**Organisational Membership Guide for Clubs**

The District 9810 Membership Team has developed an Organisational Membership Model which we are sharing with all clubs to assist with your consideration and ultimate approach to organisations re Rotary Membership. This model would apply to: Corporates, Partnerships, Not for Profits, Government Agencies, Schools and Other Groups such as Sporting Bodies, etc.

The basic assumption of this model is that an organisation is invited to join your Rotary Club for a fee of $750 which entitles them to two named members (called Executive Members) and two alternates (called Associate Members). Both the named members, if the organisation joins would be recorded on the Club Membership and registered on My Rotary.

Please review and refine the benefits for your club, but we recommend retaining the context provided to ensure a flow in the style and to sell the benefits to the organisation. It is vital that you are able to deliver the benefits that you list.

The steps to be followed in this model are:

1. Update the Club Profile Template to positively represent your club, particularly focussing on projects which provide engagement opportunities for the potential organisational member – check their website, annual report etc. for information on their interests, corporate social responsibility focus areas, etc..
2. Complete the Organisational Membership Program document with your club details.
3. Once completed, obtain the details of the CEO, Partner, Principal or Manager of the organisation you are looking to approach.
4. Membership Director should contact by telephone to arrange a time to meet to discuss your offer re engagement with your Rotary Club.
5. Once meeting has been set up, send the briefing information in advance of meeting (ie Club Profile Template and Organisational Membership Program).
6. Have two members of the club attend the meeting – preferably one of each gender and a person who is skilled at selling membership and the benefits.

At the meeting, ensure you cover the following:

1. Offer opportunity to organisation and highlight “what’s in it for them”
2. Explain how it links to their corporate direction and ethos, opportunities for employees to develop skills – eg. Governance, leadership training, chairing meetings, etc.
3. Offer to present to the Organisation team [ie Senior Management or Staff Meeting] at their convenience on the opportunity and benefits from the partnership.
4. Ask what are they looking for and be ready to respond on how you can assist.
5. Ask what they can bring to Rotary, what skills and services they may assist with?
6. Cover frequency of attendance – ie don’t push this, promote the flexibility and proactive approach of your club.
7. Share with them upcoming Program of Speakers / upcoming Projects, etc.

If the meeting is received in a positive way:

1. Invite the person you are meeting with to an upcoming meeting or event of the club as a Club Guest along with another representative of the organisation.
2. Complete the Organisational Application Form with them and explain that we are required to have Working with Children Checks and Referees in accordance with Victorian Youth Protection Legislation.
3. Arrange when you will meet next to follow through; ie at Club Meeting or Event, at their business for a presentation, etc.
4. Lodge the Membership Form with the Board and arrange for appropriate date for induction.