**ROTARY DISTRICT 5190**

**JOB DESCRIPTION**

**AREA MEMBERSHIP CHAIR**

**Reports to Assistant Governor**

**Supported by District Membership Chair and Committee**

**This position is recruited by the Assistant Governor**

* **Supports clubs in the Area**
* **Works closely with club membership chairs and provides support to them**
* **Provides information and assistance to clubs in their efforts to grow membership**
* **Helps clubs to retain members through** 
  + **efforts to increase member satisfaction**
  + **conduct member surveys and club analysis**
  + **improve welcoming environments**
  + **improving new member fireside chats, red badge programs and inductions**
  + **conducting exit surveys**
  + **increasing member involvement and member education**
  + **focusing club leadership on continuous education**
* **Helps clubs attract new members through**
  + **Increased visibility in the community**
  + **Tracking membership trends**
  + **Explaining how membership growth will positively affect the club’s community service, fundraising, and performance**
  + **Sharing membership resources**
  + **Encouraging member education**
* **Coordinates Area-wide efforts in**
  + **Public Image**
  + **Community Service**
  + **Improving club relations and cooperation**
* **Helps efforts to form new clubs and new club types in the Area**
  + **Identifies potential locations for new clubs**
  + **Identifies potentials for new club types**
  + **Assists clubs with the formation of satellite clubs**
  + **Assists with the formation of new Rotaract Clubs**
* **Communicates regularly with Assistant Governor and District Membership Chair**
* **Attends Area presidents’ meetings, and reports on continued efforts**
* **Coordinates and conducts regular meetings of the club membership chairs in the Area**
* **Assists in connecting Rotary Membership inquiries with potential clubs**
* **Keeps informed on membership trends in the clubs**