**District 6360**

**Membership Summit**

**Chart Paper Notes – Whole Group Discussion**

**What are we doing well?**

* Asking (to join)
* Socials & Service
* New Members involved
* Satellite clubs (2 in district) Others developing
* Focused
* Previous Summits – last 2 years held One Rotary Summit that focused on Membership, Public Image & The Rotary Foundation and how they worked together
* Sponsorship Recognition

Why people join Rotary:

* + Social – Fellowship
  + Give Back to Community & Service opportunities
  + Network

Why people stay in Rotary:

* + Social – Fellowship
  + Give Back to Community & Service opportunities
  + Network

**What are the Challenges?**

* Attrition
* Image
* People don’t have time
* Clicks
* Lake of engagement
* Attracting young professionals
* Leveraging community leaders who are members
* Lack of willingness to change (club members)
* Communication
* Same members doing all the work leads to burnout
* Not engaged with Community
* Lake of Good fundraisers
* Difficulty with external facts, social media, etc.

**What are the Road Blocks to Increasing Membership?**

* Time
* People don’t understand benefits (value proposition)
* Too Expensive
* Lack of Diversity
* Too early (a.m. meetings)
* No Greeter
* Dues too high
* Misconception about who can join
* Not engaging new members
* Public Image – not using social media
* Pre-judging prospects (thinking that they wouldn’t be interested)
* Too many projects that only involve club members
* Determine “Who We are”
* Overwhelming new members
* Lack of Mentorship
* New Member education – need
* Lack of understanding regarding Corporate Memberships \*\*
* Image – Prayer (offensive to some); Songs & Singing (old fashioned)
* Chamber Competition
* Diversity \*\* (Lack of)
* Costs of meals at meetings
* Rural community changing to Bedroom Community
* Old habits
* Public Image (lack of)

**Road Blocks to Retention**

* Engaging New Members\*\*
* Engagement of ALL Members
* Environment – is club welcoming to ALL
* Programs at meetings – some not so good
* Do you know your problems? (See Healthy Club Check)
* Communication – lack of
* Community closed – sit at same tables
* Lack of project education – how to run a project
* Death
* Cost value of membership
  + Food cost
  + Orientation
  + Committees

**Solutions**

* Provide more information on Corporate Membership – provide information on how (see Corporate Membership handout)
* Using Leaders with Diversity
* Remove meal costs – Tier Dues
* Understand religious diversity (prayer, food)
* Meeting times – vary
* Dictionary of Terms
* Engaging New Ideas
* Google Ads -🡪 Online tools;
* Hold Zoom Meetings (Online for absent members like snow birds)
* Compile a Directory of Members
  + Check mark once they met activity
* New Member Checklist – Engagement (See Red Badge to Blue Badge)
* Allow Kids at meetings and events
* Have good programs – speakers list
* Do Exit reviews of inactive members
* Do Exit interviews to determine “Why” members left
* 5 Favorite of Members – to get to know members (Fab 5) \*\*
* Meaningful projects – time, money, Make projects FUN! \*\* Involve Family
* Engage members – define programs \*\*
* NO Food Costs – Outline costs
* “Why” our club (develop a Who We Are brochure, paper)

**Club Flexibility – How to Achieve**

* Hold Virtual Meetings (GoToMeeting, YouTube, Zoom)
* Change Meeting times
* Membership Types:
  + Corporate Membership with Corporate Associates (See handout)
  + Family Membership (husband & wife)
  + Young Professional – dues less until age xx
  + Sponsorship – of young professional by “experienced” professional
  + Friends of Rotary – Alumni (people that have experienced Rotary programs, RYLA, Interact, Youth Exchange, Group Study Exchange, etc.

**Going to Do**

* Hold 5:01 meetings (inviting new members)
* Develop a Speakers List for programs
* Do a Checklist to Engage members
* Do the Action Planning worksheet with board and membership committee
* Work on achieving Diversity – have a campaign
* Develop and Hold a New Member Orientation \*\*
* Membership Check in
* Develop an Onboarding Packet
* Speak to Leadership of Club (Board) regarding Membership
* Get a Membership Committee (more than 1 person)
* Seek out Rotary Alumni
* Do the Healthy Club Check with board & membership
* Have an event for past members
* Develop a partnership with others in community
* Look for newly retired people as prospective members