



NEWS CONNECTION

ROTARY DISTRICT 7620 NEWSLETTER

CENTRAL MARYLAND AND WASHINGTON DC, USA

Rotary District 7620 Newsletter October 2019

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ROTARY MEMBERSHIP SUMMIT: A QUICK SUMMARY

By Quentin Wodon, District Membership Chair

On September 14, some 70 Rotarians gathered at Howard Community College for our District's membership summit. After a great breakfast, Emcee Jennifer Coppit introduced Peter Kyle, Rotary International (RI) Director-Elect for zone 33, and Barton Goldenberg, our District Governor, for the opening session on the importance of membership. While membership in Rotary has remained stable globally at around 1.2 million members for the last two and a half decades, membership is growing in Asia but we are losing about 5,000 members per year in the United States. RI is testing various new strategies for growth, including a Membership Leads Program (whereby individuals declaring interested through the Rotary International website are referred to Districts), direct club outreach with training provided by RI staff, and new models for membership as well as a marketing pilot. At the level of our district as well, DG Barton mentioned several new initiatives that were discussed during the summit.

The first session of the summit focused on how to generate and close "leads", namely prospective members. Presenters included Monica Smith and PDG Jay Kumar on youth, corporate, family, and other memberships. Many clubs are proposing reduced cost membership to specific categories, such as individuals under 35 years of age or spouses of Rotarians. Corporate memberships are another alternative to grow

the membership. Next, Ashley Waters talked about new initiatives related to social media, including our district's digital marketing pilot. The aim is to use social media advertising to drive potential new members to area "meet and greet" opportunities so that multiple clubs in those geographic areas can introduce participants to Rotary and their particular club. Think of Open Houses on steroids, with support from digital marketing to drive interest from target groups in local communities to come to the events. Finally, Sonia Liu demonstrated how the new Customer Relationship Management module in DACDB can be used by clubs to manage potential leads more effectively. Moving forward, we are encouraging all clubs to use the CRM module for prospective new members. *(continued on page 2)*



[Above] 70 Rotarians convened for the Rotary Membership Summit on September 14, 2019.

