

District 6890 Vibrant Club Workshop

August 19, 2023

Ideas for Club Vibrancy!

1. Attitude: How can we serve? How can we serve new people?
2. Don't forget about family members as potential Rotarians.
3. Member spotlight is an encouraging activity.
4. Consistency: Show up, post/send out information
5. Recruit young professionals: look at who is featured in ads and invite them to network.
6. Plan routines, like service projects on the same day each week/month, etc.
7. Host a family night social, targeting 20-45 yos with young families.
8. S4TL delegates, Interact – keep in touch as they age up to Rotary, tie in younger generations.
9. Rotarian of the Week is encouraging.
10. Mentoring programs are empowering.
11. Club Bingo: Facts about Rotarians
12. Call/text nonattenders
13. Look at all vocations for members.
14. Host events that are high school-based, career prep focused.
15. Use Facebook to share with local homeowners' communities.
16. Follow up with visitors!
17. "Movie on the Lawn" social – multigenerational, family friendly
18. Harness the power of LinkedIn.
19. Chamber leadership programs as a source of young professionals (e.g., Emerge)
20. Contact non-attending Rotarians with opportunities to engage/contribute.
21. Combine events with neighboring clubs.
22. Have a satellite group.
23. \$\$\$ consider dues structure.
24. Saturday-based projects for those who work during the week.
25. Take a Rotarian to lunch.
26. Mentoring – match up with seasoned members.
27. Diversify ways to engage with the club (e.g., fellowships, action groups, impact clubs, etc.)
28. Follow up/outreach – text right after a meeting and offer next dates of activities.
29. Create a strategic plan for the club.
30. Recruit members by age range
31. Do projects and invite others along.
32. Wear Rotary shorts when doing projects.
33. Heighten PR
34. Plan forward for how big we want to grow and by when.
35. Have fun socials!
36. Ask prospects: How can Rotary help meet your professional growth needs?
37. Advertise on high school Facebook pages for volunteers.
38. Fund new members with seed money for a project
39. Have a social activity for new members in their first 30 days.
40. Give a membership to a social media company in exchange for assistance.
41. Take pictures and post.