



Rotary District 6890

MEMBERSHIP Training Summit

28 July 2020

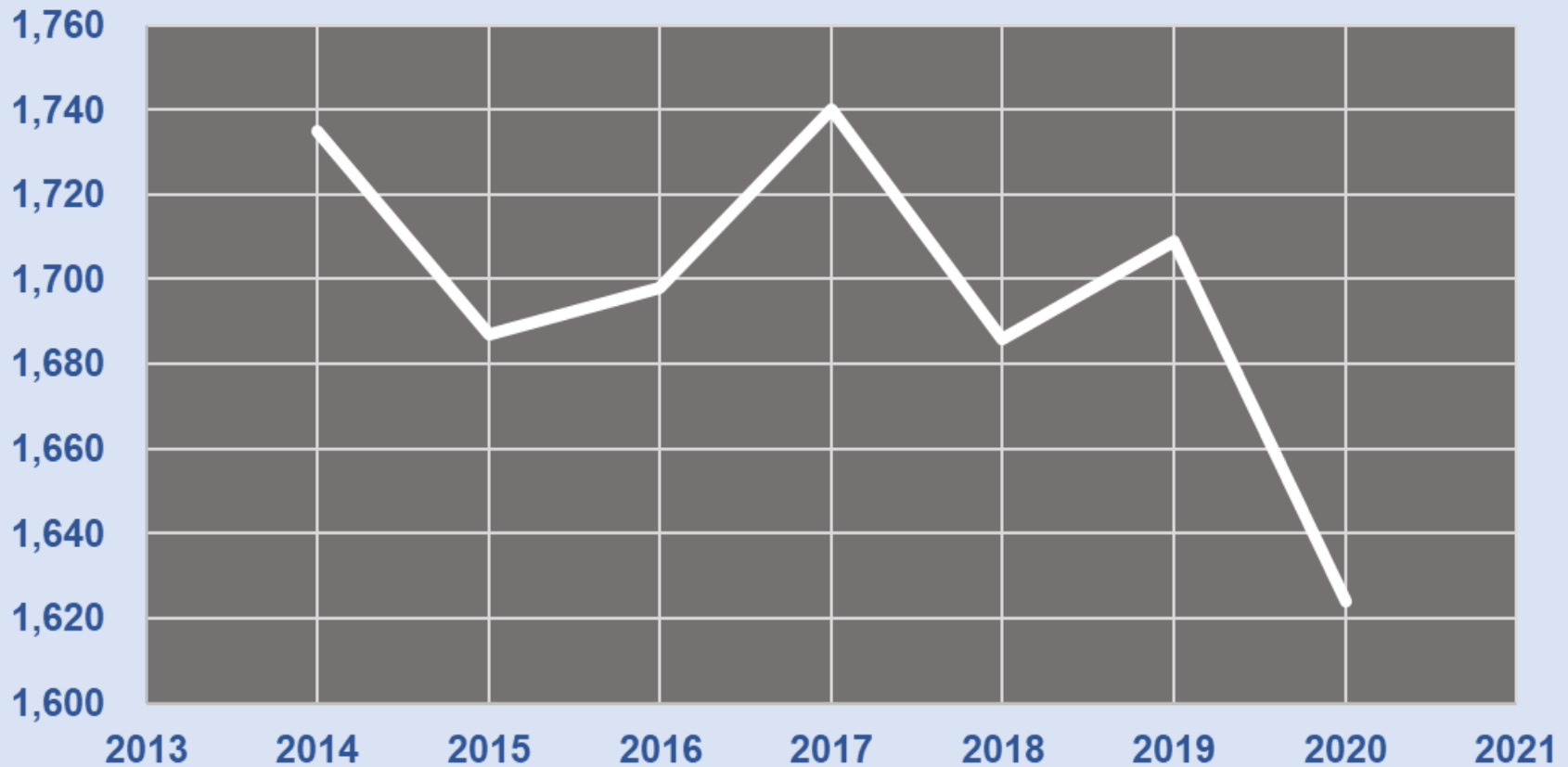
Rotary
Membership



Join Leaders • Exchange Ideas • Take Action



Rotary District 6890 7-Year Membership Trend



"It ain't that pretty at all." – Warren Zevon



Today's Membership Topics

George Robertson-Burnett

- Membership Message from Rotary International
- Rotary Zone 34 Focus & Priorities

Chevon Baccus

- Growth through Innovative Club Formats
- Goals for Satellite & New Club Development

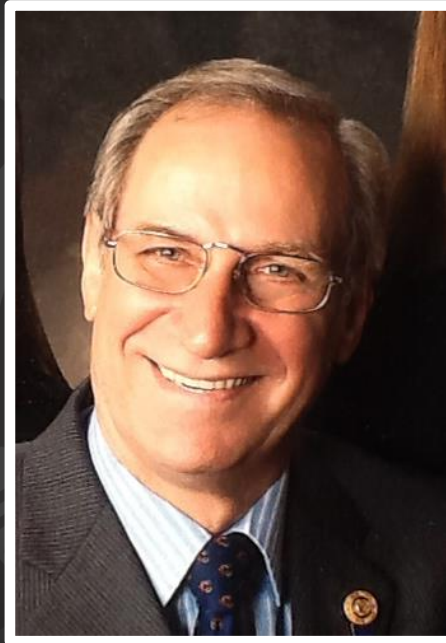
Eileen Blake

- Alumni Network – Youth Database
- Cultivating a “Pipeline” of Future Rotarians

Ed Odom

- Club Membership Plans (Strategies)
- Forging New Partnerships

RI & Zone 34 Membership Focus



George Robertson-Burnett
Zone 34 Rotary Coordinator



Innovative Club Advocates

**Chevon Baccus and
Terri “Awesome” Miller**
Co-Founders, Rotary on the Ridge



Think Outside the Box



Flexibility is KEY to Success – Growth and New Clubs

- Offer alternative member types
- Change meeting format
- Relax attendance expectations
- Reduce meeting frequency
- Start or support a NEW Club*



* Could be extension of traditional club

District 6890 – Goals for Growth

- Since 2015: Lost 9 Clubs, Gained 2
- GOAL: 9 NEW Clubs in 3 years
- Need input, help from current club leaders
- Tell us: Where is void? Where is potential?
- Traditional, Satellite, Passport, E-Club, Corporate
- How will YOU help?



New Club Option - Satellite

- 8 Charter Member Minimum
- Sponsored by Traditional Club
- Membership, Dues through Sponsor Club
- Own meetings, bylaws, board (chairman, not President)
- Many after hours, attractive to young professionals



New Club Option - Passport



- 20 Charter Member minimum*
- Members encouraged to attend other club meetings
- Relaxed attendance policy – good for travelers, networking
- Less frequent meetings – focus on service or social
- Affordable – most don't include meals

* Could be set up as satellite

New Club Option - Corporate

- 20 Charter Member minimum*
- Members work for same employer
- Meetings might be held at work site
- Employer might sponsor, subsidize dues
- Synergy – service projects that fit



* Could be set up as satellite

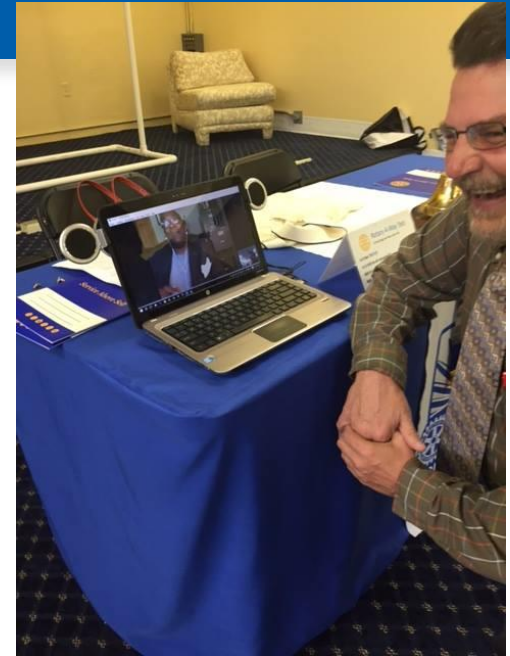
New Club Option – Cause-Based Club

- 20 Charter Member minimum
- Relationships while doing good
- Members share commitment to a common cause
- Service projects and activities center on cause
- Examples: Eco, veterans, literacy, youth programs



New Club Option – E-Club

- 20 Charter Member minimum
- No boundaries
- Meetings held online
- In-person service projects, social events
- Good for snowbirds, frequent travelers



We're here to help!

Chevon Baccus

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Terri "Awesome" Miller

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863-513-7779



Cultivating a Rotarian Pipeline



Eileen Blake
New Tampa Noon Rotary (Hybrid Satellite)
Past President, Tampa Rotaract

New Rotary Youth Database

We need your help!



Join Leaders • Exchange Ideas • Take Action



Community Engagement

- * Find the audience: in this case, Rotary youth members throughout our district.
- * Listen: collect data about the needs and wants of the group.
- * Define organizational capacity and available resources for meeting those needs/wants.
- * Craft a program with defined goals, based on the two above – what the audience wants and what you're able to do about it.
- * Evaluate meaningfully – accept potential for criticism and be ready to make adjustments.



First Step: Finding the Audience

New Youth Contact

Add members of Rotaract/Interact - and any other useful contacts for our youth programs - to the District 6890 youth database.

Name

Email

Phone Number

Rotary Club Sponsor

Connection Type

Tell us how this person is connected to Rotary

Select an option

Creating a Youth Database

John Doe

SCHOOLS

University of South Florida

ROTARY CLUB SPONSOR

Rotary of New Tampa Morning

EMAIL

john.doe@acme.com

INTERACTIONS

Event Invitation

Jane Smith

SCHOOLS

University of Tampa

ROTARY CLUB SPONSOR

Rotary of Tampa

EMAIL

jsmith@123.com

INTERACTIONS

Event Invitation

Bruce Wayne

SCHOOLS

H.B. Plant High School

ROTARY CLUB SPONSOR

Rotary of Tampa

EMAIL

bruce@wayne.com

INTERACTIONS

Rotary Youth Engagement Day

Please Help

- * Tell us in the chat right now, the name of your club and if your club sponsors a youth club.
- * Be as detailed as you want, but even those two things can help us get this started!
- * We appreciate your support in helping us to achieve our first step!



Club Membership Plans

PRE – INDUCTION (attracting people to Rotary)

- Assessment and strategy to enhance Rotary image in community
- Criteria for prospective candidates to be proposed for membership

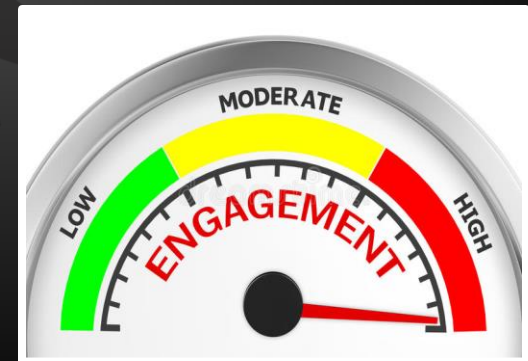
INDUCTION (is it an after-thought, a ceremony, or CELEBRATION?)

- Invite Rotarian and inductee friends and families
- Talk about club achievements, inductee skills, and Rotary benefits

POST – INDUCTION

- Provide education, connection, and purpose
- Customize experience for YOUR club

Engage, engage, ENGAGE!



Club Membership Plans

MISSION (1 – 5 Sentences describing purpose of club or reason for membership focus)

OBJECTIVE A (e.g., *Raise awareness of Rotary in our Community*)

GOAL 1 (Specific, measurable, achievable target (e.g., *weekly Facebook posts*))

- **ACTION STEPS** (what, when, and by whom)

GOAL 2 (Specific, measurable, achievable target (e.g., *one new club partnership*))

- **ACTION STEPS** (what, when, and by whom)

OBJECTIVE B (e.g., *Increase new member invitations and inductions*)

GOAL 1 (Specific, measurable, achievable target (e.g., *quarterly “Bring a Friend” event*))

- **ACTION STEPS** (what, when, and by whom)

GOAL 2 (Specific, measurable, achievable target (e.g., *12 new members by year end*))

- **ACTION STEPS** (what, when, and by whom)

OBJECTIVE C (e.g., *Improve engagement/retention of current members*)

GOAL 1 (Specific, measurable, achievable target (e.g., *conduct club member survey*))

- **ACTION STEPS** (what, when, and by whom)

GOAL 2 (Specific, measurable, achievable target (e.g., *retain 95% of current members*))

- **ACTION STEPS** (what, when, and by whom)

(See “**STRATEGY Quick Form**” and “**STRATEGY Quick Guide on Rotary6890.org**)

Community Partnerships

Toastmasters

Church Groups (ethnically diverse)

Veterans Groups

Chambers of Commerce (committees)

Youth Groups

Other Cause-Based Organizations

Customize for YOUR Club

- ***Purpose-driven*** (e.g., projects, programs, community development)
- ***Social gatherings*** (alternate speakers, if desired)
- ***Monthly or quarterly reciprocal meetings*** (ideal for smaller clubs)
- ***Great opportunity to consider unique Membership TYPES***



Next Steps

Join Leaders (Membership Committee, Club Board, Full Membership)

- **Conduct realistic assessment** (trends, S.W.O.T. analysis)
- **Brainstorm approaches to growth** (satellite, new club, club focus)

Exchange Ideas

- **Prioritize key initiatives** (short and long term)
- **Identify internal & external partners** (other clubs, organizations)

Take Action

- **Create or expand Club Membership Plan**
- **Initiate programs and partnerships outlined in plan**
- **Contact Ed, Eileen, Chevon or Terry for help as needed**

Additional Resources

www.Rotary6890.org

Membership Download Center (no log-in required)

www.Rotary.org/MyRotary

Learning & Reference > Membership (log-in required for many areas)

Rotary Leadership Institute (RLI)

Discussion groups on a variety of Rotary topics, including Rotary Membership

Rotary District 6890 Membership Chair

Ed Odom (813) 351-9723, EdOdom01@gmail.com

Rotary District 6890 Innovative Club Advocates

Chevon Baccus (863) 651-1065, RotaryChevon@aol.com

Terri Miller (863) 513-7779, TerriAwesome85@gmail.com

Rotary District 6890 Alumni Network Project Chair

Eileen Blake (813) 313-7689, EileenBlake25@gmail.com

Rotary District 6890

MEMBERSHIP Training Summit

THANK YOU !

Rotary
Membership



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Membership Types

RI Recognizes **TWO** Membership Types: Active & Honorary
DACdb Recognizes **Two DOZEN** Membership Types

Membership DIRECTORY

Select Member Report Parameters

Member Type:
(All ON | OFF)

☒ Rotaract

☒ Active-R85

☒ Honorary

☐ Associate Member

☐ Trial

☒ Active-Satellite-
LOA

☐ Alumni-ROTARACT

☒ Active

☐ Friends of Rotary

☐ Potential Member

☒ Active-Associate

☒ Active-Satellite-
R85

☐ Alumni-RYE

☒ Active-eMember

☐ Guest

☐ Proposed

☒ Active-Corporate

☐ Alumni

☐ Alumni-RYLA

☒ Active-LOA

☐ Guest-Rotarian

☐ Staff Position

☒ Active-Satellite

☐ Alumni-INTERACT

☐ Alumni-Verified



HONARY and all versions of ACTIVE are registered with RI

Rotary
Membership



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Alternative Membership Examples

(“Corporate” or “Family” Programs with “Associate” Memberships)

All cases must address: 1.) Who will be club members?
2.) Who will be registered with RI?
3.) How much will be charged in dues?

| Variation 1 | Variation 2 | Variation 3 |
|---|---|---|
| Primary Member | Primary Member | Primary Member(s) |
| Associate Member(s) | Associate Member(s) | (no associate members) |
| Primary Member Pays FULL DUES | Primary Member Pays FULL DUES | Dues Determined by Club (at least FULL DUES); may include other benefits (e.g., installation banquet, event sponsorship, etc.) |
| Associate Members Pay Cost of Meals Only | Associate Members Pay Reduced Dues (to Cover RI & District Dues) | |
| Primary Member ONLY Registered with RI | All Members Registered with RI | All Members Registered with RI |
| Attendance per Bylaws | Attendance per Bylaws | Attendance per Bylaws |

Rotary Means Business (RMB)



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