

Rotary Club of Vicksburg
AGENDA
9/16/2024

1. Roll Call
2. Questions/Additions
3. Treasurer's Report for August
4. Today's Business
 - a. PR Recommendations for Membership Growth
 - b. Member Quick Survey for October 4 Meeting
 - c. Fall Social Event
 - d. Satellite Club status
5. Committee Reports
 - a. Administration
 - b. 501C3 Committee
 - c. Membership
 - d. Public Relations
 - e. Community Service Projects
 - f. Youth Service Projects
 - g. Fundraising
 - h. Finance
 - i. Rotary Foundation
6. Member Time
7. NEXT BOARD MEETING: October 15, 2024 at 11:00 am @ Main Street Pub
8. Adjournment

Rotary Club of Vicksburg Board Meeting Minutes
September 16, 2024

1. Roll Call: David Aubry, Danna Downing, Don Ulsh, Eric Hansen, Kathy Forsythe, Mike Wunderlin
2. Confirmation of August Minutes: Additions noted.
3. Treasurer's Report for August
 - a. Written notifications for dues past-due. Next step for members in arrears will be a report from treasurer in October Board Meeting
 - b. 100- year celebration and golf outing still need to be closed out. Expected check for \$1200 for liquor not used. Danna will meet with Melissa regarding golf outing.
 - c. Financials accepted.

Today's Business

1. PR Recommendations for Membership growth: Much discussion ensued about the use of developing effective, well-vetted strategies. Also the need to involve all members in recruitment. Danna took note of specifics, creating a list for future use. Also noted is the availability of new member tools and resources available online. Mike Gallagher, the District's Membership Growth Champion will present a program November 1, 2024. Voted to take action, Wunderlin moved, Hansen seconded. All approved.
2. Member Quick Survey, Danna will talk with membership for generating 2 questions for October 4 meeting.
3. David has talked with Larry about the fall social gathering, and they are coming up with an idea.
4. Satellite Club status: Nothing new.

Committee Reports:

- a. Administration: programming efforts continue.
- b. 501C3: No report.
- c. Membership: Working on Membership Growth plan.
- d. Public Relations: Working on Membership recruiting tools (brochure) video, website.
- e. Community Service Projects: Watch email for volunteer opportunities
- f. Youth Services Projects: STRIVE recruitment netted 19 students. Looking for additional coaches/mentors.
- g. Fundraising: No report.
- h. Finance: EOY meeting scheduled.
- i. Rotary Foundation: No report

Member Time:

David Aubry requested that costs incurred for scrapping come from expenses. Downing moved. Wunderlin supported. All approved.

Next Board Meeting: October 15, 2024 at 11 a.m. at Main Street Pub. Meeting was adjourned. Moved by Ulsh, second by Hansen. All approved.

Public Relations Membership Growth Proposal

September 16, 2024

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Great clubs don't just happen by chance. They are the result of careful planning, thoughtful actions, and dedicated efforts to:

ASK FOR FEEDBACK

TRY NEW IDEAS

USE TESTED ROTARY RESOURCES

ADAPT

Great clubs also have strong, thriving, membership and demonstrate long-term impact.

Rotary Club of Vicksburg is already a **Great** club!

But the question now is: What can we do to be a stronger club, ready to thrive in a changing environment?

Making improvements will require some effort. Some parts will be easier than others, like making sure participants and visitors know how to find information about our club. But it will take more work to understand why members leave, why members stay and how best to attract new members to our club.

Growing membership will always be crucial. Why is that? A club with more members has more people available to plan and complete Rotary service projects and events. *Service above self* is our motto AND it is the number one reason our current club members say they joined the Rotary Club of Vicksburg. Recruiting new members increases opportunities for our members to make more interpersonal, community, and professional connections and build more friendships. A club with more members provides additional perspectives and personal experiences which contribute to better decisions and outcomes. Having more members also means our club can increase donations to the Rotary Foundation-- a key way to expand and fund local and global projects for our Rotary organization.

Our club's Public Relations committee has compiled information provided by Rotary to help us generate and apply best practices in growing membership. It has inspired us to make some recommendations to the board, club committees, and our current members.

RECOMMENDATION #1:

Our first suggestion is to use Rotary's well- developed and successfully implemented membership strategies. They are included in **Appendix A** and originate in Rotary's STRENGTHENING YOUR

MEMBERSHIP GUIDE. This resource is free and available online. As mentioned in **Appendix A**, one excellent resource is to invite a Rotary membership champion from District 6360 to speak with our members.

RECOMMENDATION #2:

Membership growth depends on our members doing successful person-to-person outreach. Your PR committee is dedicated to working on a new recruiting document that outlines the legacy associated with Rotary membership, benefits of membership, and how local clubs are structured for optimal success and impact in our community and the world. This document will also describe the causes which Rotary prioritizes, and features that make this service club attractive to a wide range of people. It will introduce how the Rotary Club of Vicksburg now offers two membership options: our traditional club experience and the new IMPACT Club by Rotary. And it will compare and contrast the options between the two memberships, while highlighting the benefits of being able to socialize and collaborate across the membership groups.

The PR Committee will also be working on a new video to post on our website and share on social media to foster interest and support for our club.

RECOMMENDATION #3:

The PR Committee would also like to recommend that the board create a membership plan that includes all members and committees and contains specific measurable strategies. Please review **Appendix B** of the proposal to sample thoughts/format for the planning process.

IN CLOSING:

Our goal is to stimulate the membership growth process and assist the club in making critical steps for success. We are open to everyone's input and are ready to support this investment in our future.

Sincerely: Kathy Forsythe, Eric Hansen, and Danna Downing

CHAPTER 6

SUPPORTING YOUR CLUB: ROTARY RESOURCES AND TOOLS

ROTARY VOLUNTEERS AND STAFF

The following Rotary volunteers and staff members can answer questions and advise your club on formulating an effective membership development plan. Contact information for Rotary staff and your district's leaders are on Rotary.org and in the Official Directory. Find your regional coordinators through www.rotary.org/coordinators-advisers.

REGIONAL LEADER SUPPORT

Rotary coordinators serve as a resource for districts and clubs and are knowledgeable about all aspects of Rotary, including best practices and innovative strategies for attracting and keeping members, regional membership plans, and the priorities and goals of the Rotary strategic plan.

Rotary public image coordinators can offer guidance and resources for enhancing Rotary's public image in a way that will support membership in your club.

Regional Rotary Foundation coordinators serve as a resource on all Foundation-related topics, including grants and grant management, fundraising, and programs such as PolioPlus and Rotary Peace Centers.

Endowment/major gifts advisers work with regional and district leaders to develop plans for identifying, cultivating, and soliciting major gifts and facilitate events that engage current Foundation supporters and develop prospective ones.

DISTRICT MEMBERSHIP DEVELOPMENT COMMITTEE

The district membership development committee identifies, promotes, and implements membership development strategies for the district. The committee chair acts as a liaison between the governor, the Rotary coordinator, RI, and the clubs in the district on membership development issues.

Your assistant governor or district governor has contact information for this committee. If your district doesn't have a membership development committee, suggest that one be established.

ASSISTANT GOVERNOR

Assistant governors can work closely with your club to make it more vibrant and enable it to attract and retain members. Contact your district governor to find out if your district has an assistant governor.

Share your club's membership goals and successful initiatives with the district committee and your assistant governor. It is just as important for the district to learn about new and effective club-level strategies and tools as it is for you to know about the support and assistance that the district committee can provide you.

CLUB AND DISTRICT SUPPORT REPRESENTATIVES

Every club has a CDS representative who can answer questions about:

- The RI Constitution and Bylaws, Rotary Code of Policies, Manual of Procedure, and RI Board of Directors policy
- Rotary International and the Secretariat
- Rotary Club Central

Find your club's representative at www.rotary.org/representatives.

OTHER SECRETARIAT STAFF

Rotary International's Secretariat includes RI World Headquarters, in Evanston, Illinois, USA, and seven international offices. Staff members can assist you with questions or requests related to membership. Contact them at membershipdevelopment@rotary.org.

ROTARY RESOURCES

Rotary.org

Get the latest news, announcements, and resources on Rotary's website, which also offers:

- Membership resources and publications at www.rotary.org/membership
- Membership survey results
- Prospective member, member relocation, and Rotarian referrals
- Publications (many available as free downloads, others available in print free or for purchase at shop.rotary.org)
- Webinars
- Brand Center
- Club Finder
- Contact information for your Club and District Support representative
- Membership Best Practices discussion group
- Young Professionals Network

YOUR MEMBERSHIP PLAN: OFFERING VALUE TO EXISTING MEMBERS

Use this worksheet to record your goals for membership growth. Be realistic about the number of goals you choose and share them with your club. Updating club members periodically about your goals keeps people informed and keeps you on course.

Which recommendations do you want to add to your plan? Consider adding your own ideas as well:

- Talk to members about their club experience, which aspects they think are valuable, and which they want changed.
- Assess how well-informed the community is about your club's work and how you might strengthen your public image.
- Practice telling compelling stories that engage people and show the difference your club makes.
- Interview members who are leaving the club to understand why and what you might change.

ACTION	GOAL	WHO IS RESPONSIBLE	BY WHEN	RELEVANT RESOURCES
<i>Example: Talk about aspects of the club experience.</i>	<i>Understand how people feel about traditions so you can balance that with change.</i>			<i>Strategic Planning Guide Chart of different membership types</i>

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YOUR MEMBERSHIP PLAN: ATTRACTING NEW MEMBERS

Use this worksheet to record your goals for membership growth. Be realistic about the number of goals you choose and share them with your club. Updating club members periodically about your goals keeps people informed and keeps you on course.

Which recommendations do you want to add to your plan? Consider adding your own ideas as well:

- Conduct a diversity assessment and use the results to identify groups to build relationships with.
- Contact people on your list of prospective members and invite them to a club activity.
- Use the member interest survey to understand the needs and expectations of prospective and new members.
- Enhance your new member orientation program to make sure expectations are clear — and so are the benefits of membership.

ACTION	GOAL	WHO IS RESPONSIBLE	BY WHEN	RELEVANT RESOURCES
<i>Example: Conduct a diversity assessment.</i>	<i>Understand the diversity in our community and how to engage with new participants.</i>			<i>Creating an Inclusive Club Culture Understanding How Your Club Represents Your Community (diversity assessment)</i>

Balance Sheet

Vicksburg - 2039 Balance Sheet As Of August 31, 2024

ASSET ACCOUNTS

Current Assets

Checking-KCSB GENERAL	15,935
Checking-KCSB Community Giving	1,105
Checking-KCSB STRIVE	10,779
Receivables	1,750

Total Current Assets

29,569

Total ASSET ACCOUNTS

29,569

LIABILITY ACCOUNTS

Long-Term Liabilities

Total Long-Term Liabilities

0

Total LIABILITY ACCOUNTS

0

EQUITY ACCOUNTS

Club Retained Earnings	30,695
NET INCOME	- 1,125

Total EQUITY ACCOUNTS

29,569

Total LIABILITIES & EQUITY

29,569

Printed: 12/30/2024

Balance Sheet

Income Statement

Vicksburg - 2039
Income Statement
August 01, 2024 through August 31, 2024

	Aug 2024	YTD
ORDINARY INCOME/EXPENSE		
INCOME ACCOUNTS		
Money box	0	0
Club Initiation Fees	0	0
Club Member Dues	0	0
Brown Box Fines KCF Fndn Contr	240	240
Club Member Social Payments	0	0
Century of Service Celebration	0	0
RI Foundation Contributions	0	0
Annual Fund (50/50)	87	87
Disaster Relief	0	0
Polio Income	40	40
PASS THE HAT	0	0
Community Giving Income	4	4
Club Project Income		
STRIVE PROJECT	0	0
SAFE @ HOME	0	0
Community Service Projects	0	0
Total Club Project Income	0	0
Club Fundraiser Income		
Old Car Festival 50/50	0	0
Scrap Metal Recycling	450	450
Fund Raiser-Golf Outing	98	98
Total Club Fundraiser Income	548	548
TREE FUND	600	600
Grants	0	0
Interest Income	0	0
Miscellaneous Income	0	0
Total INCOME ACCOUNTS	1,519	1,519
EXPENSE ACCOUNTS		
Dues paid to DISTRICT	0	0
District Foundation Contributions	0	0
Dues paid to RI	0	0
RI Foundation Polio Plus Expense	0	0
RI Foundation Annual Fund Expense	0	0
RI DISASTER DISTRIBUTION	0	0
rachel king refugee camp - Marta	0	0
Brown Box KCF Quarterly Distributions	0	0

Community Giving	0	0
RI CART DISTRIBUTION	0	0
Gift and Award Expenses	0	0
Club Member Social Expenses	0	0
Training Expense	0	0
Travel Expense	0	0
Office Expense	0	0
Committee Expenses		
PR Expense	0	0
Membership Expense	0	0
IMPACT CLUB	0	0
Total Committee Expenses	0	0
Club Fundraiser Expenses		
Scrap Metal Recycling	0	0
Old Car Fest 50/50	0	0
Fund Raiser-Golf Outing	0	0
Total Club Fundraiser Expenses	0	0
Club Project Expenses		
STRIVE Expense		
Awards	0	0
Celebrations	0	0
Tuition/Scholarships	0	0
Refreshments	0	0
STRIVE Fundraising Expenses	0	0
STRIVE EXPENSES-Travel	0	0
Total STRIVE Expense	0	0
SAFE AT HOME	0	0
Community Service Activities	0	0
Total Club Project Expenses	0	0
Credit Card Fees	0	0
Bad Debt/Write-offs	0	0
Bank Fees	0	0
Miscellaneous Expense	0	0
Total EXPENSE ACCOUNTS	0	0
NET INCOME	1,519	1,519

Check Detail

Vicksburg - 2039

Check Detail

August 01, 2024 through August 31, 2024

Date	Num	Account	Name	Debit	Credit
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Printed: 12/30/2024

NO CHECKS ISSUED

Check Detail