



Rotary District 6890 Training Assembly MEMBERSHIP

BLOCK 1 (0:00 – 5:00)

INTRODUCTION

- Ed welcomes viewers in introduces RC GRB
- Acknowledgement of COVID-19 impact on our current “go to market” strategies
 - > emphasis on recognition of present environment, but primary focus on future (2020-2021)
- “Put on YOUR oxygen mask on first” – take care of yourselves, your families, your RC’s, your community
- Ed asks GRB for summary of how RI and Zone 34 are responding to social distancing
- GRB asks Ed about lessons from transition into age of new technology (1990s generational change)
 - > emphasis on gaining well educated, tech-savvy people with new ideas
 - > caution about casting aside veteran leaders and losing important institutional knowledge
 - “Every Rotarian is valued, and every Rotarian brings value!”
 - > emphasis on ensuring that ALL Rotarians are included (valued) during time of transition

BLOCK 2 (5:00 – 10:00)

COMMON THEMES AMONG SUCCESSFUL CLUBS

- GRB asks Ed, based on 30+ years in Rotary & multiple clubs up and down the east coast, “what common themes have you observed among successful clubs (or what traits would you warn to avoid)?”
 - 1.) emphasis on club responsibility to ADD VALUE for its members
 - “Business networking, social connection, community service”
 - 2.) emphasis on articulating and promoting a PURPOSE (e.g., mission statements supported by club meetings and activities that promote the mission)
 - “People understand the spirit of the mission when projects are constantly highlighted”
 - 3.) emphasis on creating events out of ceremonies
 - “New member inductions should be celebrations” (e.g., club president, sponsor, membership chair, officiant, inductee, family)
 - “PHF presentations” (club president, TRF chair, officiant, recipient, other?)
- GRB reiterates importance of such “events” not just for individual recognition but the opportunity to talk about Rotary, The Rotary Foundation, and acknowledge new member sponsors. By demonstrating what is important to us (our values), we make it important to others (e.g., giving to TRF, inviting new members into Rotary).

BLOCK 3 (10:00 – 20:00)

CLUB MEMBERSHIP PLANS

- Ed asks GRB about any of his pet peeves regarding membership as he has traveled our zone
 - > emphasis on MEMBERSHIP PLANS
 - “Clubs often have great programs for projects, huge efforts on fundraisers, but virtually nothing on *friend-raisers!*”
- GRB asks Ed where do you feel clubs should begin when putting together a membership plan
 - > emphasis on MEMBERSHIP STRATEGY (preceding PLAN)
 - 1.) Understand 5-year club trends to predict (“budget”) attrition, like any business
 - 2.) Calculate number of invitees necessary to convert inductees (attrition+1)
 - 3.) THEN implement elements of MEMBERSHIP PLAN
 - > as with any program, it must be known by ALL club member, contain measurable and achievable goals, and describe tactics for execution
 - > think of PLAN as “how to guide visitors & members through the *engagement* process”
- ED asks GRB three key elements to a robust MEMBERSHIP PLAN
 - > emphasis on pre-induction, induction, post induction

- GRB prompts Ed to share examples of each
 - > emphasis on *written*, formal PLAN
 - > **PRE-Induction** (e.g., attend 4 meetings, projects, or events; one hour Rotary overview with club president and membership chair; pay first quarter dues) At a minimum, candidate understands club focus, key activities, dues and attendance expectations
 - > **Induction** (e.g., club president, sponsor, membership chair, officiant, inductee, family) Ceremony is sufficiently formal to convey the *prestige* involved in being asked to join Rotary
 - > **POST-Induction** (e.g., eight special 1-hour sessions before regular meetings with key leaders to discuss “all things Rotary”; assignment to project/committee; Fireside Chat may occur before or after induction)
 - > emphasis on customization for each club (but still written, formal PLAN)

BLOCK 4 (20:00 – 25:00) CONCUSION, REFERENCES, MORE INFORMATION

- GRB asks Ed how our District Membership team will be different for 2020-2021
 - > emphasis on an actual TEAM; outline of key positions (hope to present at fall seminar):
 - Engagement** – Identify and share best practices for retaining membership. Examples include fireside chats, club education, committee participation, and meeting management.
 - Alumni** – Create and implement communication systems to cultivate a network of Rotary Alumni (with emphasis on youth programs) that results in a pipeline for new Rotarians.
 - Extension** – Support club formation and expansion, through satellite meetings of existing clubs, attracting new participants through e-meetings, or entirely new clubs.
 - Leads Administrator** – Manage RI’s online Leads platform. These are people who are asking to join Rotary! We should be able to demonstrate a very high “conversion” rate.
 - Leadership Development** – Leverage RI’s newly created partnership with Toastmasters and explore other avenues for Rotarians to benefit from personal leadership development.
 - Networking** – Actively promote Rotary Means Business (RMB) with goal of adding an RMB chapter in the eastern part of our district during the 2020-2021 Rotary year.
 - Analyst** – Mine and interpret membership-related metrics. Ideal candidate will have access to demographic data at county or zip code level.
- Ed asks GRB if he has a favorite Membership “tool” he shares with clubs in his travels
 - > presentation of single-page Club Assessment
- Ed thanks GRB for his time and participation. “As we wind down, we’d like to reiterate our initial thoughts about prioritizing and taking action during these unusual times
 - 1.) Care for YOURSELF: health, family, personal development (as it relates to Rotary, this might be an ideal time to visit RI online learning center)
 - 2.) Care for your CLUB: interact with ALL members, ensuring connection with those most at risk of isolation – by any means necessary! Now may be ideal to create that Membership PLAN.
 - 3.) Care for your COMMUNITY: explore programs that support senior living facilities, meals for at-risk school children, etc.
- For more information on these topics and more, please visit the following sites:
 - > RI Membership Page
 - > Rotary6890.org
 - > RI Learning Center
 - > other?
- Contact (Ed, Assistant Governors, etc.)

“It is not the strongest of the species that survives, nor the most intelligent. It is the one most adaptable to change.” – Charles Darwin