



## MEMBERSHIP DEVELOPMENT AWARD

The Membership Development Award is an excellent opportunity for district governors and Rotary coordinators to recognize clubs, districts and zones that achieved superlative success in membership growth and retention. Two types of awards are available:

### A: RECOGNITION BY THE RI PRESIDENT AND BOARD OF DIRECTORS

Rotary International will automatically recognize achievements for the period of 2 July through the following 1 July each Rotary year in the categories below. Award certificates as PDF files will be sent via email by 30 September for local printing and presentation.

**CLUBS** - Award certificates will be provided to district governors and district membership chairs for clubs that achieved:

- Highest **growth percentage**
- Highest number of **new members**
- Highest growth percentage of **female members**
- Highest growth percentage of **members under 40**
- Highest **retention** percentage over the **past 3 years**



**DISTRICTS** - Award certificates will be provided to the RI Directors for the districts that achieved:

- Highest **growth percentage**
- Highest number of **new members**
- Highest number of **gold-level sponsors**
- Highest growth percentage of **female members**
- Highest growth percentage of **members under 40**
- Highest number of **clubs with 100% retention** over the **past 3 years**



A crystal award will be available upon request for presentations at Rotary events such as zone institute

**ZONES\*** - Award certificates will be provided to Rotary Coordinators for the zones (RI Directors) that achieved:

- Highest **growth percentage**
- Highest number of **new members**
- Highest number of **gold-level sponsors**

A crystal award will be available upon request for presentations at Rotary events such as zone institute

\*Zone awards are calculated based on numbered-zones (Zone 20, for example, includes all divisions).



### B: PEER-TO-PEER RECOGNITION

Clubs, district, regional, and zone leaders can celebrate best practices of all kinds with this flexible recognition opportunity! This award provides volunteer leaders a chance to highlight any individual, club or district, any time and as often as you like, for creative or outstanding initiatives in membership development such as attracting new members, retaining existing members and sponsoring a new innovative Rotary club. A blank award certificate template is available to download at [www.rotary.org/awards](http://www.rotary.org/awards).



Please contact [MembershipAwards@rotary.org](mailto:MembershipAwards@rotary.org) for any questions regarding the membership awards.