

# August 5, 2024 Club Assembly

**Rotary**  
Rotary Club of Augusta



# PLEDGE AND INVOCATION

Presented by Steve Kaplan



# THE SUNSHINE REPORT

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Presented by: **Brad Means**

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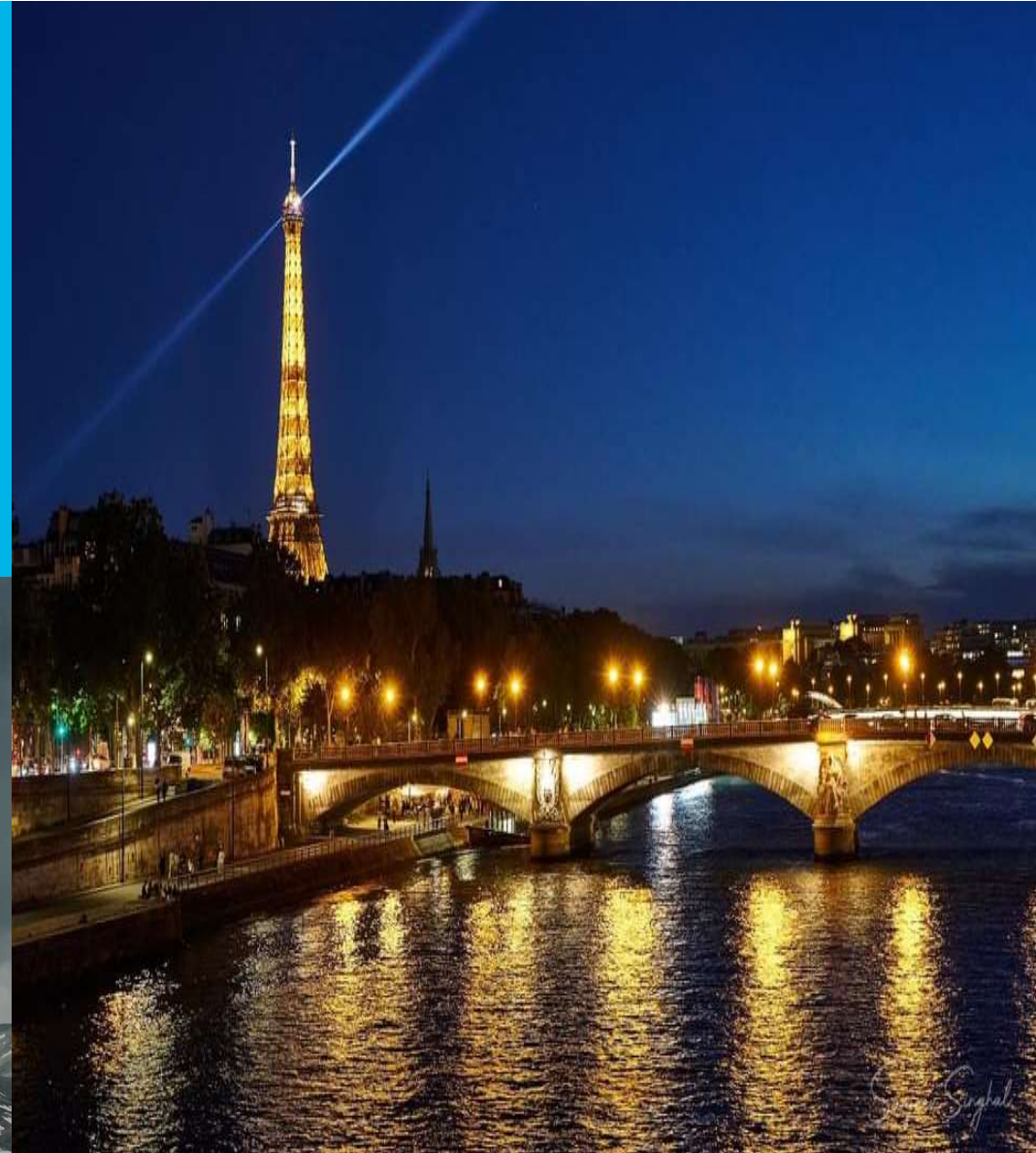
*Member Anniversaries:  
Celebrating Years as a Rotarian*

Adam Cobb	3
Billy Franke	24

Presented By : Dat Hoang

# VISITORS AND GUESTS

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**Global Grant Project in India  
Sponsored by Rotary Club of Augusta  
Mobile Cancer Screening Van**

About 5000 patients a year

Provide Education & Screening of Children's and  
Adults for Cancer

# Strengths, Weaknesses, Opportunities/Challenges & Threats (SWOT) Analysis

Nos.	Weaknesses	Committee's Action
1	Ageing membership	That is a fact. Focus is on inviting younger and diverse members.
2	Limited fund-raising opportunities (apart from Signature Fundraiser)	Working on additional Fund Raising Opportunities
3	Attendance	Involving with more service projects
4	No major local project	Service Projects
5	Insufficient social activity	1 Or 2 social programs planned.
6	Lack of upcoming leaders and young members	Gaining more young leaders
7	Lack of involvement of younger members	Service Projects
8	Member Participation	Service Projects
9	People unaware of what Rotary does?	Public image & Website
10	Audio visual improvement in the meeting room	Facility Management plans to upgrade
11	Rank and file engagement	Service Projects
12	Social media	Public image & Website
13	Attrition	Health, Retiring, etc.
14	Complacency	More Transparency

# Strengths, Weaknesses, Opportunities/Challenges & Threats (SWOT) Analysis

Nos.	Opportunities	Committee's Action
1	Suitable sized projects – local and further afield	Service Projects
2	Investigate new ways of fund raising and doing projects with limited budgets	Fundraising
3	Combine with other agencies to serve the community	Planing to have 1 or 2 joint meetings
4	Adapt Change	Board
5	Investigate how we can involve younger people in Rotary	Membership
6	Promote benefits and purpose of Rotary to broader community to attract more members	Public Image/Website
7	More social events; Community support	Board
8	Working with different professions	MC is moving forward
9	Integration into business events Better PR	Public Image/Website
10	QR codes on CART	Fundraising
11	Consider discounting membership dues	Under Discussion for a Satellite Club
12	Engage YPA/RYLA/Rotract	YPA/RYLA/Rotract
13	Advance signing of new members	By Nomination only.
14	Member Solicitation incentive	None

# Strengths, Weaknesses, Opportunities/Challenges & Threats (SWOT) Analysis

Nos.	Threats	Committee's Action
1	Need to expand volunteer base – ask individuals rather than wait for people to step up	Implementing
2	Resignation of older members – loss of members	Fact
3	Social media	Public Image
4	Other Clubs in our vicinity	No Action

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## ***SUMMARY of ACTIONS in Progress***

- 1. Membership – Retention, Attrition, Growth, Diverse, Attendance, etc.***
- 2. Service Projects – Involvement, Participation, More Service Projects***
- 3. Public Image/ Website – Exposure of our Club in Social Media***
- 4. Fundraising – More events to raise Funds for our club***
- 5. Audio/Video Equipment***

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## Realities of Membership Organizations

- **Attrition** is REAL (Average = 15%)  
Clubs lose members every year
- **Attrition Rates** are remarkably consistent (y/y)
- **Retention** is essential, but highly over-rated as a Growth Strategy
- You must start attracting new members in JULY, **before** you see resignations

Trade Associations:	15%
Alarm Monitoring:	13%
Insurance Agencies:	16%
Banking =	20%-25%
Mobile Phones:	13%

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## 2024-25 Membership Goal Setting

**Membership Goal Setting District: 6920 Worksheet** Augusta

Actual data for your club is in the table below.

**Annual Attrition Rate** (3-year average): **13.4 %**

**Annual Attraction Rate** (3-year average): **11.9 %**

**Annual Net Growth Rate**: **-1.5 %**

(Subtract Attrition Rate from Attraction Rate)

**The problem we need to solve is:**

- **Low Retention** -- Our Attrition Rate Exceeds 15%
- **Insufficient New Member Attraction** - Our Attraction Rate is less than 5% above our Attrition Rate

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**2024-25 Membership Goal Setting Membership**

**History**

<b>Club Year</b>	<b>Members at start of year (01-Jul)</b>
2023-24	149
2022-23	161
2021-22	155
2020-21	156
2019-20	168

<b>Starting Membership 01-Jul-2023</b>	149
<b>Current Membership</b> As of 01-Mar-2024	151
<b>Membership Goal 01-Jul-2024</b> (01-Jul-2023 Start + Growth)	160
<b>Net Membership Growth</b> Challenge = 5% or 5 members	9
<b>Average Annual Attrition to Replace</b>	21
<b>New Members Needed</b> (Growth + Attrition)	30

# WELCOME TO THE MEMBERSHIP ACTION PLAN'S Membership Success Center



1

## SET YOUR MEMBERSHIP GOALS

Start on the Membership Goal page and review your club's annual rate of attracting and terminating members.

2

## IDENTIFY YOUR PROBLEM TO SOLVE

Attrition? Attraction? Both? Neither?

3

## DISCOVER SOME RECOMMENDED STRATEGIES

These strategies are developed for your club's specific situation.

4

## TRACK YOUR PROGRESS ON THE DASHBOARD

Are you attracting new members at a rate that will meet your growth goal, plus replacing members likely to terminate?

5

## CREATE A MEMBERSHIP SATISFACTION SURVEY

Distribute to your members and use the feedback to make your club irresistible.

## WHAT IS THE MEMBERSHIP ACTION PLAN?

The Rotary Membership Action Plan is an initiative of Zones 33/34.

**CLICK HERE** for recordings of "bite-sized" webinars that provide club leaders with actionable strategies, tried and proven, and **GUARANTEED** to help your club create a culture of consistent, moderate membership growth.

**REGISTER** for upcoming MAP Webinars on the same page.

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**WELCOME TO AUGUSTA**

**DANIEL LOPEZ,  
GRSP STUDENT**

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# New Members Induction

DAVID JACOBSEN

# Rotary



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## Today's Challengers

### INSIDE CART CHALLENGER

### ROBERT BAISDEN

Contribute to the blue buckets  
or online at [mycartfund.org](http://mycartfund.org)





## UPCOMING MEETINGS:

- **AUGUST 12 – ROY SIMKINS, TREES OF AUGUSTA, DOWNTOWN IMPROVEMENTS.**
- **AUGUST 19 – STACY TALLENT, COLLEGE FOOTBALL PICK’EM.**
- **AUGUSTA 26 – “TEN EASY WAYS TO HELP YOUR HEART “ BY DR M. V KAMATH, CHAIR EMERITUS CARDIAC SURGERY, MEDICAL COLLEGE OF GEORGIA.**

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# ANNOUNCEMENT

Daniel Lopez, a GRSP Student from Columbia, Daniel Lopez will present his story and his expectations on August 12, 2024.





## ANNOUNCEMENT

The District Governor, Todd Freeseemann is donating the flowering Dogwood Trees and native Persimmon Trees to all District 6920 Clubs in December 2024 – January 2025.

*My suggestion is about 60 Dogwood trees and 20 Persimmon trees for our club.*

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# Today's Program



**Kigwana Cherry**  
**President of the Greater**  
**Augusta Arts Council**

# In loving memory



Rotarian Samiwiri Kiyayu Isanga Kigwana



**Born: April 13<sup>th</sup> 1946**  
**Died: Feb. 10<sup>th</sup> 2024**

*May his soul rest in eternal peace*

*Celebrating the Life of*

Late Prof.

**KIGWANA  
SAMWIRI KIYAYU  
ISANGA**

A loving Husband, Father, Grandfather and Mentor

**PROGRAM**

**Wednesday 14.02.2024**

Body arrives at his residence from funeral home at 5:00pm

**Thursday 15.02.2024**

Requiem Service at Christ's Cathedral Bugembe 10:00am and thereafter body is moved to Kimanto village Luuka district for the official vigil

**Friday 16.02.2024**

Farewell Service and burial at 2:00pm

# Busoga Cathedral



# Busoga cathedral



# Kimanto village



# Kimanto village



# Kimanto village



# Rotary club of jinja





# Pumzi teas



# Edwards hamlet



# Talapia farming



# In loving memory



Rotarian Samiwiri Kiyayu Isanga Kigwana



## THE FOUR-WAY TEST

*Of the things we think, say or do:*

*first*

Is it the **TRUTH**?

*second*

Is it **FAIR** to all concerned?

*third*

Will it build **GOODWILL** and  
**BETTER FRIENDSHIPS**?

*fourth*

Will it be **BENEFICIAL** to  
all concerned?