

NEW MEMBER ORIENTATION GUIDE



WELCOME TO THE NEW MEMBER ORIENTATION MANUAL!

So, you have a class of new members, but what should you do with them next? Now is the perfect time to host your New Member Orientation!

The New Member Orientation Guide was originally developed as part of a Sertoma program that focused on leadership and skill development at the local level. This resource is intended to further those efforts by supporting clubs in their comprehensive member engagement plans.

Whether you're just starting out or have more than a century of service, now is a great time to breathe life into your new-member program! Clubs should routinely review their procedures to keep them current and relevant in an ever-changing world. We have also included some great templates to help you get started.

Don't forget, Sertoma is here to help! You can find additional guides, trainings and other resources in the Sertoma Member Center at members.sertoma.org.

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NEW MEMBER ORIENTATION

PURPOSE OF NEW MEMBER ORIENTATION

The purpose of any orientation program is to familiarize your newest members with the organization and each other.

It takes a while for many members to become fully immersed into a club. Use this time to discover why your newest members have joined your organization. Do they want to get involved or learn new skills? Maybe they're looking to make new connections or just want a way to spend some spare time. Remember, people join Sertoma for many reasons, and having these conversations up front can help direct the route that your New Member Orientation should take.

The New Member Orientation is also an occasion to provide new members with a real sense of purpose and pride while serving the community. Take this opportunity to introduce them to Sertoma's mission and share stories of helping others in your community.

Your orientation can cover an array of topics, but we recommend that you at least cover four main areas:

- Mission
- Programs
- Structure
- Community Impact

You will want to talk about each of these things in regards to your club as well as in a national context. Other topics to highlight might include history and club meetings.

Remember: you spent a lot of time and effort recruiting your new members, so obviously you want to keep them. Helping them understand your club's mission, why you meet, what you do and how they can get involved will help them stay Sertomans for many years to come.

WHEN SHOULD ORIENTATIONS BE HELD?

At a minimum, you should try to hold an orientation each quarter that you bring in a new member. It is better to have an orientation for just one new member than wait until that new member drops out due to a feeling of neglect or not feeling welcome.

Keep in mind, your needs might vary throughout the year. If you don't have any new members one quarter or receive several just after the last one is held, you may need to consider adjusting your schedule.

Orientations may be held in accordance with a regular club meeting – either before or after – or as its own special function. Many successful clubs have found it especially beneficial to make orientation part of their induction process.

You can even offer a virtual experience and create an online new member orientation. Our Gleneagle Sertoma Club has provided an example of its new member orientation video, which you can find in the Club Trainings section of our Training Library at members.sertoma.org.

WHERE SHOULD YOU CONDUCT THE ORIENTATION?

Orientation can be as formal or as relaxed as your club wants. If your orientation is for only one or two new members, you might want to hold it before or after one of your regular club meetings. If you have several new members, you can hold it during a separate breakfast or lunch to allow you some privacy to conduct your meeting. Of course, you can also always incorporate it into a more formal induction ceremony and hold it at a very special location.

WHO IS INVOLVED IN THE ORIENTATION?

You may want your Program or Membership Chair(s) to set up the meeting. Depending on your club, this may be the same person or two individuals who will work together.

The club will need to arrange for a presenter(s). The orientation covers many areas of club business, so having a number of presenters allows for a variety of presentations. We also encourage all club officers to participate to help build goodwill with your newest members from the very beginning. New members need to know who is leading their club and make those important connections early on.

If you have several new members, you might also think about inviting national leaders, especially your regional director. This can make the affair feel that much more special! If you do invite them, decide beforehand if you want them to be presenters, inform them what area you'd like them to cover, and give any presentation guidelines (e.g. length, media use, etc.).

A special invitation could also be sent to members who seldom attend club meetings. After all, it just might get them active again!

HOW DO I ORGANIZE THIS EVENT?

When it comes to planning your program, the very first thing you will need to do is set the agenda for your orientation (sample on page 7). Just like with a board or club

meeting, your agenda is a rundown of everything that will be covered during the program. An agenda is important because it makes certain that you don't miss anything, while still staying on schedule.

Next, you will need to appoint your presenters. This may include club officers, committee chairs and other volunteer members.

It's always a nice touch to send formal invitations to your attendees. If it's in your budget, you might opt for mail. If not, email can work just as well. And don't hesitate to reach out and call someone, even if it is just to remind them about the upcoming event.

Finally, don't forget to let your other members know. Whether it's in your newsletter or on social media, a simple notification lets them know that their club leaders are upholding this important member program.

HOW MUCH WILL THIS COST?

Consider New Member Orientation like you would any other event. The key here is deciding how much you have to spend before starting to plan.

Hopefully your club adopted a budget at the beginning of the year, and your treasurer can tell you how much you have allotted toward new member programming. Remember, if all these new members bring in new members, you will be doing this again next quarter.

With this in mind, your club will need to allocate resources appropriately. If it is done at your regular club meeting, costs should be minimal. If you hold it as a special event, you may need to charge existing members and comp your new members and invited guests. This is something your Board of Directors should decide before major planning gets underway.

CLUB HANDBOOK

As an additional tool for your new member, you may want to develop a New Member Club Handbook to further your member's education of the club and Sertoma. This all-inclusive guide should cover everything a member needs to know.

AFTER ORIENTATION

Here are a few things to think about after orientation:

- Follow up with your new members! Thank them for attending, share any key takeaways, answer outstanding questions that might have arisen during orientation and provide contact information for any liaisons working with

them. This is also a great time to give them their next steps, remind them about an upcoming club meeting or invite them to an event.

- Thank your presenters. Handwritten notes can go a long way.
- Share the event. Make sure to take plenty of photos for social media and your newsletter. Members love to see themselves and each other!

SERTOMA RESOURCES

members.sertoma.org

infosertoma@sertomahq.org

(816) 333-8300

NEW MEMBER ORIENTATION

SAMPLE NEW MEMBER ORIENTATION AGENDA

	Meeting Location	Date & Time
Call To Order		Club Member
Welcome		Club Member
Invocation		Club Member
Pledge of Allegiance		Club Member
Self-Introductions		All Attendees
Purpose of Orientation		Club Member
History of Sertoma		Director
Sertoma, Inc.		
Mission, Vision, Purpose		
Headquarters		
Meetings & Conventions		
Sertoma Divisions		
Regional Director Responsibilities		Director
Our Club		Club Member
Board of Directors		
Board Meetings – Purpose & Schedule		
Executive Committee		
Committees		
Members		
Club Meetings		
Agenda		
Time & Location		
Finances & Dues		Club Treasurer
Club Leadership Conference		Club President
Mission Activities		Sponsorship VP
Fundraisers		Sponsorship VP
Awards		Awards Chair
The Sertoma Annual Fund		Annual Fund Rep
Questions & Answer Period		All Presenters
Adjournment		

SAMPLE MEMBERSHIP RESPONSIBILITIES

This induction into the _____ Sertoma Club is but your first commitment to Sertoma.

What makes Sertoma a great organization is the involvement of civic-minded people like you, and your next stage of commitment to service. We can't do it without you.

New members wonder what is required of them once they have joined. The response will vary, but the _____ Sertoma Club has worked over the years to attain a reputation of service to the community and honor among fellow Sertomans.

Every member has some basic responsibilities toward his or her Club. Here are just a few basic ones:

Involvement – New members typically become active by helping with general club operations, working on fundraising projects, supporting sponsorships, championing a favorite civic need or just being there to help. There are many ways for a new Sertoman to get involved, so if you have questions, ask your sponsor or the President for suggestions.

Meetings - Our club meetings are scheduled as follows:

Growth – A vibrant Sertoma club encourages growth, and it is each member's responsibility to seek new members. As someone asked you to visit Sertoma, extend that same offer to friends, acquaintances and business contacts. It often only takes an ask!

Remit dues – A good Sertoman does not shirk the responsibility of paying dues. A strong club has a responsible membership.

Fellowship – The basic ingredient of a successful club rests on a good program of fellowship. Each one of us has something of value to offer the organization. Let's enjoy what we do and the company of one another.

As part of your indoctrination to Sertoma, we ask that you stand at the door _____ times to greet the membership as they enter the meeting. You get to meet the membership, and they in turn, get to meet you.

Sharing – Talent and experiences are gifts. The talent and experience of each member are so important, and both should be shared fully with one's service club. Life-learned experiences can be easily adapted to volunteerism. Share and care.

Lead – This can be a challenging responsibility. Service clubs are always looking for new leaders. All it takes is a first step on one's part. Lead a committee, chair a sponsorship or serve on the board.

Enjoy the club – This is the easiest responsibility; each one of us should fully enjoy our club and our organization!