

The Idea Factory: Growing & Enhancing Rotary Clubs

Rotary District 6690 | Virtual Training Assembly

Welcome to the Membership Idea Factory!

New Line Worker Orientation



The conveyor belts move quickly... so think fast!

Add your ideas to the Chat Box!

There are no bad ideas!

There are no problems... just opportunities for creative & innovative solutions!

Everybody contributes!

Solution Opportunity #1

The Rotary Club of Emerald City pivoted quickly in response to the COVID19 Pandemic and started holding Zoom Meetings right away. Once everyone got the hang of the technology, it seemed to be going well. But lately, it seems like virtual attendance has been dwindling. The Club Leaders aren't sure what to try in order to energize their virtual meetings and re-engage their missing members.



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Ideas from the Assembly Line (live session notes)

- Reach out to members directly
- Call members
- Send snail mail
- Get speakers for the meetings
- Try meeting at multiple times
- Record meetings so people can watch later
- Survey your members to ask why
- Try breakouts
- Add videos
- Try themes for each meeting
- Partner up with another club to have joint meetings
- Make sure that the virtual meetings are welcoming

Rotary has a tool for that...

[Embracing Virtual Meetings for Your Club](#) by
Suzanne Gibson

[Ideas for Staying Connected During Social
Distancing](#) by Ingrid Waugh

Zoom 101 & 201 by District Trainer Dana
Vogelmeier

Check out other [virtual club meetings](#) to get
fresh ideas

[Rotary Learning Center](#) best practices for
online meetings

Join Facebook groups like [Rotary Connecting
the World](#) to learn of potential speakers

Partner with another club to host a joint
meeting

Invite a Rotary speaker

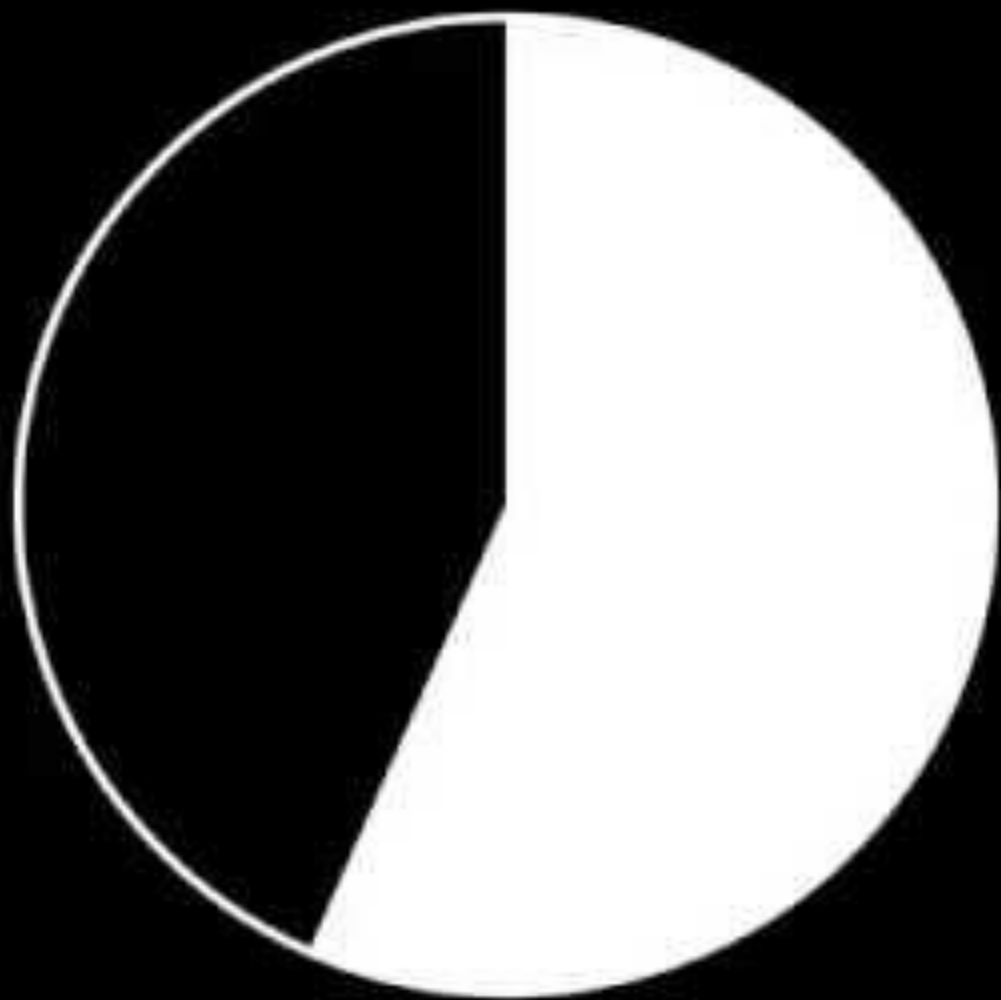
Polio Volunteers

District Leaders

Rotary [Connects the \(Online\) World](#) Webinar

Solution Opportunity #2

The Rotary Club of Mayberry does a great job at attracting new members. The club has fun events and is really involved in service, so the organization often piques the interest of community members. Over the past few years though, the Club Leaders have noticed that members seem to fade away after about 18 months. The Club Leaders are looking for creative ways to engage members who are somewhere between “orientation” and being “settled in” to the club to avoid this issue of a revolving door.



Ideas from the Assembly Line (live session notes)

- Have a mentor program
- Get newer members involved in committees
- Add a new member service project program
- Have open houses for new members
- Make connections between tenured members and new members
- Invite new members to lead projects
- Think about if dues are too high or other barriers
- Make sure that tenured members are welcoming new members
- Have a longer onboarding or orientation process
- Ask club leaders to meet with those members
- Exit survey to find out why they leave

Rotary has a tool for that...

Check out the [Learning Center](#) courses on developing robust new member programs

[First Impressions Matter](#) Webinar

Rotary's [Connect for Good](#) Guide

[Improving Member Retention](#)

Club Innovation Stories [Audio Clips](#)

District Events

Club contest for Rotary International
Convention packages

Encourage participation in [fellowships](#) and [action groups](#)

Encourage members to plan and lead projects
- ask them to identify a possible new project
using the [Rotary Service Showcase](#)

Solution Opportunity #3

The Rotary Club of Cabot Cove is a strong, long-standing club. About a third of their members are “legacy” members and have a deep commitment and dedication to the club. There is a contingent of younger members who aren’t so interested in some of those traditions, but believe in Rotary and want to try some new things, like new service projects and social gatherings. The Club Leaders notice that this is leading to a subtle division in the club.



Ideas from the Assembly Line (live session notes)

- Start a mentor program so tenured members can share traditions and get excited about new projects and ideas from the new members
- It's okay to have lots of projects going
- Everyone has different passion and interest, so try lots of things
- Satellite club
- Club surveys
- Do projects that fit in the areas of focus to offer variety
- Talk to the legacy members to see why they are resistant to the new ideas
- Start new committees
- Have co-chairs for projects and committees to pair up a new member and an older member

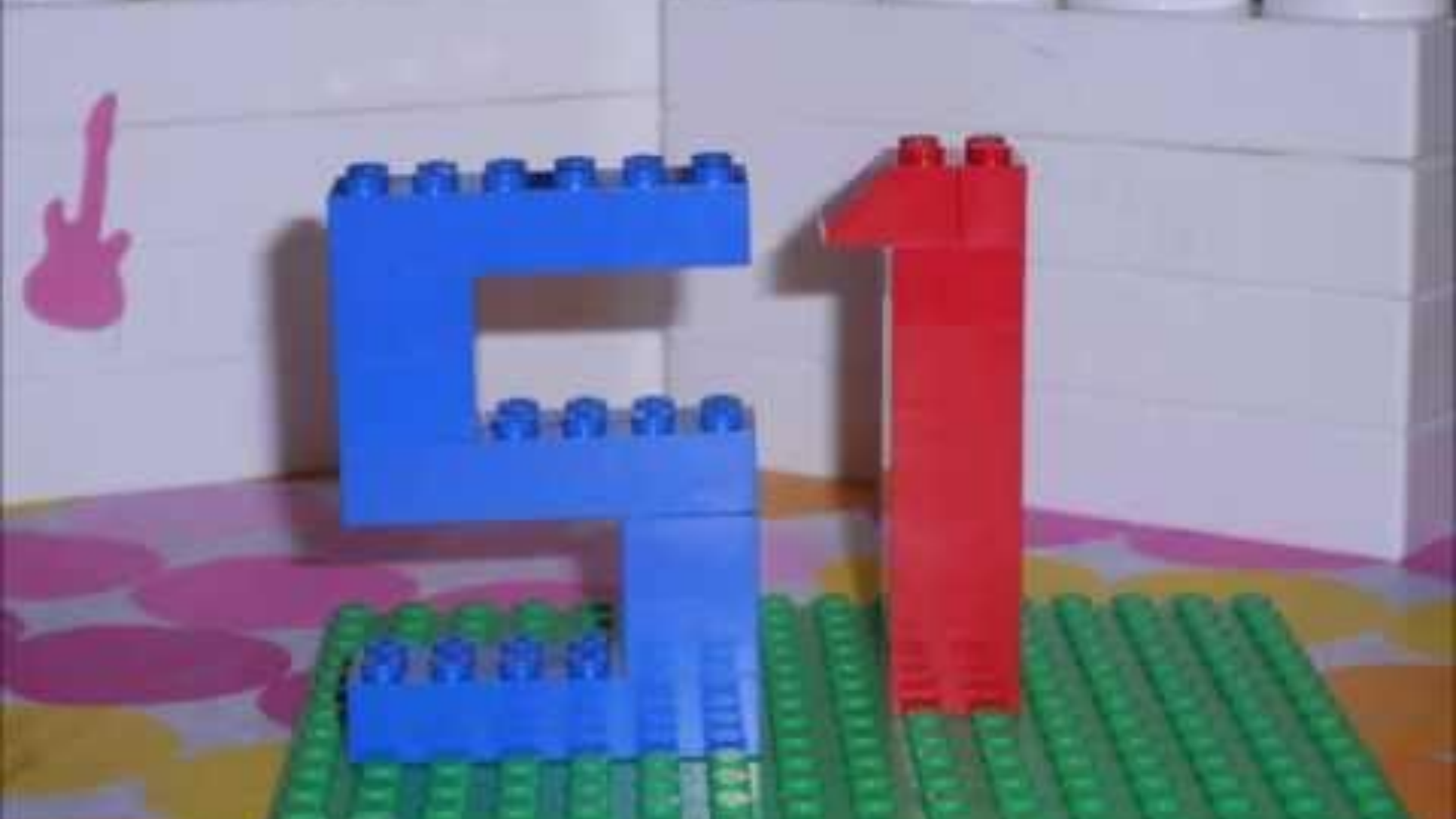
Rotary has a tool for that...

Learn more about how you can integrate Rotary's new guidelines on [Club Flexibility](#) and take the [Learning Center](#) course on how to apply these concepts to existing clubs.

Consider forming a [Satellite Club](#) or a [Passport Club](#)

Solution Opportunity #4

The Rotary Club of Riverdale has been meeting virtually for several months due to the COVID19 pandemic. Now that some of the restrictions are starting to lift, Club Leaders are considering resuming in person meetings, but are concerned that this may leave out some members who don't feel safe to meet in person again. The Club Leaders are trying to think of ways to keep everyone safe, make members happy, but also make sure that everyone is included.



Ideas from the Assembly Line (live session notes)

- Survey members to see how they feel about in-person meetings
- Hybrid meetings
- Live stream meetings that are in person
- Meet outside
- Require everyone to wear masks
- Give hand sanitizer at meetings
- Stop having meals or give food to go at the end of the meeting so people don't have to take off their masks
- Have multiple meeting options
- Change meeting location if needed so people can social distance
- Explain the plan for caution in advance so members know what to expect and how they will stay safe during the meeting

Rotary has a tool for that...

Building [hybrid clubs](#) that offer options

Follow local regulations and safety guidelines

Use Survey Monkey or Google Forms to gather member input

Provide Rotary Masks to wear during meetings

Stay up to date on Rotary's [Coronavirus News Page](#)

Solution Opportunity #5

The Rotary Club of Zion is involved in several community service projects each month. The club is highly visible in the community and several influential leaders are members. Lately, Club Leaders have noticed potential members seem really interested in service projects and regularly attend the club's public events, but when invited to join, they note that they can't afford the club's dues and are concerned that they might not be able to regularly attend the club's lunch meetings.

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Ideas from the Assembly Line (live session notes)

- Lower or change dues
- Have “no meal” option to make it cheaper
- Have more than one membership type like corporate
- Family memberships
- Eliminate attendance expectations
- Start a satellite club
- Start a passport club
- Have a dues scholarship option
- Lower dues for young professionals
- Change meeting time
- Meet somewhere less expensive
- Offer virtual component to meetings

Rotary has a tool for that...

Check out Rotary's [Guide to Corporate Memberships](#) and consider how you can target business leaders in your community to invest in Rotary for their employees

Check out this [Club Innovation](#) article on how a club found success with new membership types

Consider alternative membership types such as associate memberships, family memberships or junior memberships. Learn more with [Rotary's Quick Guide to Membership Types](#).

Consider forming a [Satellite Club](#) or a [Passport Club](#)

Check out the [Practicing Flexibility & Innovation Course](#) at the Rotary Learning Center

We did it!

You can count on District 6690 for support!

“The Membership Project” - a comprehensive and responsive club exercise that generates simple-to-implement action plans to promote engagement and attraction

Resources, Guides, Templates and More
on the Rotary 6690 [website](#)



Let's be friends...

Jenny Stotts, District Membership Chair

rotaryhappy13@gmail.com