PowerPoint Notes for AG Training

Good Morning….and Thank you, Ed! And thank you, Kevin, for putting membership on the agenda! I’m honored to be able to spend a little time with you to talk about membership! You are all an integral part of the membership team and I’m thrilled that we have such a great group of Rotarian leaders to serve our clubs next Rotary year! I just know we’ll make some great progress during the 2021-22 Rotary Year! I’m looking forward to working with all of you as we do our best to GROW ROTARY. We’ve got a lot of ground to cover this morning, so Let’s get started!

1. I hate to start off with bad news, but the #’s don’t lie! As you can see, we were making some good progress through the first 9 months of the 2019-20 Rotary year, and then…..well, you all know what happened in March of last year. The current AG’s and those of you that are still club Presidents have been doing a great job in keeping your clubs meeting and engaging your members as well as working on getting new members, but for varied and obvious reasons, they’re leaving faster than we can replace them! But everything is not doom and gloom… RI President-elect Shekar has set a goal of having 1.3 million Rotarians at the end of 2022. That’s 100,000 more worldwide than we have now. We have 17 ½ months to make this happen…and one way that he suggests we do that is “Each One, Bring One”
2. (Title page )-)

And that leads us to another way we can accomplish this task – The Membership Initiative and RI Membership leads.

1. Let’s talk about the Membership Initiative first. I’m sure you **all** want another title added to that of Assistant Governor, so after we finish this training, you’ll officially have the designation of District Membership Facilitator or DMF! As a DMF, you’ll be assisting your clubs to GROW ROTARY with the focus on Attraction & Engagement/Retention. This is kind of like a mini Club Visioning, but focused totally on membership. Training to be a membership facilitator usually takes an hour or more as we do some role playing so you feel comfortable when you’re presenting to a club….but today, we’re going to make it happen in 15 minutes! I’m sure that DGE Kevin will give us time in the future to brush up on…or go in to this process deeper, but in the meantime, AG Coordinators John Rains and Brett Brough have experience doing these facilitations, so call on them… or me… if you want to “practice.” These facilitations can be done virtually or in person! It’s wise to only have a small group….no more than 5 people….for these facilitations.
2. You should have received all of the collateral material we’re going to go through now, from Cole. If you made copies, please pull them out….as it will be little difficult to read it from the screen. This first piece has 12 suggestions your clubs can choose from to attract new members. They would choose 3 of them….or come up with ideas on their own that they think would work best and fit the culture of their club. Most of them you’ve probably heard or thought of. (Give a few examples).
3. Next, we’ll look at the Engagement/Retention piece. It’s critically important that we engage our members!! People that feel they are “doing good” are way more likely to continue to be a Rotarian. Here you’ll see some ideas to choose from (give a few examples) OR…as with the attraction strategies, encourage them to come up with their own ideas. Again, they would choose no more than 3.
4. Here’s where the rubber meets the road. This is the form that the clubs membership team will use to get their plan together. (Mention the 5 steps).…and then…(next slide)
5. The result….. the finished Action Plan! As we all know, it is very helpful when you have a written plan in place to follow. (Go over the action plan that this club chose for one of their attraction strategies.)

9. Let’s transition to the Membership leads that we receive from Rotary International which will help us achieve our goals to GROW ROTARY.

1. GO TO MANAGE LEADS.

11. Although we’re going to go through this, you new AG’s will not have access to getting in to the Manage Leads sites until you’re officially listed as an AG in RI’s eyes…which will be July 1st, unless they start allowing you to get in earlier. I just want you to be aware of what this entails and as the new Rotary year gets closer, we’ll hopefully be able to go through this again. You’ll receive emails from RI that read “membership lead for your District.” There will be a link to click that will take you to the Manage leads page. You’ll click on their name and the information they provided will appear…..their age range, phone & email address, city in which they’re looking for a club, and what day/time is their first choice. There will also be a reason that they’re interested in Rotary. Please , please contact them as soon as you possibly can via email and/or phone. NOW…There’s an exception to this. If you serve a Pittsburg Club (Rhonda and Sonia) or a Bartlesville Club (Pam & Janie) or any of the Tulsa Clubs (Anne & Laura), I will make the first contact. The reason for this? We have separate AG’s serving these cities that have more than 1 club. Which AG would make the contact? If I make the first contact….I can determine which club would be the best fit for the prospect and will then contact the AG that serves that club…. Once you’ve had a conversation with a prospect to discern more about what they’re looking for, or if they’re interested in visiting the club, you should call the Club President and/or Membership Chair and give them the contact info so THEY can call and invite them and give even more information about their club. THEN….you need to put information in on this prospect. (GO TO THE SITE. EXPLAIN ABOUT ALL THE AREAS.) Be sure to put the date, info from the call/email, and your name. Then select from the drop down box….District contacted or District Assigned to a club. Most of the time, that will be pretty easy, if you have someone that’s looking for a club in Coffeyville or Skiatook or Harrison. Putting this info in here is crucial for a couple of reason: First, when you or me or anyone follows up on this prospect, we’ll be able to see who, when and what has transpired with this lead. Second, the information entered is the way that RI can track what we’ve done with the leads. Following up with the clubs is imperative to see if the lead joined or what the status is. You’ll then have to go back in to manage leads and make a notation of that, too. ALWAYS remember to put your name and the date when you make a notation. As I mentioned, we’ll go over this again when we get closer to the beginning of the new Rotary year.

1. We need to keep thinking outside the box. I believe that Kevin is establishing a New Club Development committee that will work hand in glove with the Membership Committee. There are innovative ways we can look at possible new clubs….e-clubs, Satellite clubs, Passport clubs, cause based clubs, to name a few. Please take the time to use The Learning Center to become acquainted with these different types of clubs so you are conversive on them. There’s also SO much great information in the Learning Center that will assist you in being the best AG you can be.

13. Thank you so much for agreeing to serve our District as Assistant Governors! Together….we can GROW ROTARY and I’m looking forward to working with each and every one of you! Enjoy your year and remember that I’m here to answer any questions or help you in any way I can.