

# Reporting Results and Progress on Membership Experience & Service \*Funding \*Impact

December 5, 2022

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# Workshop Agenda

1:

## UNDERSTANDING

Report on Membership  
Experience Survey Results

2:

## PRIORITIZATION

Prioritize Focus Areas for  
Building Peace Locally & Globally  
SERVICE FUNDING IMPACT

3:

## MEASUREMENT

Plans for 2023  
Membership Recruitment  
Programs  
Marketing & Communicaitons

02

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Rotary Club of Mercer  
Island Membership &  
Foundation

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12.5.22

# Survey Response

**39 RESPONSES FROM 68 ACTIVE  
MEMBERS = 57% RESPONSE RATE**

# Objectives

- Growing the next leadership bench for the Club
- Planning for Service Funding Impact Building Peace Locally and Globally
- Club / Foundation campaign calendar in 2023
- Member Recruitment event in January
- Filling Target Committee Chair Roles
- Supporting Marketing Activities for website and social media



Focus  
Areas:

SERVICE  
FUNDING  
IMPACT

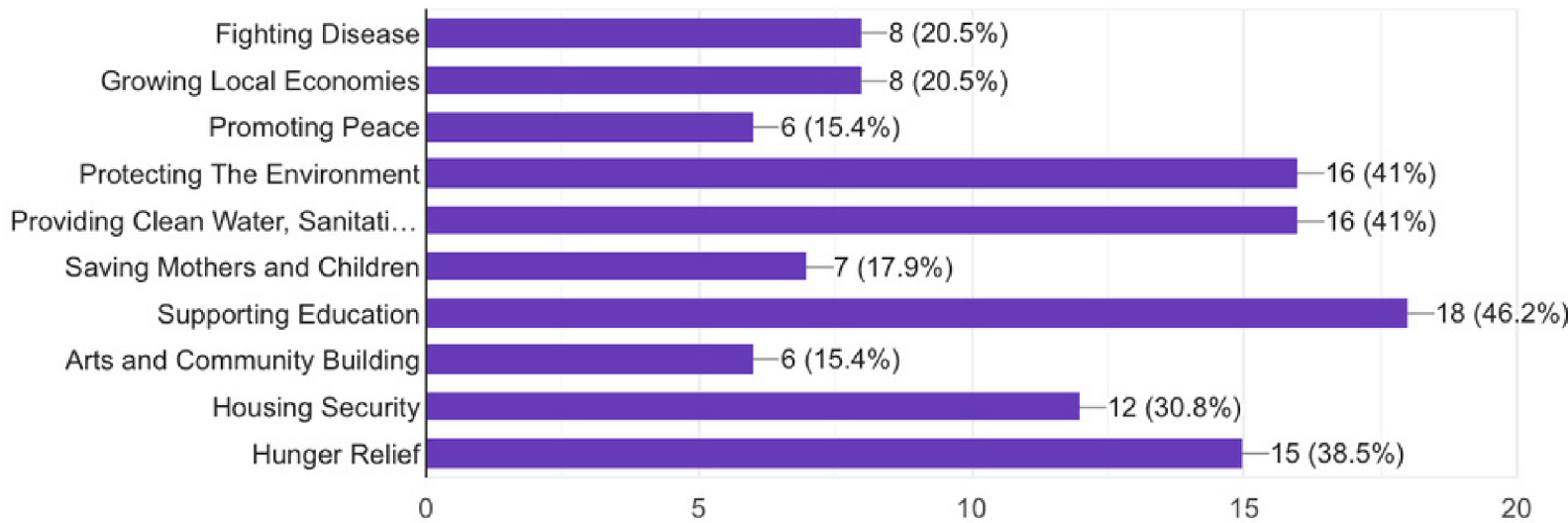
RCMI and FRCMI  
have been working  
on Service Funding  
Impact in at least 10  
Focus Areas - now it  
needs to be  
narrowed to three

# Areas of Focus

## Data

Rotary International has 7 focus areas. RCMI has done service projects and grant funding in the additional three focus areas in italics. Please indicate your top three personal focus area interests out of the 10 listed:

39 responses



## Analysis

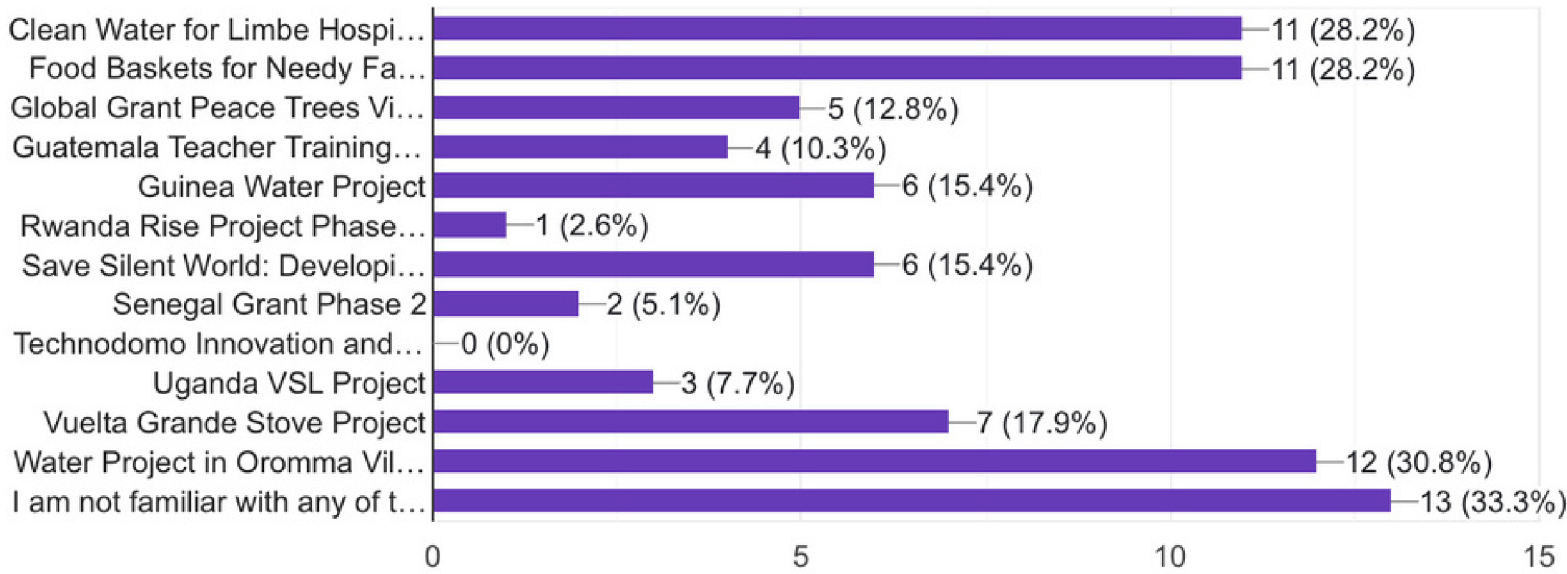
- 1. Supporting Education 46.2%
- 2. Protecting the Environment 41%
- 3. Providing Clean Water 41%
- Hunger Relief 38.5%
- Housing Security 30.8%
- Fighting Disease / Growing Local Economies 20.5%
- Saving Mothers & Children 17.9%
- Promoting Peace / Arts & Community Building 15.4%

# International Grant Focus

## Data

MIRF has made **international grants** in the following areas in the last three years. If you are familiar with these projects, please indicate your top three funding priorities:

39 responses



## Analysis

33% not familiar with any of the International Grants

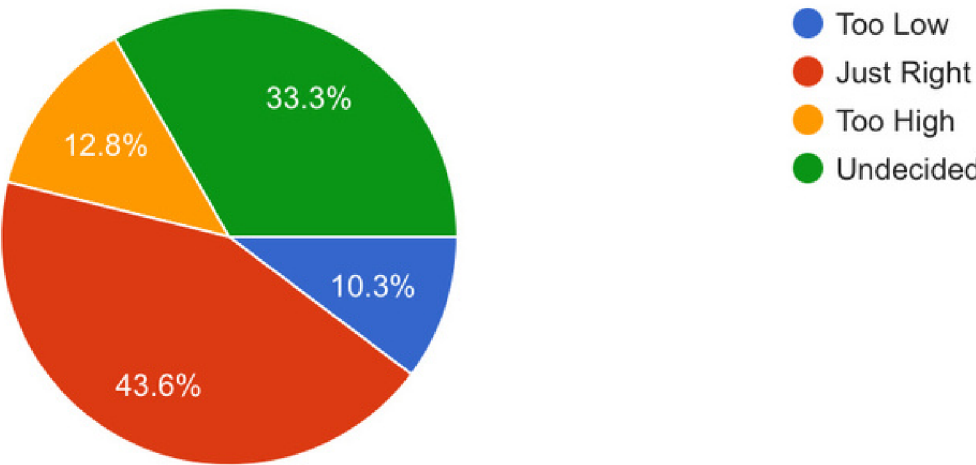
- Top 3 International Grant Focus:**
- 1. Clean Water/Food**
  - 2. Health & Safety**
  - 3. Education**

# International Grant Funding

## Data

The current goal of MIRF is to fund \$20,000 in **international grants** each year. Do you believe this goal is:

39 responses



## Analysis

**43.6% Just Right**

**33.3% Undecided**

**12.8% Too High**

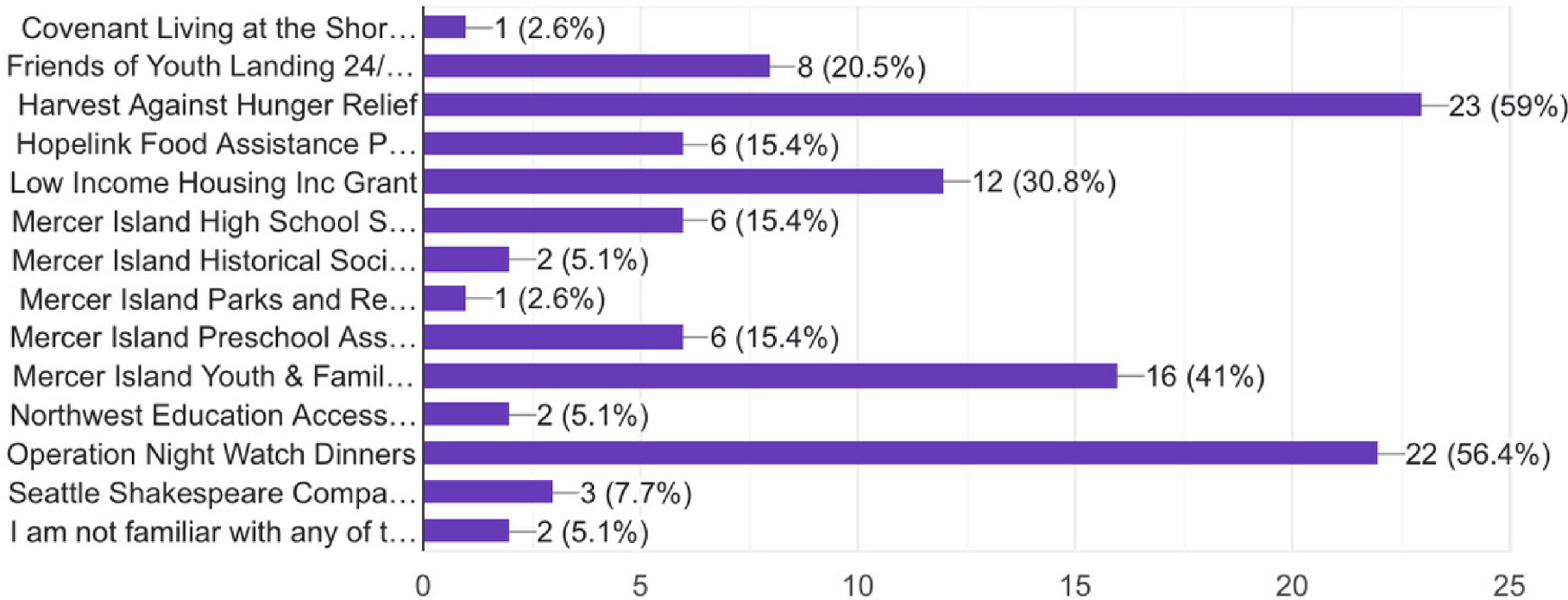
**10.3% Too Low**

# Local Grant Focus

## Data

MIRF has made **local grants** in the following areas in the last three years. Please indicate your top three funding priorities:

39 responses



## Analysis

Top 5 Local Grant Priorities:

1. Harvest Against Hunger
2. Operation Night Watch
3. Youth & Family Services
4. Low Income Housing
5. Friends of Youth Landing

**Top 3 Local Grant FOCUS:**

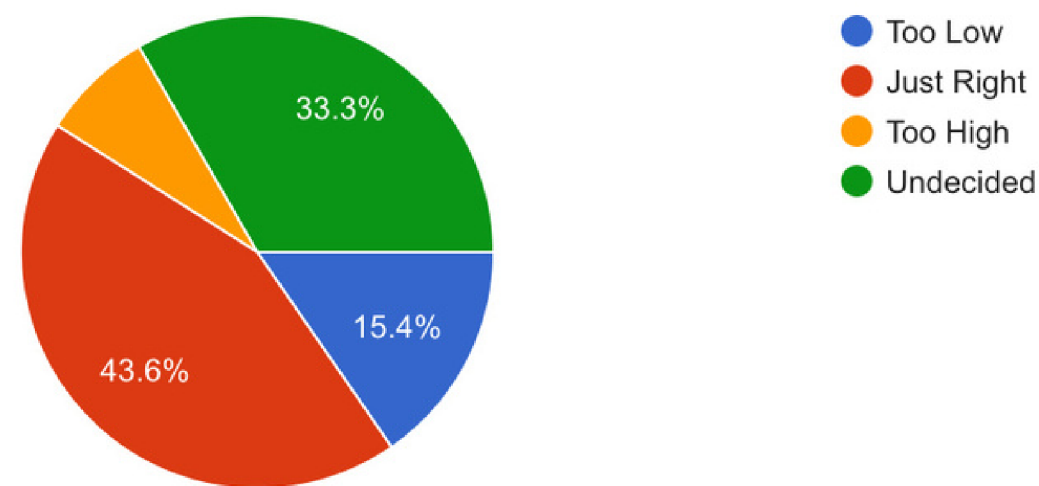
1. **HUNGER**
2. **EDUCATION**
3. **HOUSING**

# Local Grant Funding

## Data

The current goal is to fund \$40,000 in **local grants** each year. Do you believe this goal is:

39 responses



## Analysis

**43.6% Just Right**

**33.3% Undecided**

**15.4% Too Low**

**7.7 % Too High**

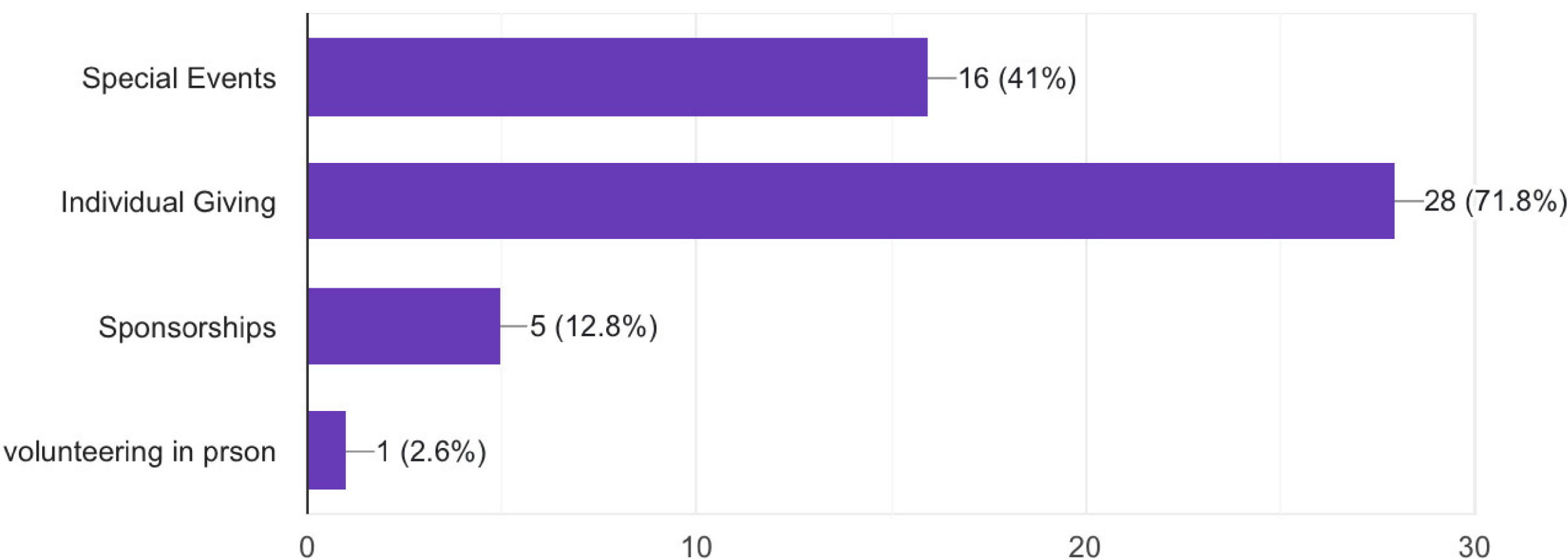


# Grant Fundraising Support

## Data

As a Club Member, What Type of MIRF Grant Fundraising are you personally interested and able to support

39 responses

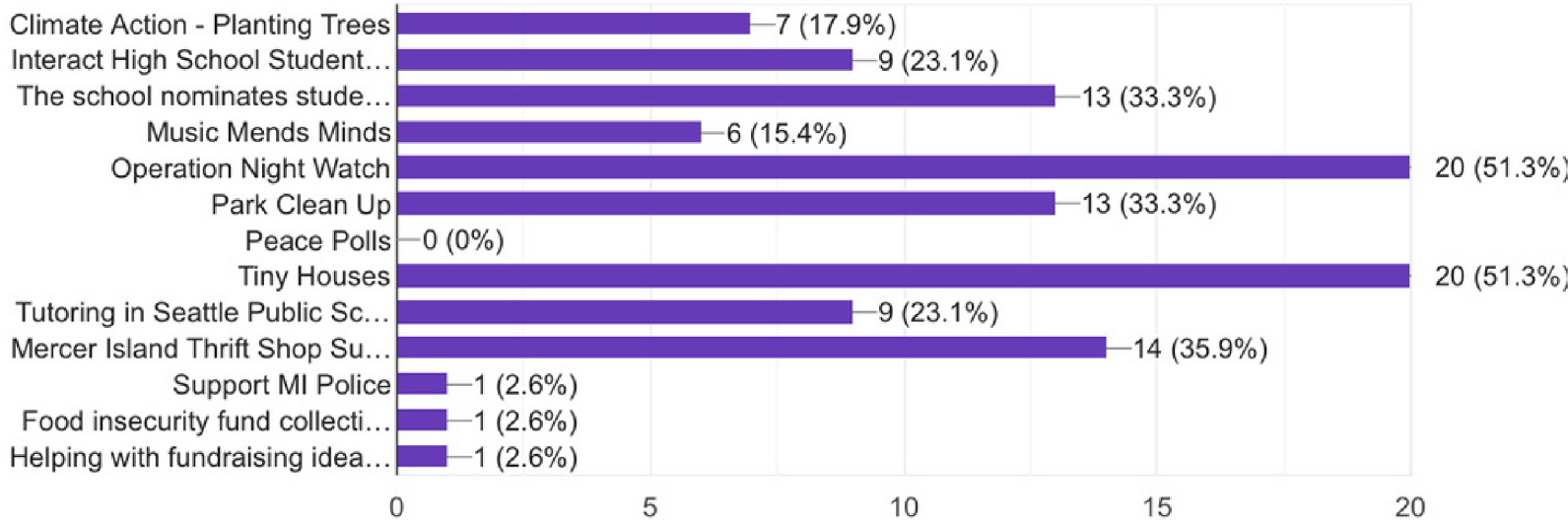


# Service Projects Areas of Focus

## Data

RCMI has participated in the following **service projects** over the last three years.  
Please indicate your top three service project interests:

39 responses



## Analysis

1. Operation Night Watch 51.3%  
Tiny Houses 51.3%
2. MI Thrift Shop 35.9%
3. Student of the Month 33.3%  
Park Clean Up 33.3%

### Top 4 Local SERVICE FOCUS:

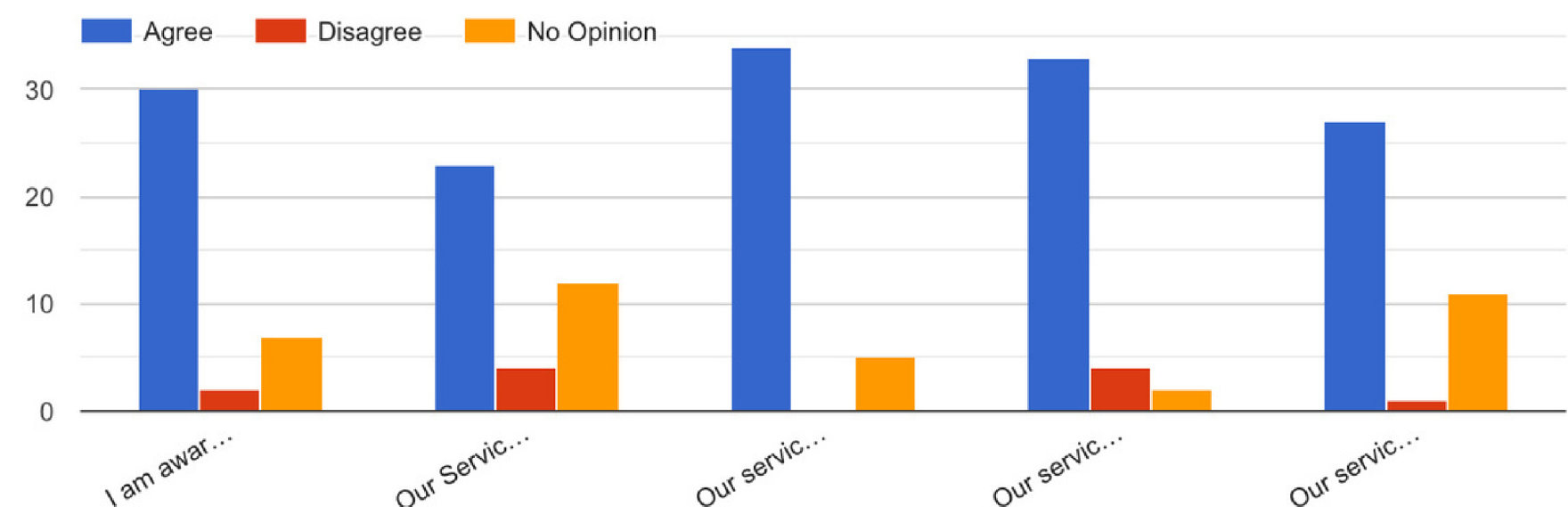
1. **HUNGER**
2. **HOUSING**
3. **EDUCATION**
4. **ENVIRONMENT**



# Service Projects

## Data

What are your opinions about our Club's service projects?



## Analysis

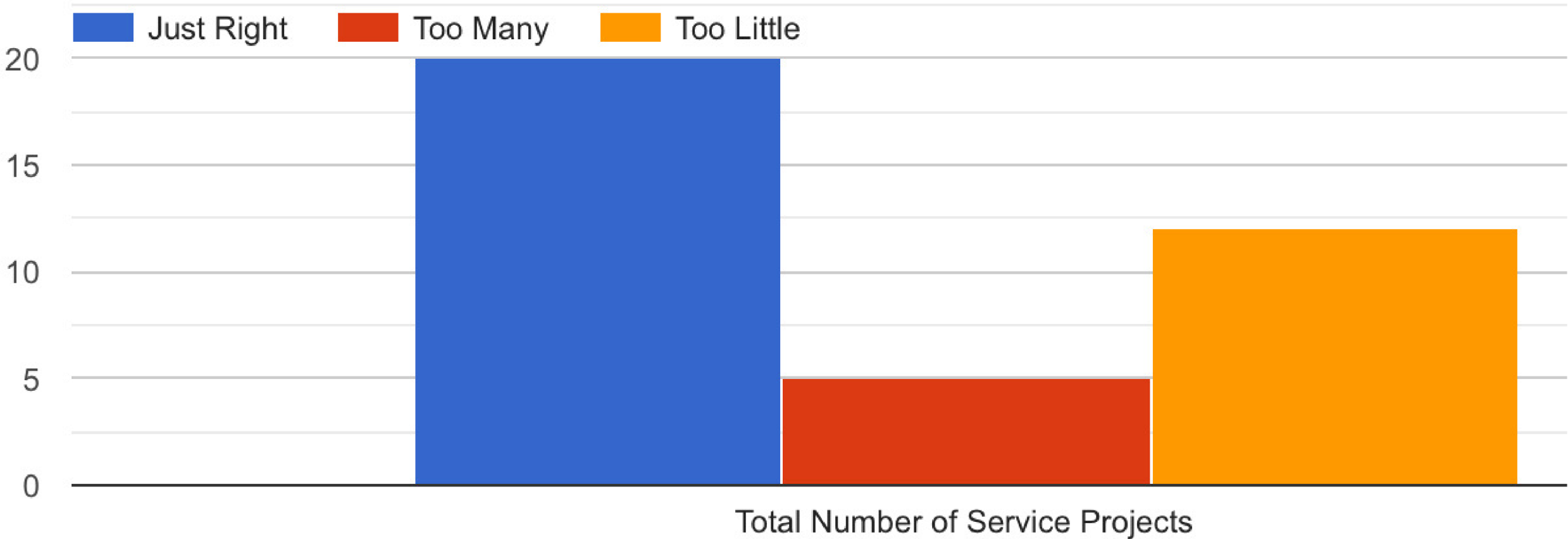
Overwhelming majority of respondents agree about Club Service Projects:

1. Aware of projects
2. Well organized
3. Have a positive impact
4. Are meaningful to them
5. Align with Club focus

# Number of Service Projects Opinions

## Data

What is your Opinion on the Number of Service Projects



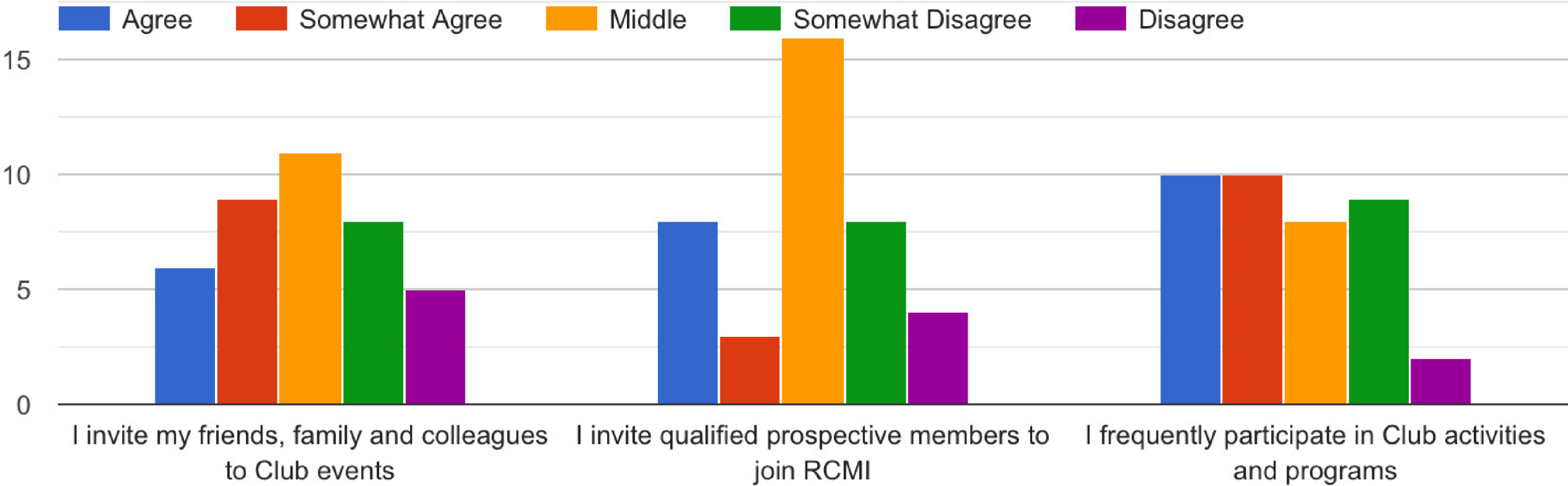
**IS THERE A SERVICE PROJECT THAT THE CLUB IS NOT CURRENTLY DOING THAT YOU WOULD LIKE TO BE INVOLVED IN?  
IF YES, ARE YOU WILLING TO HELP ORGANIZE IT?**

- No - 12 responses
- You forgot ringing bells for Salvation Army. I would like to see more “one time” service projects such as helping a non profit clean or paint or organize something
- Half marathon, I would help but not lead
- Something with animals. No, not willing to help organize it
- A project focused on needy children, like the Santa Claus project or warm coats. Cannot help organize at this time
- Homeless youth
- Malaria eradication which is a RI project. Maybe some fundraising with Malaria dinners like the polio dinners could be a good project. I would prefer not to spearhead this but willing to help.
- Am working at the Thrift Shop independent of Rotary
- A community-wide event such as the marathon... maybe not that big, but that was a lovely way to serve our entire community.
- I think we can do more helping low-income families in the Seattle area understand about education, nutrition (especially for children) and home finances.
- Art education
- Willing to assist but depends on schedules
- Scholarship to graduating high school senior
- Operation Nightwatch meals
- Parks Support
- More actions to reduce / mitigate climate change
- Support for Islanders suffering from food inadequacy. Not able to help organize.

# Membership Satisfaction

## Data

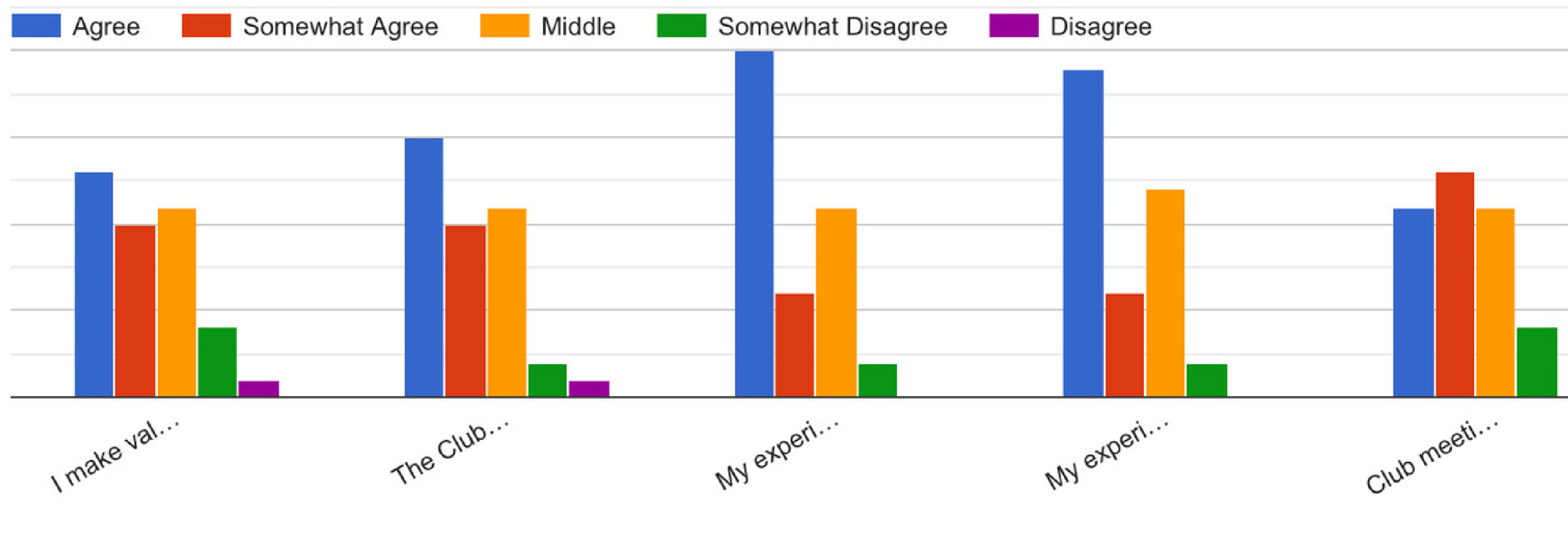
Membership Satisfaction



# Membership Value

## Data

What do you want from your membership?

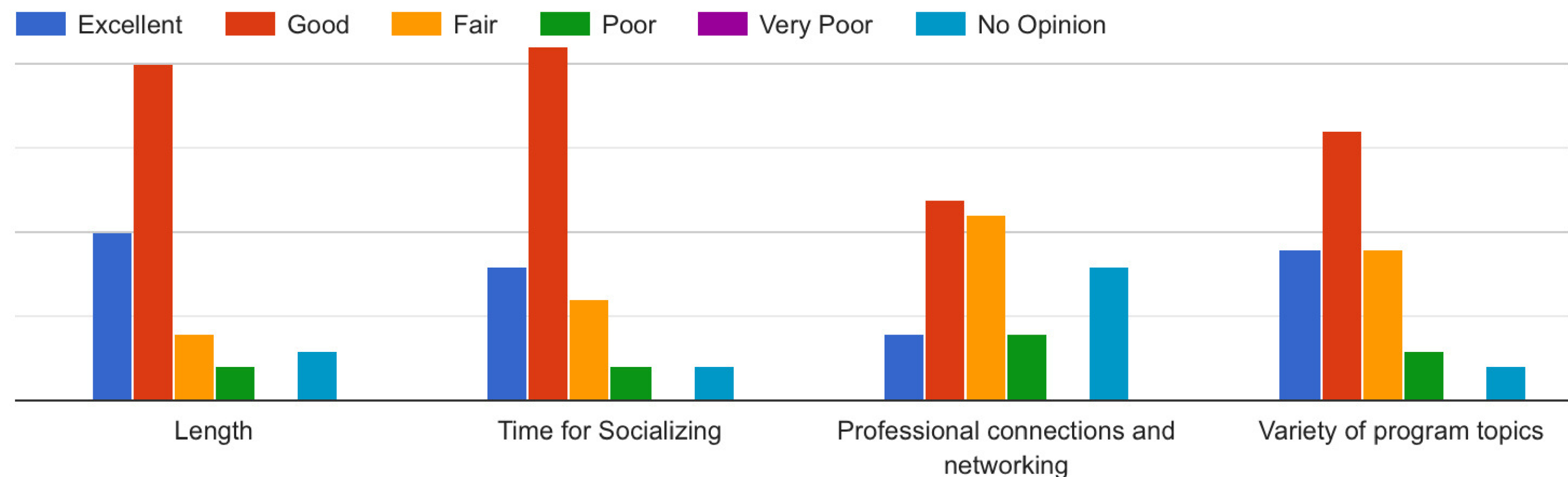


1. I make valuable connections through the Club
2. The Club provides opportunities to use my talents and skills
3. My experience as a member is worth the money that I spend on Rotary participation
4. My experience as a member is worth the time I give Rotary
5. Club meeting are a good use of my time

# Rating Meetings

## Data

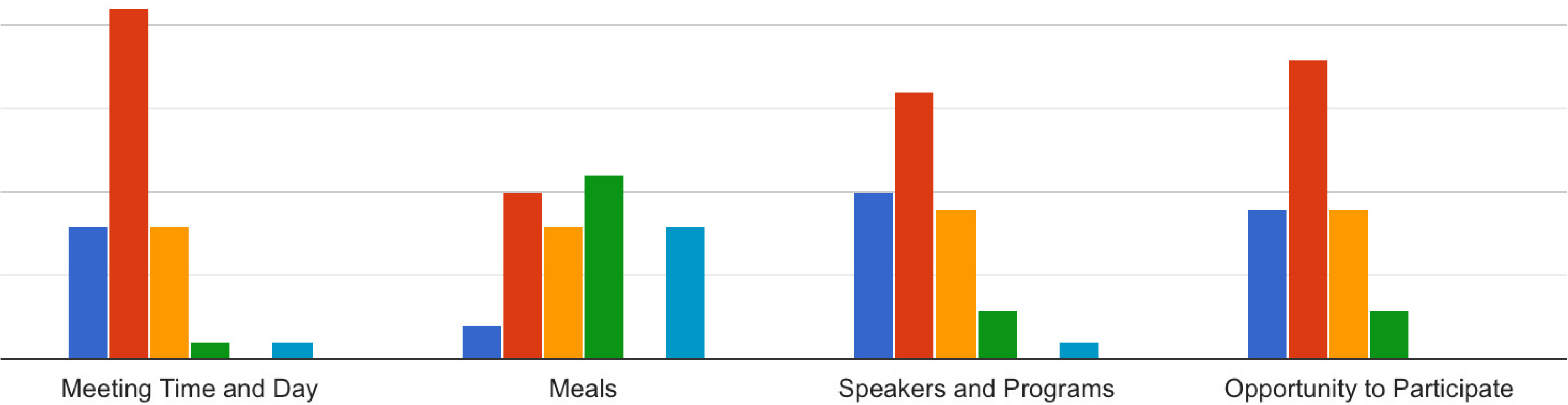
How would you rate the following aspects of our meetings?



# Rating Meetings part 2

## Data

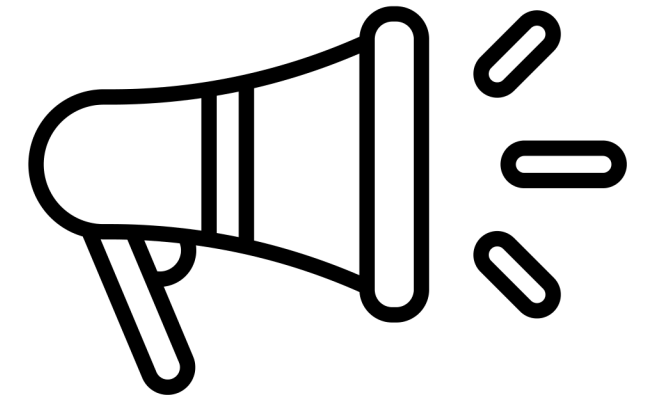
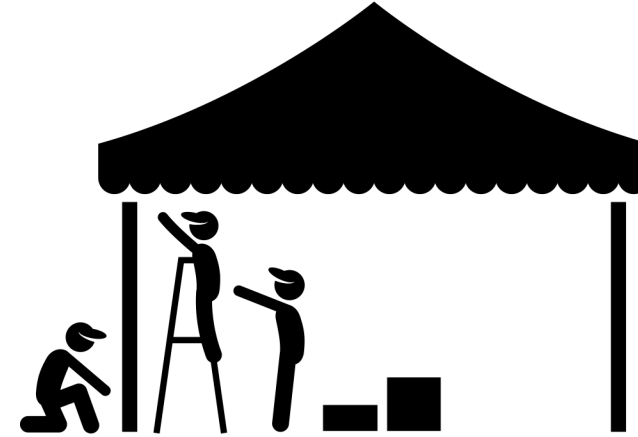
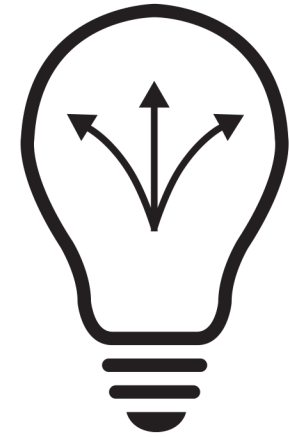
How would you rate the following aspects of our meetings?



## **THANK YOU FOR YOUR INPUT. PLEASE ADD ANY OTHER COMMENTS AND SUGGESTIONS:**

- I would like to see a monthly evening meeting opportunity so those who work can come. Perhaps at the Roanoke or other social venue.
- Getting to know and meet with Mercer Islanders who I would not otherwise meet is valuable and inspiring.
- Thank you
- I have limited physical ability to appreciate and participate
- We left Mercer Island 14 years ago and no longer drive at night which limit my opportunities to participate in some club events.
- Avoid progressive or “woke” activist causes.
- The transition between COVID and rebuilding is not best time to ask these survey questions.
- We need to broaden, encourage and support opportunities for members to participate and lead our projects thru active committee membership. Tout the benefits of club leadership positions.





# Next Steps

## ACTION STEP 1

Strategize Service  
Funding Impact  
Around  
3 Key Areas of Focus

## ACTION STEP 2

Use 3 Key Areas of  
Focus to plan  
Programs  
Events  
Community Engagement  
Fundraising

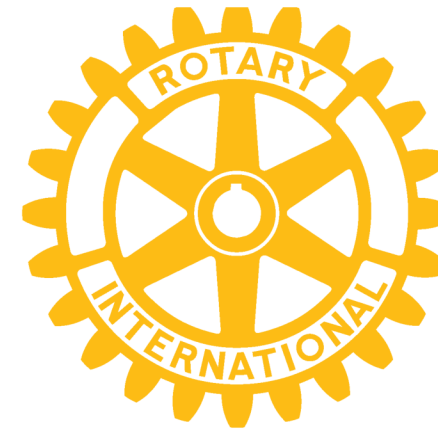
## ACTION STEP 3

Use 3 Key Areas of Focus  
to communicate and  
market RCMI brand and  
values to recruit new  
members and grow  
leadership

# Rotary

Club of Mercer Island

## Key Focus Areas



Housing & Food Security



Education



Environment



**Mercer Island Rotary promotes peace by elevating  
local and global communities through access  
to core human services:**

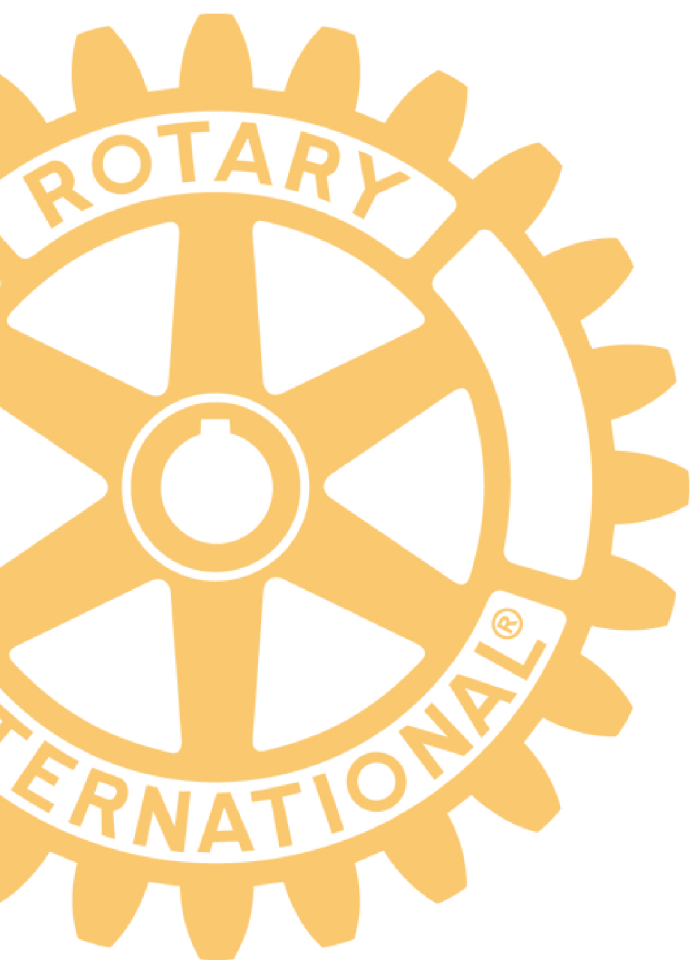
HOUSING & FOOD SECURITY

EDUCATION

ENVIRONMENT



ROTARIANS AT WORK  
**BUILDING PEACE**  
LOCALLY AND GLOBALLY



**THANK YOU!**

**THOUGHTS?**

**IDEAS?**

**EXCITED?!!**