



# UNDERSTANDING MEMBERSHIP REPORTS: GETTING STARTED

Rotarians use information in membership reports not only to understand club trends, but also to decide where to focus their membership efforts. The tables below show membership reports, the information they contain, and where to get them.

Detailed steps for finding reports are in the second part of this guide. To get to them, all you need is a My Rotary account. (If you don't have an account, learn [how to create one](#).) For others, you'll need access to Rotary Club Central, which you get automatically when your club tells Rotary that you hold certain club or district leadership positions.

## REPORTS FOR MEMBERS WITH MY ROTARY ACCOUNTS

Report	Questions it answers	Where to find it	
		<a href="#">Rotary Club Central</a>	<a href="#">My Rotary/ Reports</a>
<b>Gender Count by Country and Geographic Area</b>	<ul style="list-style-type: none"> <li>In each Rotary country, how many members are men and how many are women?</li> </ul>	X	
<b>Gender Count by Zone and District</b>	<ul style="list-style-type: none"> <li>In each district or zone, how many members are women? How many are men?</li> </ul>	X	
<b>Club Member Count by Country and Geographic Area</b>	<ul style="list-style-type: none"> <li>How many members and clubs are in each Rotary country?</li> </ul>	X	
<b>Club Member Count by Zone and District</b>	<ul style="list-style-type: none"> <li>How many members and how many clubs does each district or zone have?</li> </ul>	X	

## REPORTS FOR CLUB, DISTRICT, AND ZONE LEADERS

(Includes club presidents, secretaries, treasurers, and committee chairs; district governors, assistant governors, and committee chairs; regional leaders, directors, and Rotary Senior Leaders))

Report	Questions it answers	Where to find it	
		<a href="#">Rotary Club Central</a>	<a href="#">My Rotary/ Reports</a>
<b>Club Growth</b>	<ul style="list-style-type: none"> <li>How much has my club grown this Rotary year?</li> </ul>	X	X
<b>Member Viability and Growth</b>	<ul style="list-style-type: none"> <li>What is my club's member retention rate?</li> <li>How many members have joined or left my district or zone?</li> </ul>	X	X
<b>New Member Sponsors</b>	<ul style="list-style-type: none"> <li>Who sponsored whom in my club?</li> <li>Who sponsored the most new members?</li> </ul>	X	X
<b>Active and Historical Membership Leads Report</b>  <i>For current, incoming, and immediate past leaders of zones, districts, and clubs</i>	<ul style="list-style-type: none"> <li>What contact and other details are listed for each of my club's membership leads?</li> <li>What is the status of each lead?</li> <li>What details are listed for leads that are no longer visible on the club or district Manage Membership Leads page?</li> <li>Which leads have been discontinued because the candidates were admitted, reassigned, or dismissed?</li> </ul>		X
<b>Membership Leads Executive Summary</b>  <i>For current, incoming, and immediate past leaders of zones or regions, districts, and clubs</i>	<ul style="list-style-type: none"> <li>How many leads are assigned to my district or club?</li> <li>How many candidates have we contacted or invited to a meeting?</li> <li>What is our average response time?</li> <li>How many candidates were admitted or rejected?</li> <li>What is the membership status of candidates in my club or district?</li> <li>What are the trends (age, gender, Rotary program participation, etc.) among people assigned to my club or district?</li> <li>How did prospective members hear about Rotary?</li> </ul>		X

Report	Questions it answers	Where to find it	
		<a href="#">Rotary Club Central</a>	<a href="#">My Rotary/ Reports</a>
	<ul style="list-style-type: none"> <li>• Which media campaigns, events, or programs generate member interest in my district or club?</li> </ul>		
<b>Membership Termination Profile</b>	<ul style="list-style-type: none"> <li>• How many members were terminated in my club, district, or zone?</li> <li>• Why were they terminated?</li> <li>• When were they terminated?</li> </ul>	X	X

## REPORTS FOR DISTRICT AND ZONE LEADERS

(Includes district governors, assistant governors, and committee chairs; regional coordinators, directors, and Rotary Senior Leaders)

Report	Questions it answers	Where to find it	
		<a href="#">Rotary Club Central</a>	<a href="#">My Rotary/ Reports</a>
<b>Club Viability and Growth</b>	<ul style="list-style-type: none"> <li>• How many clubs has my district retained and lost?</li> <li>• How many clubs in my district are new?</li> </ul>	X	X
<b>Membership Comparison to 1 July</b>	<ul style="list-style-type: none"> <li>• How many members are in my district or zone?</li> <li>• How many were in my district or zone at the start of the year?</li> </ul>	X	X
<b>District Growth</b>	<ul style="list-style-type: none"> <li>• How much has my district's membership grown each month this year?</li> </ul>	X	X
<b>Membership Progress to Goals</b>	<ul style="list-style-type: none"> <li>• Which clubs in my district have set a membership goal in Rotary Club Central for this year?</li> <li>• How many members did clubs in my district or zone have at the start of the year?</li> <li>• How does that compare with last year?</li> <li>• How many members do the clubs in my district have?</li> </ul>	X	X
<b>Clubs in a District</b>	<ul style="list-style-type: none"> <li>• What clubs are in my district?</li> <li>• What clubs in my district have been terminated?</li> <li>• How many members do the clubs in my district have?</li> </ul>	X	X
<b>Five-Year History of Membership Start Figures</b>	<ul style="list-style-type: none"> <li>• How many members did my club, district, or zone have at the start of each of the past five Rotary years?</li> </ul>	X	
<b>New Clubs Chartered by Rotary Year</b>	<ul style="list-style-type: none"> <li>• How many new clubs are in my district?</li> <li>• What new clubs are in my district?</li> <li>• When do they meet?</li> <li>• When were they chartered?</li> </ul>	X	X

Report	Questions it answers	Where to find it	
		<a href="#">Rotary Club Central</a>	<a href="#">My Rotary/ Reports</a>
<b>Terminated Clubs in District</b>	<ul style="list-style-type: none"> <li>• How many clubs were terminated in my district?</li> </ul>	X	X
<b>Club Meeting Time</b>	<ul style="list-style-type: none"> <li>• What time do clubs in my district meet?</li> </ul>	X	X
<b>Club Meeting Day</b>	<ul style="list-style-type: none"> <li>• What days do district clubs meet?</li> </ul>	X	X
<b>Gender Count by Country and Geographic Area</b>	<ul style="list-style-type: none"> <li>• In each Rotary country, how many members are men and how many are women?</li> </ul>	X	X
<b>Gender Count by Zone and District</b>	<ul style="list-style-type: none"> <li>• In each district or zone, how many members are women? How many are men?</li> </ul>	X	X
<b>Club Member Count by Country and Geographic Area</b>	<ul style="list-style-type: none"> <li>• How many members and clubs are in each Rotary country?</li> </ul>	X	X
<b>Club Member Count by Zone and District</b>	<ul style="list-style-type: none"> <li>• How many members and how many clubs does each district or zone have?</li> </ul>	X	
<b>District Membership Progress to Goal</b> <i>For Rotary senior leaders</i>	<ul style="list-style-type: none"> <li>• How many clubs in my district have set membership goals?</li> <li>• What progress are they making toward those goals?</li> </ul>	X	X
<b>Active Rotary Clubs by District</b>	<ul style="list-style-type: none"> <li>• How many active clubs do Rotary districts have?</li> </ul>		X

## Where can I find membership reports?

You can get them in different ways.

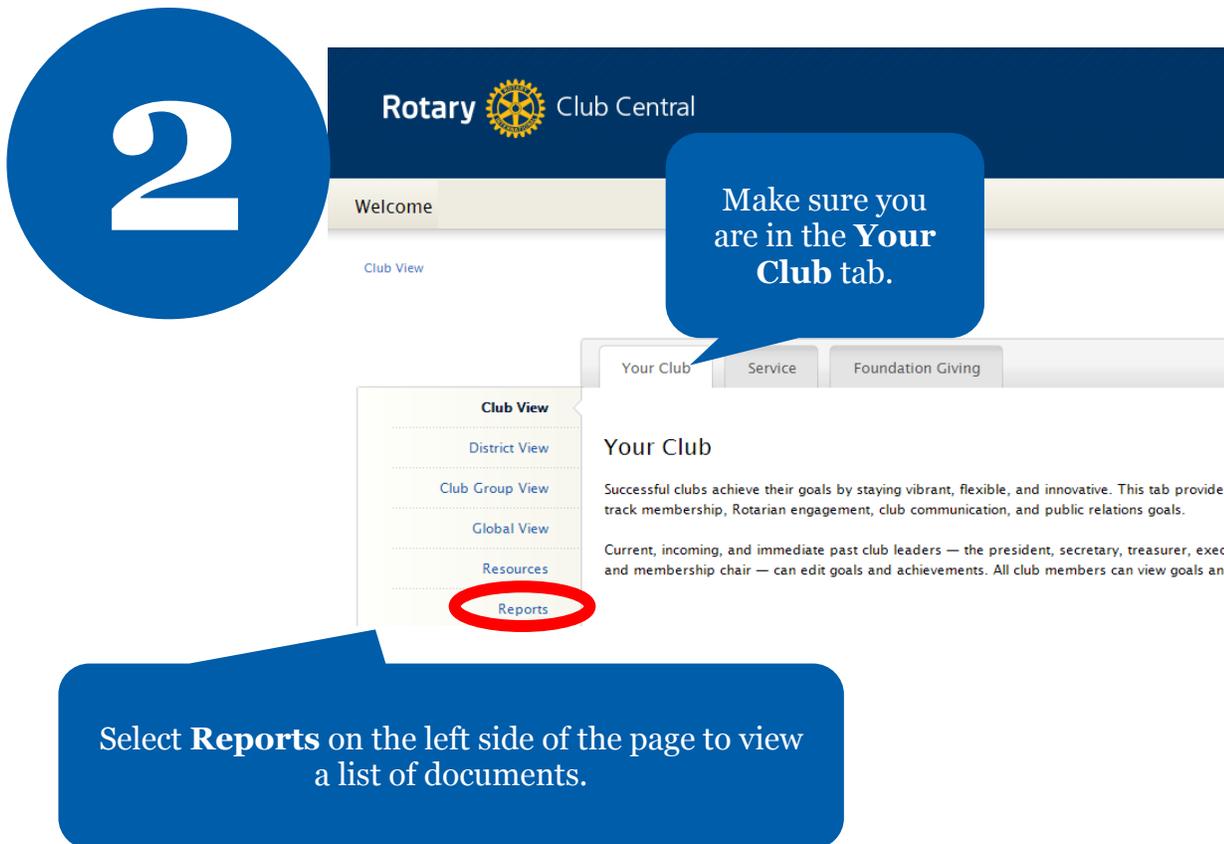
To find membership reports in Rotary Club Central, follow these steps:



**1**

Sign in to My Rotary. Go to **Manage**, then **Rotary Club Central**.

Rotary Club Central



**2**

Make sure you are in the **Your Club** tab.

Reports

Select **Reports** on the left side of the page to view a list of documents.

## Worldwide Reports

- ▢ Club Member Count by Country and Geographic Area
- ▢ Club Member Count by Zone and District
- ▢ Gender Count by Country and Geographic Area
- ▢ Gender Count by Zone and District

3

## Club Reports

- ▢ Club Growth
- ▢ Member Viability and Growth
- ▢ Membership Termination Profile
- ▢ Members in a Club

Select the report you want to open.

## District Reports

- ▢ District Growth
- ▢ Club Viability and Growth
- ▢ Clubs in My District
- ▢ Rotary Club Central Goals Set
- ▢ Club Meeting Day
- ▢ Club Meeting Time
- ▢ Goal History by District
- ▢ Goals and Achievements by District

To learn more about Rotary Club Central, go to [learn.rotary.org](http://learn.rotary.org) and search for Rotary Club Central.

## Membership Trends

- ▢ New Clubs Chartered by Rotary Year
- ▢ Terminated Clubs by Rotary Year
- ▢ 5 Year History of Membership Start Figures
- ▢ Membership Comparison to 1 July
- ▢ Membership Progress to Goal

## Sponsor Relationship Information

- ▢ Sponsorship Report

To find membership reports in My Rotary, follow these steps:



**Rotary** My Rotary Exchange Ideas Take Action Learning & Reference Manage The F

**CLUB & DISTRICT ADMINISTRATION**  
Club Administration  
District Administration  
Contributions  
**Reports**  
Rotary Club Central

**COMMUNITY**  
Official Rot  
Marketplace  
Club Manag  
Online Reso

**1**

Sign in to My Rotary. Go to **Manage**, then **Reports**.

Rotary G  
TRAVEL

Strengthening Rotary Resources

Home | Manage | Club & District Administration | Reports

## REPORTS

PAGE GUIDE

### INDIVIDUAL REPORTS

#### Contributions & Recognition

- ☆ **Donor History Report**  
View your contributions to The Rotary Foundation and track your progress toward achieving recognition.  
[View report](#) | [Give online](#) | [Mail your contribution](#)

### CLUB REPORTS

#### Membership

- ☆ **Rotary Club Members**  
Active and terminated members of your Rotary club  
[View list](#)
- ★ **Club Data**  
Club Growth, Member Viability and Growth, Membership Termination Profile, Members in a Club, Goal History by Club, Goals and Achievements by Club, Sponsor Relationship Information  
[View reports](#)

**2**

Select **View reports** to see the reports that are listed. Note: Which reports you see here will depend on your role.

# VERIFY & CONTINUE

## YOU HAVE MULTIDISTRICT ACCESS



Please select the appropriate district to continue.

Select a district  
and a role.

### SELECT DISTRICT \*

- REGION GROUP 25**  
Director/Trustee MAP access  
Start 1-Jul-2014 - End 30-Jun-2017

If you have access to information on multiple districts, you will be prompted to choose one.

#### DISTRICT

- Select District -

- REGION GROUP 26**  
Director/Trustee MAP access  
Start 1-Jul-2014 - End 30-Jun-2017

If you have more than one role, you may be prompted to select a role. Reports may be presented differently for different roles.

#### DISTRICT

- Select District -

**CONTINUE**



Choose a report to open.

## Review Club Data

Click on the report name that you want to view. You will see a report opening in a new window or tab.

- Club Growth
- District Growth
- Member Viability and Growth
- Club Viability and Growth
  
- Clubs in My District
- New Clubs Chartered by Rotary Year
- Terminated Clubs by Rotary Year
- 5 Year History of Membership Start Figures

If you have any trouble finding or using these reports,  
write to [membership.reports@rotary.org](mailto:membership.reports@rotary.org).  
If you don't have a My Rotary account, [create one](#).