



Rotary Opens Opportunities



Rotary Has Changed! Has Your Club?

District Governor Elect Spencer Stanley

Supporting District Membership Chair PDG Stan Keeler!

Spring 2020



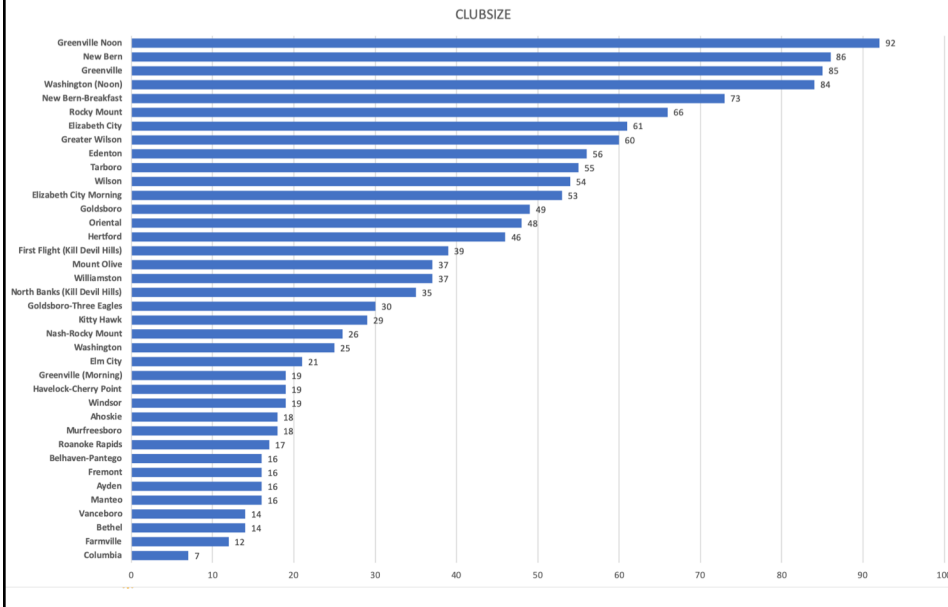
Mindset – Membership Organization

- **WE ARE A MEMBERSHIP ORGANIZATION**
 - *Everything else becomes easier once membership is working*
 - *Membership is our lifeline*
 - *Membership is our source of everything*
- **SERVICE IS WHAT WE DO**
 - *It's our product; our deliverable*
 - *Service is our "WHY"*
 - *But we need members to do it!*

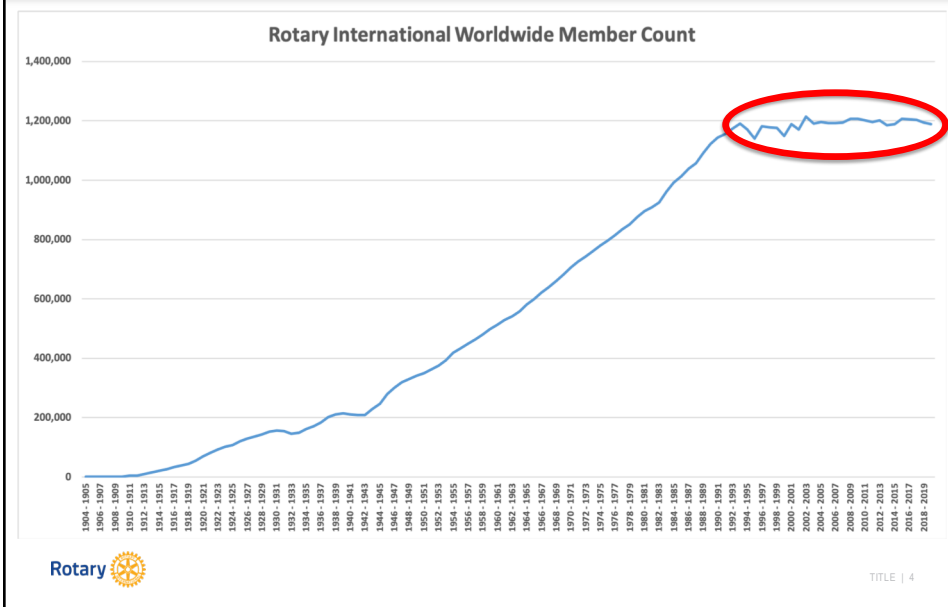


TITLE | 2

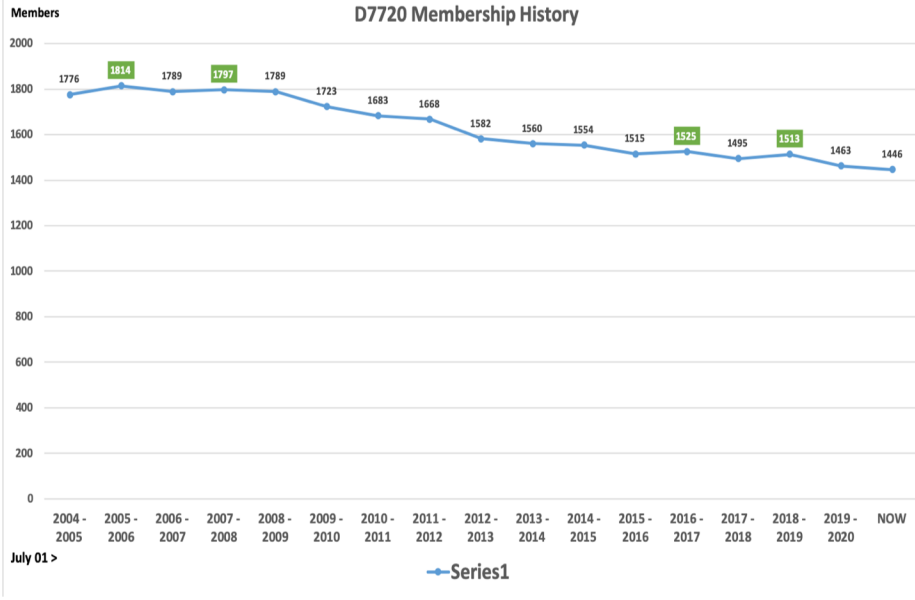
District 7720 Membership 2019



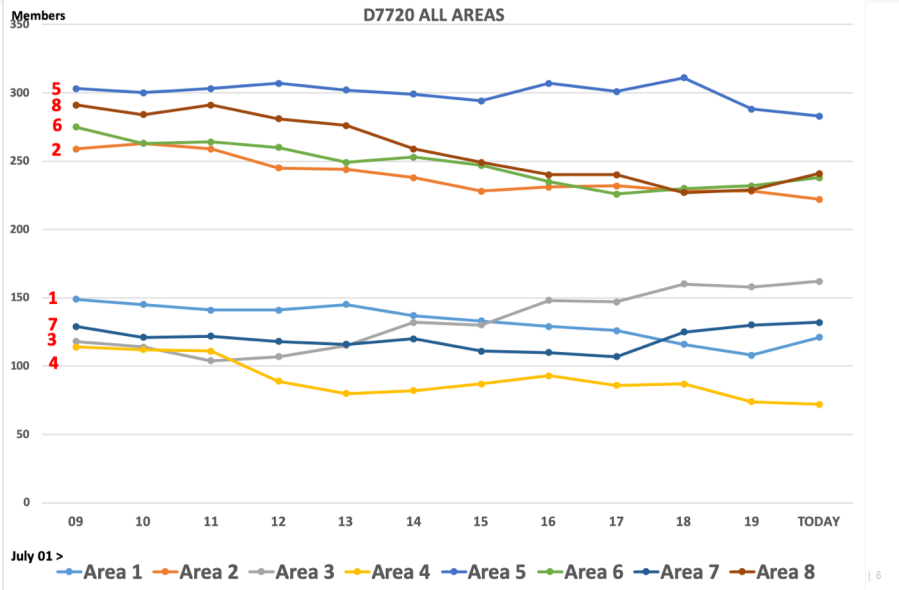
ROTARY INTERNATIONAL COMPLETE MEMBERSHIP HISTORY...



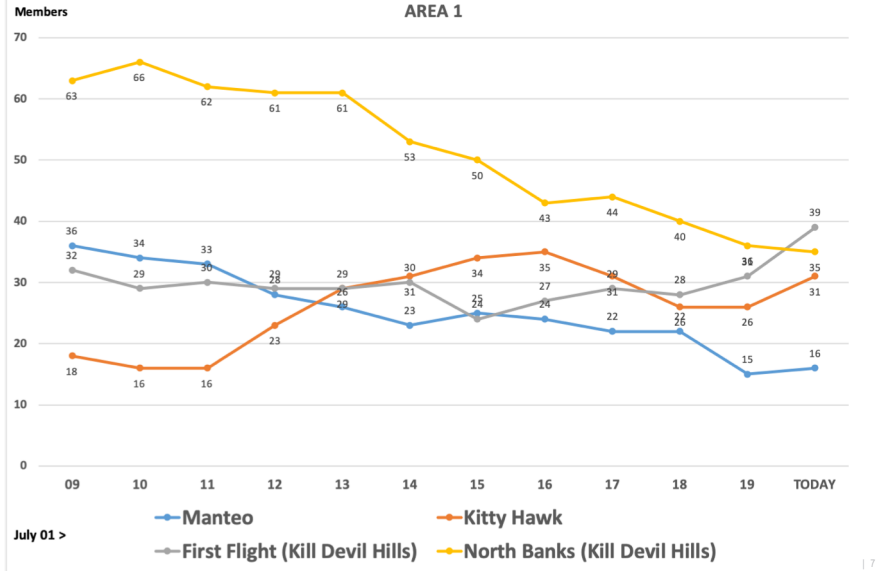
DISTRICT HISTORY...



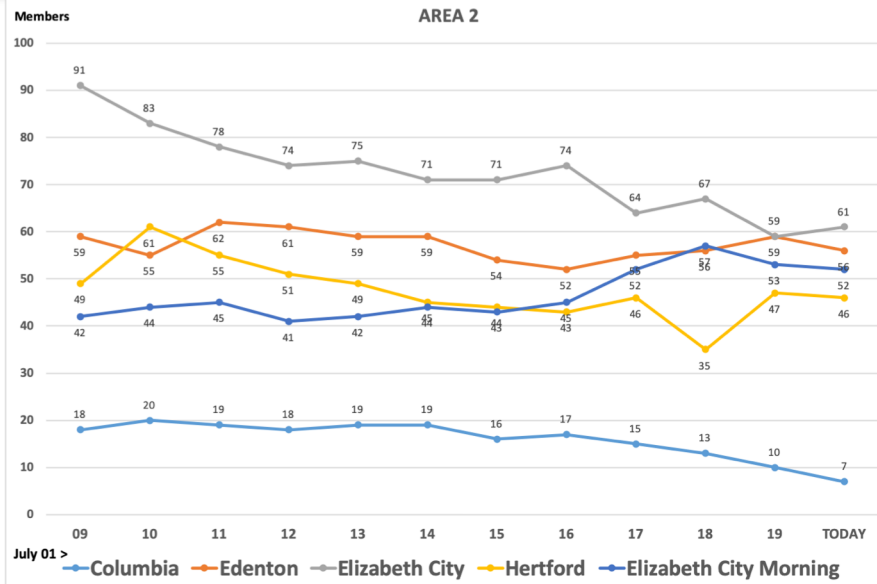
D7720 AREA MEMBERSHIP TRENDS 2009 > TODAY



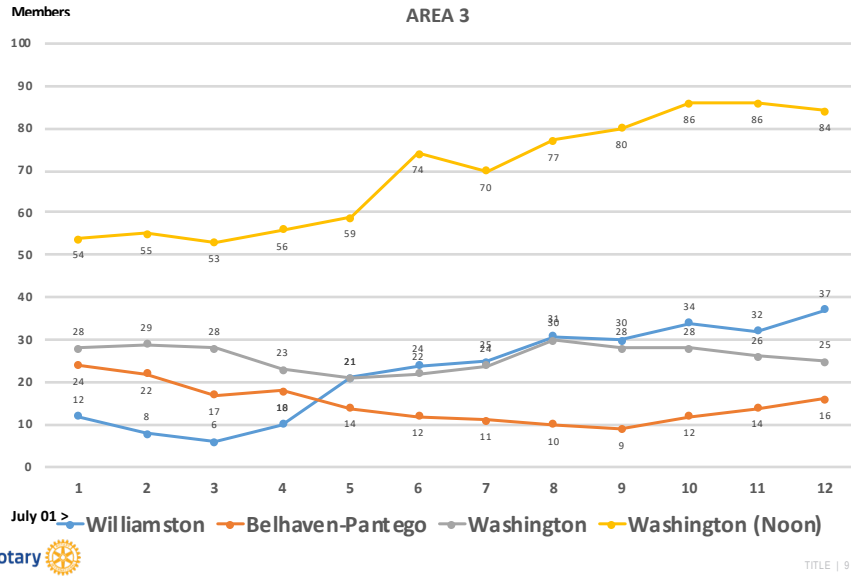
AREA 1



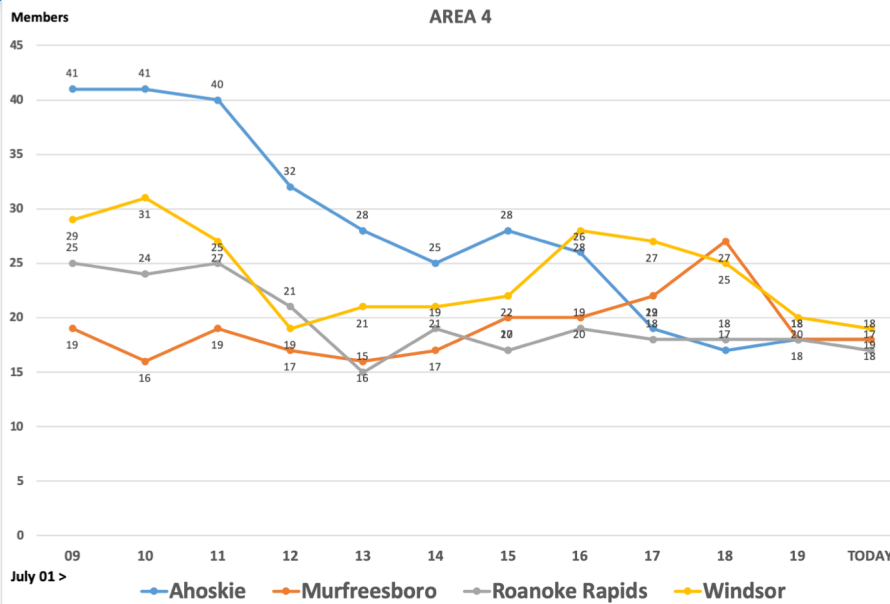
AREA 2



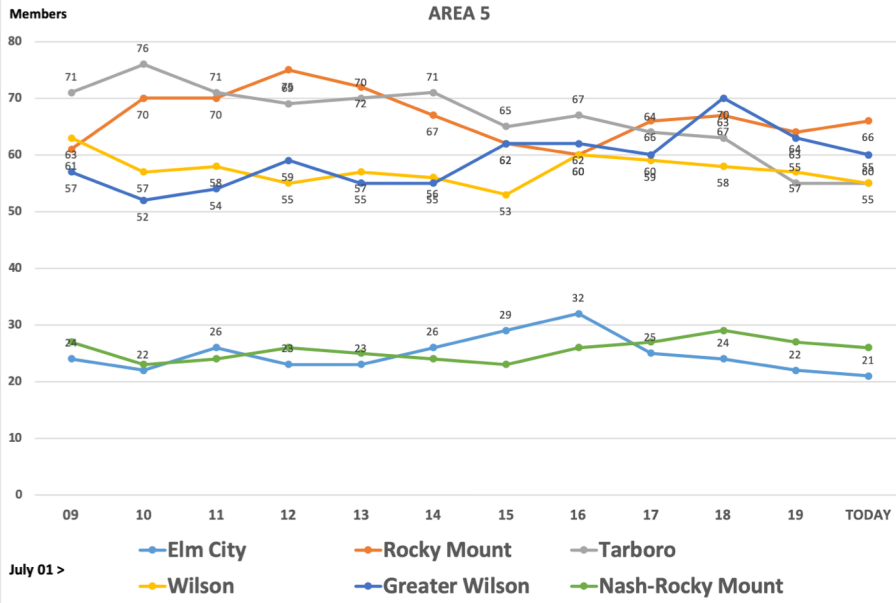
AREA 3



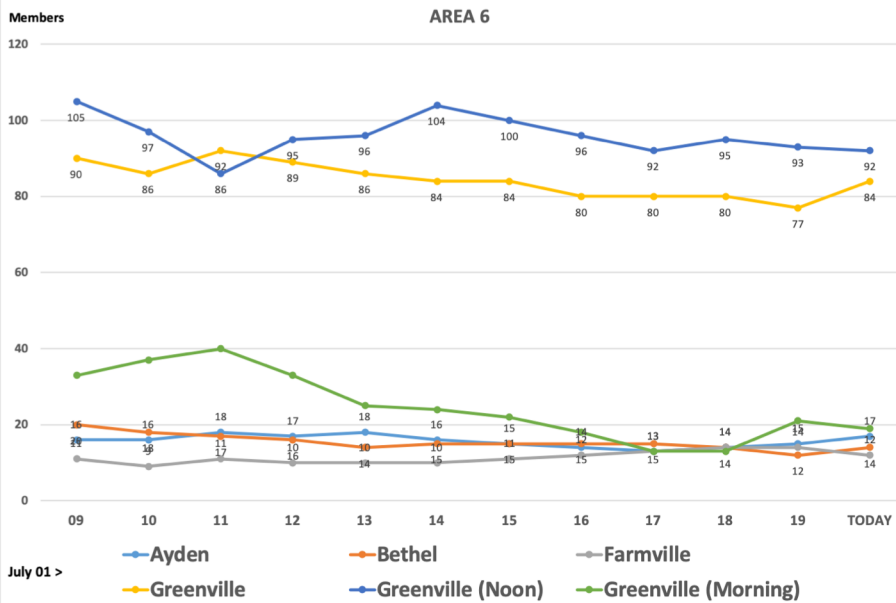
AREA 4



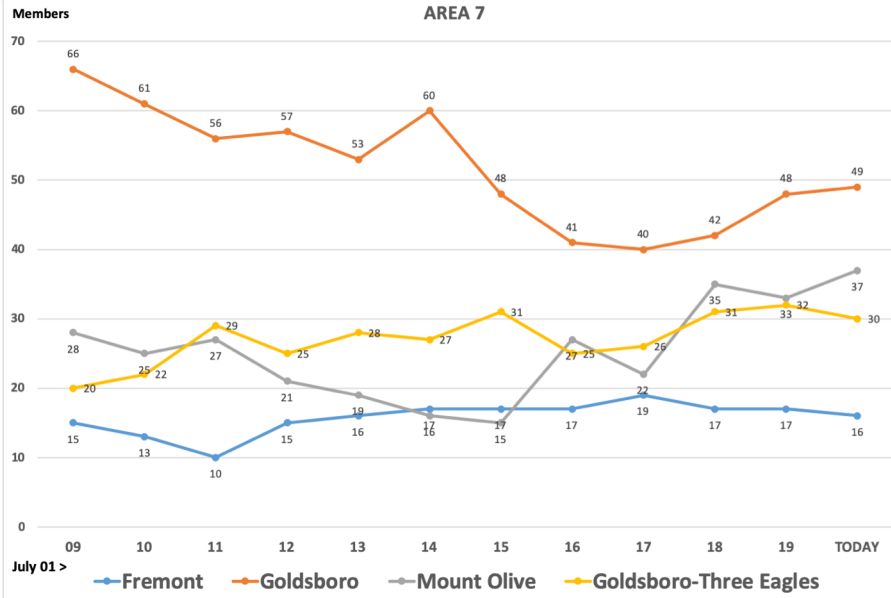
AREA 5



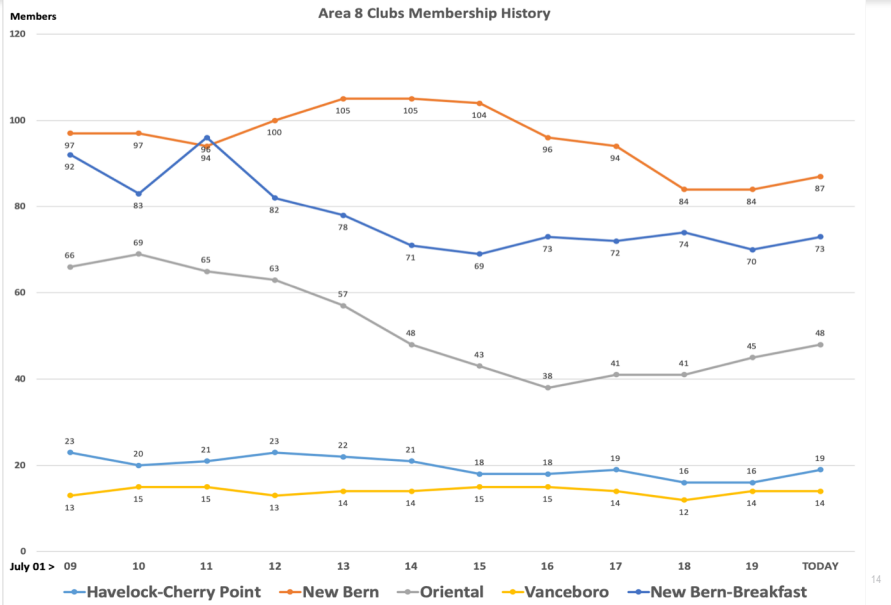
AREA 6



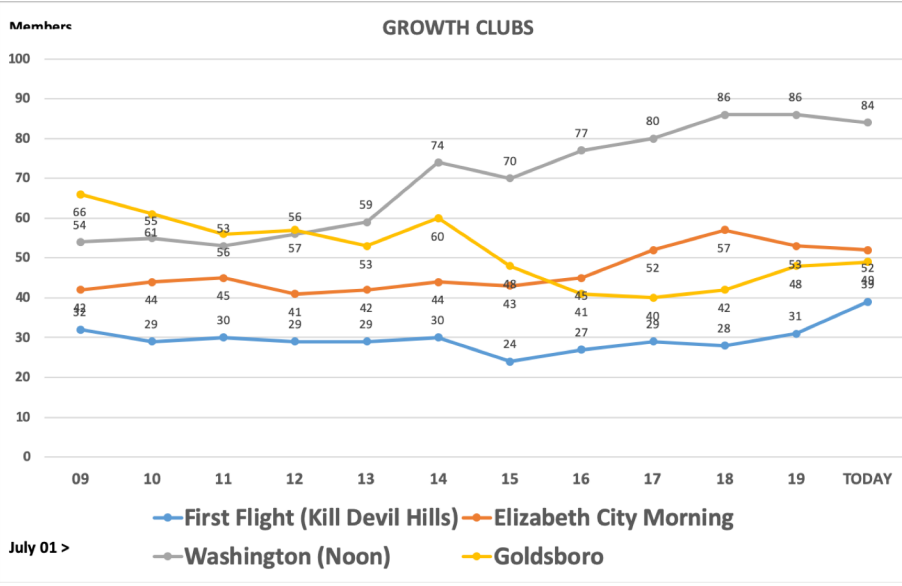
AREA 7



AREA 8



4 GROWTH CLUB EXAMPLES



You are the front line of the army
fighting Rotary's biggest enemy

COMPLACENCY

INTENTIONAL MEMBERSHIP STRATEGIES???

WE don't get it!

or WE don't care!

WE don't know how!

SOMEONE ELSE will do that?



TITLE | 17

Clubs Need Moderate Membership Growth

- You must plan for the attrition that **WILL** occur!
- This takes intentionality – a “PLAN”!
- Membership is a Club Responsibility!
- If It Is To Be, It Is Up To **YOU!** (WITH HELP!)



TITLE | 18

PLANNING: FAIL TO PLAN = PLAN TO FAIL

- **HAVE A PLAN / STRATEGIES**
 - **KEEP IT SIMPLE**
 - EASY TO UNDERSTAND BY EVERY CLUB MEMBER
 - ATTAINABLE GOALS
 - **ACTIONABLE**
 - ACTION ITEMS THAT ARE DOABLE IN REAL LIFE
 - GOALS THAT ARE ACHIEVABLE
 - **ACCOUNTABLE**
 - CMC REPORTS TO CLUB BOARD EVERY MONTH
 - CMC REPORTS OUT TO DMC EVERY MONTH
- **IMPLEMENT YOUR PLAN**



TITLE | 19

Setting The Stage

- **Hope is NOT a strategy**
 - *We must be intentional about membership growth*
- Rotary is a **Membership Organization**
 - *Service is what we do – our product*
- Members are **our customers**
 - *Our clubs must meet their needs, or they will vote with their feet*
- **Without members, how will we deliver service?**



TITLE | 20

HOPE IS NOT A STRATEGY!

Rotary Intentional Membership Strategies

Please download and save the PDF at: tinyurl.com/2018membershipsstrategies

Prospect Identification (Lead Generation)

10:3-1 Rule

- 10 targets (conversations)
- 3 Prospects (to a meeting)
- 1 Member

1. Use the "Who do You Know?" handout at a Club Assembly. Actually allow time for people to fill it out (making it clear we're not leaving till everyone has some names written down) and then ask them to approach 10 of those people about Rotary (remember the 10:3-1 rule).

2. Invitation Cards – Create an **invitation card**, given to each member at a meeting, asking them to give the card to one prospective Rotarian and invite him/her to an upcoming Membership Event. Members register their guests in advance to provide accountability and enable follow-up with members who have not registered a guest. See: [Recipe for a Successful Membership Event](#)

Attracting Members

3. **Club President personally asks each member** to bring a new member into the club – an eyeball-to-eyeball conversation over breakfast, lunch, coffee, adult beverage or a 2-way telephone conversation. Takes the anonymity out of the ask. "Can I count on you doing this not only for the club but also for me?"

4. A regularly-scheduled "Rotary Information Hour" once a quarter or once a month. The "intentional" part of this is that it's a standing event, on the club calendar, and members are reminded by email or phone to bring their prospective members. Not just to a meeting whenever you think of it, but to a regularly-scheduled date, time and place. See: [Recipe for a Successful Membership Event](#)

5. "Drip Marketing" – Create a central prospect list, including email addresses, and use the "Potential Member" feature in DaCdo or another email distribution mechanism (Vertical Response, Constant Contact or MailChimp), to send your club's E-Bulletin once or twice a month to your entire prospect list. Regularly reminding prospects of your club's brand makes you "Top of Mind" when the time is right for the prospect to join a community service organization. Be sure and include "Response" information so they know how to raise their hands when they're ready. See: [Don't Squander Your Leads](#)

6. Take advantage of flexibilities from the 2016 Council on Legislation, (1) such as Membership category, allowing multiple people from a company to become Rotarians "Corporate Active" member and the others "Corporate Associates" (2) Or create a "1" category that follows the "Rule of 6's" dues, meals and attendance structures. (3) Create groups of members that have a different need or focus from the standard club. (4) Get in place that are relevant for your club. <https://www.rotary.org/myrotary/en/d>

Onboarding New Members

7. Create a **New Member Orientation** program and process to engage members immediately. Early engagement is the key success factor in retention. To follow up your New Member and about your club.

Retaining Members

8. **Upgrade Programs** – Clubs have proven that the club experience (including great programs attracts and keeps members. Programs need to be informative, educational or inspirational combination thereof). Limit or avoid programs by other non-profits (members see those requests) unless there is a value proposition for your club.

9. **Mentorship** – Create a mentorship plan to assign an experienced member to work with a Mentors help new members get acquainted and engaged with existing members.

10. **Meaningful Service Projects** – The bottom line of engaging and retaining members is for meaningful, Rotary-branded service projects of its own (not writing checks to other non-profits) shoulder-to-shoulder service work is where members get to know and bond with each other

1 PROVEN ROI STRATEGY

HOPE IS NOT A Strategy

Attracting Members

3. **Club President personally asks each member** to bring a new member into the club – an eyeball-to-eyeball conversation over breakfast, lunch, coffee, adult beverage or a 2-way telephone conversation. Takes the anonymity out of the ask. "Can I count on you doing this not only for the club but also for me?"

1. Not a podium announcement; a 1:1 personal ask
2. Must become CULTURE!
3. Every member responsible for attracting new members

The Object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:
FIRST: The development of acquaintance as an opportunity for service;

Attracting Members

4. A regularly-scheduled "**Rotary Information Hour**" once a quarter or once a month. The "intentional" part of this is that it's a standing event, on the club calendar, and members are reminded by email or phone to bring their prospective members. Not just to a meeting whenever you think of it, but to a regularly scheduled date, time and place. See: [Recipe for a Successful Membership Event](#)

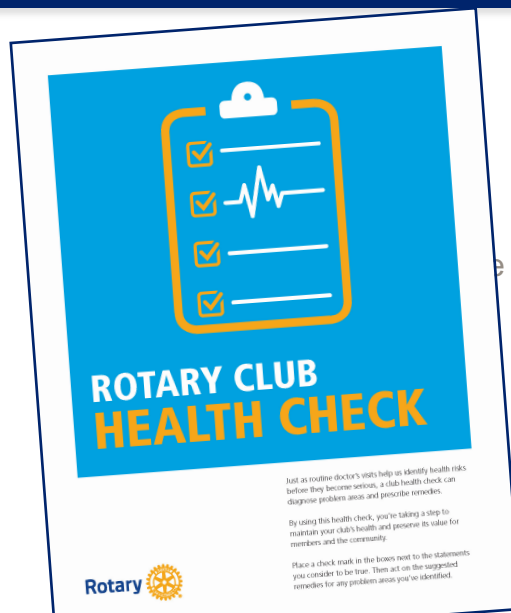
#1 Proven Member Growth Method!

- **If you do nothing else, do this one strategy!**
- **Guaranteed fastest way to grow the club**
- **Takes some effort, but has the BIGGEST return**
- **Must be done regularly – consistently for success**



TITLE | 23

Rotary Club Health Check



TITLE | 24

Rotary

MEMBERSHIP RESOURCE GUIDE

The names of hyperlinked resources appear with an underline and usually in a blue font and can be downloaded on www.rotary.org by clicking on the hyperlink, or ordered on shop.rotary.org with the SKU number provided. If you experience any trouble when placing your order, please email membershipdevelopment@rotary.org or shop.rotary@rotary.org.

PUBLICATIONS	Name	Description	Audience	Available
Revised!	Strengthening Your Membership	This guide explains the process of creating a membership development plan and provides strategies and tools you can use to attract and engage new members.	Club presidents and membership committees, and district membership chairs	http://shop.rotary.org/ (SKU: 417)
	Starting a Rotary Club	This guide describes a nine-step process to create a new club, from the initial idea to the charter celebration, and beyond.	District governors	N/A
	Introducing New Members to Rotary	Utilize this guide to develop a process for engaging new members from the start by helping them get involved, connecting them with a mentor, and by pacing the learning over time.	Club leadership	http://shop.rotary.org/ (SKU: 414)
Revised!	Be A Vibrant Club	A quick guide for clubs with strategies for enhancing your club's structure, activities, and even culture.	Club leadership	http://shop.rotary.org/ (SKU: 245A)
	Connect for Good	Eight-page guide shows how to get involved and connect with Rotary.	Current members	http://shop.rotary.org/ (SKU: 595)
	Rotary Basics	This comprehensive guide to all things Rotary covers everything from how Rotary membership experience.	New members	http://shop.rotary.org/ (SKU: 699)
	Impact Begins With You	This prospective member brochure explains who we are and what sets us apart from other organizations.	Prospective members	http://shop.rotary.org/ (SKU: 600)

ONLINE COURSES	Name	Description	Audience	Available
	Your Membership Plan	When you make a long-term membership plan, you're making a commitment to your club's health. Create a step-by-step plan to strengthen your membership and keep your club vibrant and relevant.	Rotary members	http://learn.rotary.org
	Best Practices for Engaging Members	Is your club losing more members than it's gaining? It's time to get serious about engaging members.	Rotary members	http://learn.rotary.org
	Kick-start Your New Member Orientation	Are new members leaving within a year or two? Learn how to better connect with	Rotary members	http://learn.rotary.org

Rotary International Membership Resource Guide (April 2019) 1

RESOURCE GUIDE

Rotary members	https://vimeo.com/23273368
District leaders	https://vimeo.com/244072248
Rotary members	https://vimeo.com/180466536
Rotary members	https://vimeo.com/20236358
Rotary members	https://vimeo.com/40838760
Rotary members	https://vimeo.com/148240492
Rotary members	https://vimeo.com/12324434
Rotary members	https://vimeo.com/12204644
Rotary members	https://vimeo.com/852666

33, 34, and 21A 426-8606

25

ANOTHER GREAT RESOURCE

rizoness33-34.org

Rotary Zones 33-34

Mid-Atlantic and Southeastern USA and Caribbean countries - from Pennsylvania to the coast of South America

"Together, we see a world where people unite and take action to create lasting change - across the globe, in our communities and in ourselves"

HOME OUR ZONE DISTRICT LEADERSHIP RESOURCE LIBRARIES EVENTS LINKS SEARCH

Rotary

Rotary Leadership Summit

Rotary International News

Club banner exchanges showcase local fair, global friendship May 7, 2019

Rotary Open: <https://www.rizoness33-34.org/> on this page in a new tab

TITLE | 26

THANK YOU!



TITLE | 27