

IGNITE

2012 starts an exciting new program to focus on membership called Ignite.

Ignite is rolled out in our district and zones 25 and 26 for the next three years.

Hopefully you heard about Ignite at P.E.T.S. or your club president has contacted you about the Ignite program. Since this is brand new, here is a summary.

The Ignite program is a Focus on membership program where every member has a role and commits to participate.

Purpose of Ignite: To reverse the 10-year downward trend of membership in Rotary!

Rationale: Everyone has something to contribute toward the success of their Club; therefore, every person has the power to make a difference.

The primary thing **YOU NEED TO DO NOW** is promote membership to your club and keep the Ignite Fire burning all year long.

There are 17 things you and your fellow Rotarians can do to **STRENGTHEN** your club membership:

1. Bring in New Member **(25 pts)**
 2. New Member Brings in a New Member (Bonus in addition to #1) **(20 pts)**
 3. Assign a Mentor for Each New Member **(10 pts)**
 4. Give Committee Assignment to New Member in First Week **(10 pts)**
 5. New Member Participates in Service Project **(10 pts)**
 6. Potential Member gets involved in Service Project **(10 pts)**
 7. Bring a Visitor to a Club Meeting **(5 pts)**
 8. Propose a New Member **(5 pts)**
 9. Attend the District Membership Seminar **(5 pts)**
- CLUB LEADERSHIP TO COMPLETE**
10. Establish a club Membership Goal **(20 pts)**
 11. Hold Firesides (Training) for New Members **(10 pts)**
 12. Select & Complete 4 or more of the "15+ Tips for Successful Clubs" **(10 points each)**
 13. Invite a District Membership Committee member to be Speaker at your Club **(10 pts)**
 14. Assign a Member to Keep Track of Points **(5 pts)**
 15. Develop an Attractive Website **(10 pts)**
 16. Develop a Membership Committee of 4 or More **(15 pts)**
 17. Hold A Club Assembly focused on Membership **(5 pts)**



ROTARY - DISTRICT 5340 – IGNITE PROGRAM SUMMARY

These 17 items are all ways to focus your club on membership. We have created a report form with these 17 things listed so you can easily track each member's participation in the Ignite Program.

An Ignite Score Sheet for Clubs is available for download at the district website under the [Membership Resources](#) section of the District Website.

There are points assigned to each of these 17 items. The goal for each club is to earn by year end 10 points for each member of the club. (For example, 55 members x 10 points = 550 points.) When you hit your goal your club will be designated a **Premier Club**. Every Premier Club will receive the Ignite emblem shown above to sew onto their banner. Finally, a District Award will be made to the best Club on percentage.

Ignite Tracking sheets due the 10th of each month. Send them to ignite5340@gmail.com



I am Bob James, Jr. the 2011-2013 District Membership Chairperson. If I can be of any assistance in your membership goals, please ask me! Your district leadership is here to assist.