Minutes of 8-15-23 Membership Committee Meeting

The meeting was called to order at 10:30 a.m. on August 15, 2023 at Sunnyside Restaurant. Attendees included Paul Tarr, Merlin Hopkins and Sharon LaPointe. Steve Terry and Norm Shinkle were excused due to unavailability.

The following topics were discussed:

**1. Minutes**: The draft minutes for the 8-8-23 Membership Committee meeting were reviewed and approved as written. Merlin will forward the approved minutes to President Chris Lewis and Secretary Laska Creagh.

**2. Composition of the Membership Committee**: In furtherance of the Committee’s desire to add a younger member to enhance recruitment of younger club applicants, Merlin will contact Denise White regarding her interest in joining the Membership Committee.

**3.** **New Membership Application**: Merlin reported the receipt of a new membership application from Monica Schafer, sponsored by Norm Shinkle. As required by the Bylaws, Merlin will forward the application to President Chris Lewis for processing.

4. **Sponsor requirement issue**: The Committee discussed that while the current application form has a line for identifying a sponsor, recent applications have been accepted and processed without a sponsor being listed on the form. Recognizing how digitally transactional our society has become, it was the consensus that sponsors be an option but not a requirement, as the latter could unintentionally be an impediment to recruitment.

**5.** **Review of research** on membership application formats and processes: Sharon shared copies of sample membership material from Rotary Clubs from Michigan and across the United States that contained one or more features of interest for the following desired application process components identified in our meeting of 8-8-23:

a**. Benefits of membership**.

* See **Palo Alto** short version “Become a Member” , mid-size “About Palo Alto Rotary” and long version “20 Reasons to Join Rotary”
* One-pager from Rotary Club of **Troy**

b. **Application process, including a timeline/checklist**

1.) Sequence of events/timeline

* **St. Croix West** “Application Process” component of one-pager intro to Membership Application Form

**c.** **Desired Application Information-Demographics**

**d. Desired Application Information-** **Experience/skills that applicant would like to develop and/or would bring to the Club:**

* **Palo Alto** open-ended questions-box for answers:
  + Why I would make a good Rotarian
  + Use the space below to tell us about yourself
* **Fargo** open ended questions
  + Additional information (family, interests, hobbies)
  + Tell us why you are interested in Fargo Rotary, including what ways you might contribute
* **Midland**
  + Check the box-Which **Rotary areas of focus** interest you
  + Committees generally align to one or more of our six focus areas. Select one or more that suits your goals or passion
* **Picton**
  + **Education/training (course/diploma/degree)**
  + **Brief summary of responsibilities and accomplishments after high school**
  + **Service clubs/community activities**
  + **Brief questionnaire**
    - **Why are you interested in becoming a member of Rotary?**
    - **What particular areas of service are you most interested in?**
    - **What talents/skills are you willing to share that would be of benefit to our club?**

e. D**ues and other expectations**

* **Palo Alto** “Financial and Time Expectations” grid

**6. Marketing**: Membership materials from other clubs were available on line and often had pictures and embedded videos. The Membership Committee will address marketing in two ways:

* Embedded club marketing within the membership process
* Multi-media roll-out of the membership materials themselves

**7. Homework** for our next meeting at 9:30 a.m. September 12 meeting at Sunnyside:

* Membership Committee members will continue to review the research already shared
* Membership Committee members will continue to search material from other clubs
* Sharon will draft preliminary templates incorporating our desired structural components and “best ideas so far”

Respectfully submitted,

Sharon LaPointe, Recording Secretary