%3Fr%3Dsite/sso%26sso_type%3Dsaml%26id_course%3D95)
* [Kick-start Your New Member Orientation](https://my.rotary.org/learn?deep-link=https%3A//learn.rotary.org/members%3Fr%3Dsite/sso%26sso_type%3Dsaml%26id_course%3D76)
* [Best Practices for Engaging Your Members](https://my.rotary.org/learn?deep-link=https%3A//learn.rotary.org/members%3Fr%3Dsite/sso%26sso_type%3Dsaml%26id_course%3D94)
* [Practicing Flexibility and Innovation](https://my.rotary.org/learn?deep-link=https%3A//learn.rotary.org/members%3Fr%3Dsite/sso%26sso_type%3Dsaml%26id_course%3D60)
* [Your Membership Plan](https://my.rotary.org/learn?deep-link=https%3A//learn.rotary.org/members%3Fr%3Dsite/sso%26sso_type%3Dsaml%26id_course%3D32)
* [Online Membership Leads](https://my.rotary.org/learn?deep-link=https%3A//learn.rotary.org/members%3Fr%3Dsite/sso%26sso_type%3Dsaml%26id_course%3D104)

**Questions?**

Send questions or comments to [membershipdevelopment@rotary.org](mailto:membershipdevelopment@rotary.org).