IGNITE
A Membership Attraction, Retention and Engagement Program
Step by Step
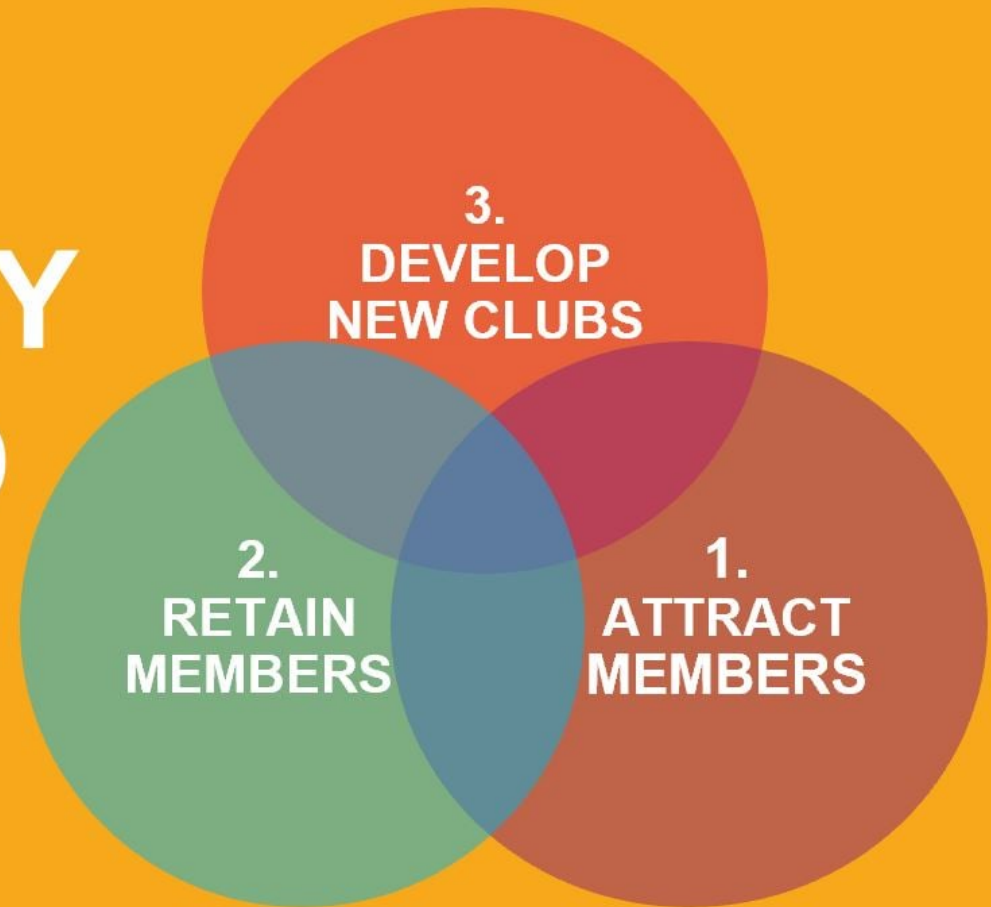
2.0

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 & existing members.

THERE ARE ONLY THREE WAYS TO GROW ROTARY

3. DEVELOP NEW CLUBS

2. RETAIN MEMBERS

1. ATTRACT MEMBERS

Ignite – A proven Membership Plan to ==attract==, ==engage==, and ==retain== new and existing 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

EACH ONE BRING ONE!

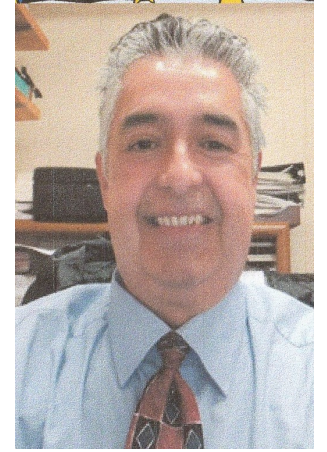# NEW MEMBERS 2020 - 2021

Dennis Eveland
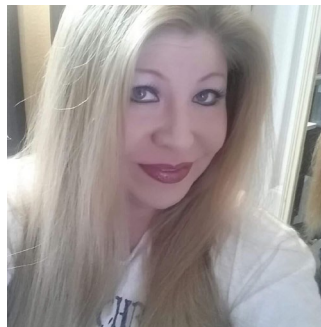
Christina Barrientos

Malena Charur

Elsa Guerra

Fernando Morales

Kirk Weisiger

Mary Bausman

Patricia Niles

Gene Lindgren

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.

PREMIER AWARD

MEMBERSHIP MINUTE:

NEW MEMBER	SPONSOR
1. Dennis Eveland	Rogelio Trevino
2. Christina Barrientos	Catalina Dickerson
3. Malena Charur	Juanita Lira
4. Elsa Gurerra	Diana Espinoza
5. Fernando Morales	John Kilburn
6. Kirk Weisiger	Mike Dickerson
7. Mary Bausman	Diana Espinoza
8. Patricia Niles	Diana Espinoza
9. Gene Lindgren	Juan Lira

WHO WILL BRING IN THE MOST MEMBERS?
WHO WILL WIN THE GIFT CARD?

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 IGNITE

IGNITE — Texas 5930

Action Items to IGNITE Each Member in Your Club

Active Member Roster (including LOA and Rule of 85)	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
(Points)	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

| | Number of Points to become a Premier Club | 10 | X | 79 | Current Members | = | 790 | | Congratulations!! |

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, etc.)	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	**805**	25	100	20	75	0	50	30	0	10	30	20	0	190	25	80	50	50	50
Active Member Roster (including LOA and Rule of 85)		25	25	20	15	10	10	10	10	10	10	10	10	5	5	5	1	50	50
	Points											10					1		The
Abrego, Pat	11														5		1		The
Addison, Tom	6																1		The

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 THE **TOOLBOX.**
1. CLICK ON THE TOOLBOX
2. CLICK ON "VARIOUS TEAM CORNERS"
3. FIND THE MEMBERSHIP CORNER
4. SCROLL DOWN & FIND THE IGNITE DOCUMENTS & POWERPOINTS.

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
2021-2022

Helen Magaña-Peters - LT Governor Membership	Helenthetailor.peters@gmail.com
Luis Cavazos, DGN	Luis.cavazos@Geffinancial.com
Debbie High, PDG	debbie.high@gmail.com
Juanita Lira	juanitalira@aol.com
Zehra Surani, PhD	zsurani@gmail.com
Corina Martinez	cmtz3rd@outlook.com
Martin Magallan	martinm232@gmail.com
Kent Grier, DGE	kent.grier@sbcglobal.net
Orlando Hernandez	orlando@smktmedia.com
Ellison Crider, PDG	elisoncrider@gmail.com
Andy Hagan, PDG	AndyHagan@rotary5930.com
Eddie Bartnesky, IPDG	eddie@connellybartnesky.com

DOWNLOAD THE DISTRICT APP

Thank you!