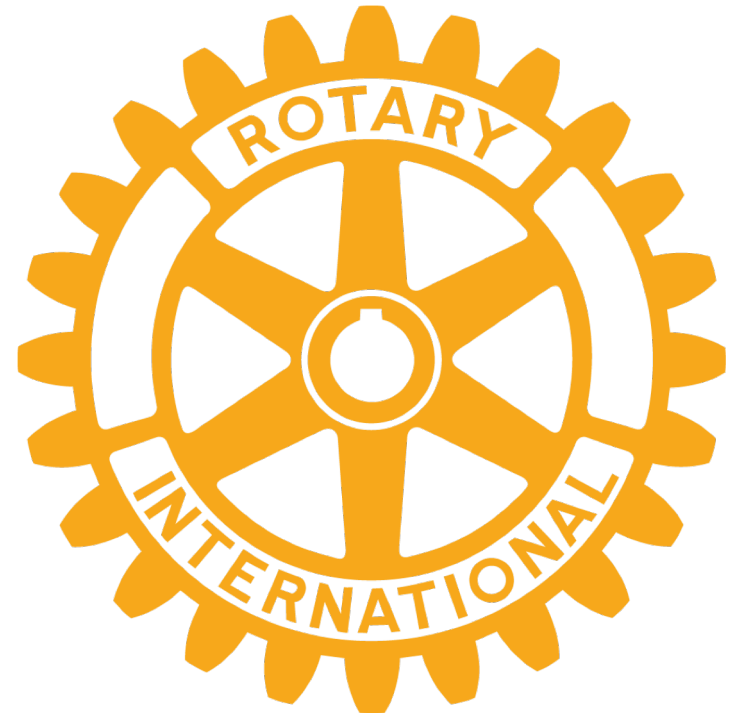# Rotary Has Changed! Has Your Club?

District Governor Elect Spencer Stanley
Supporting **District Membership Chair PDG Stan Keeler!**
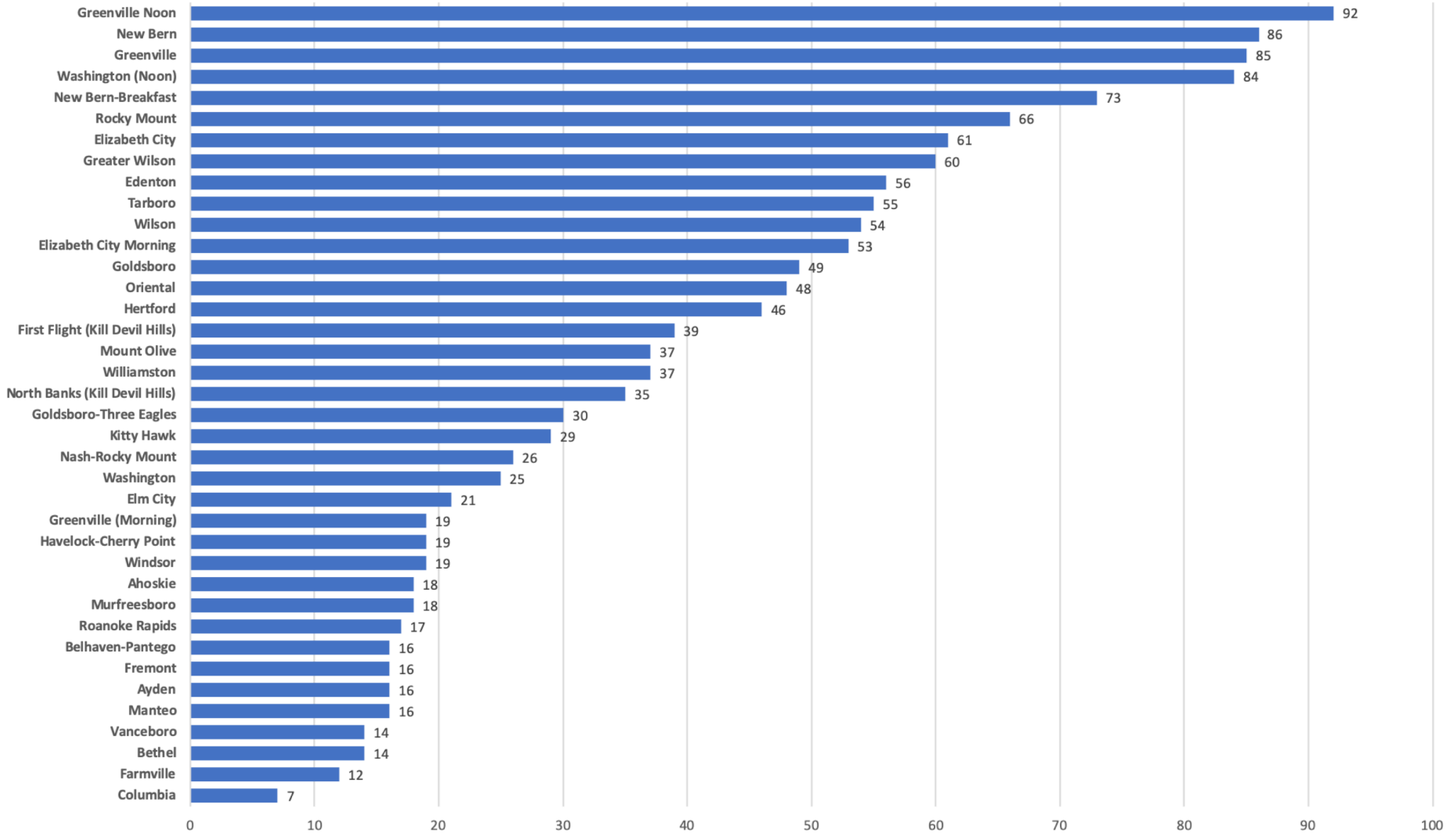Spring 2020

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"*
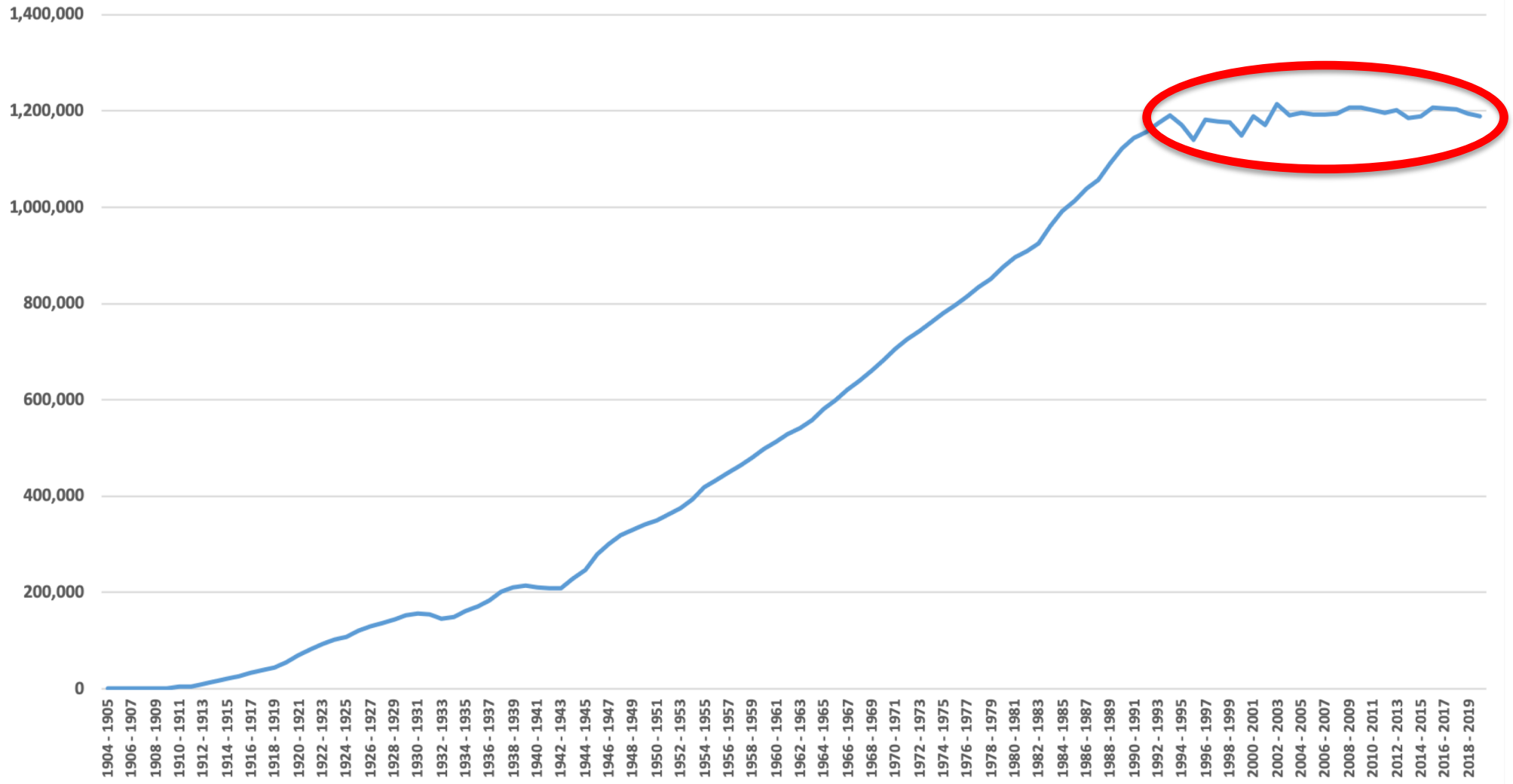 - *But we need members to do it!*
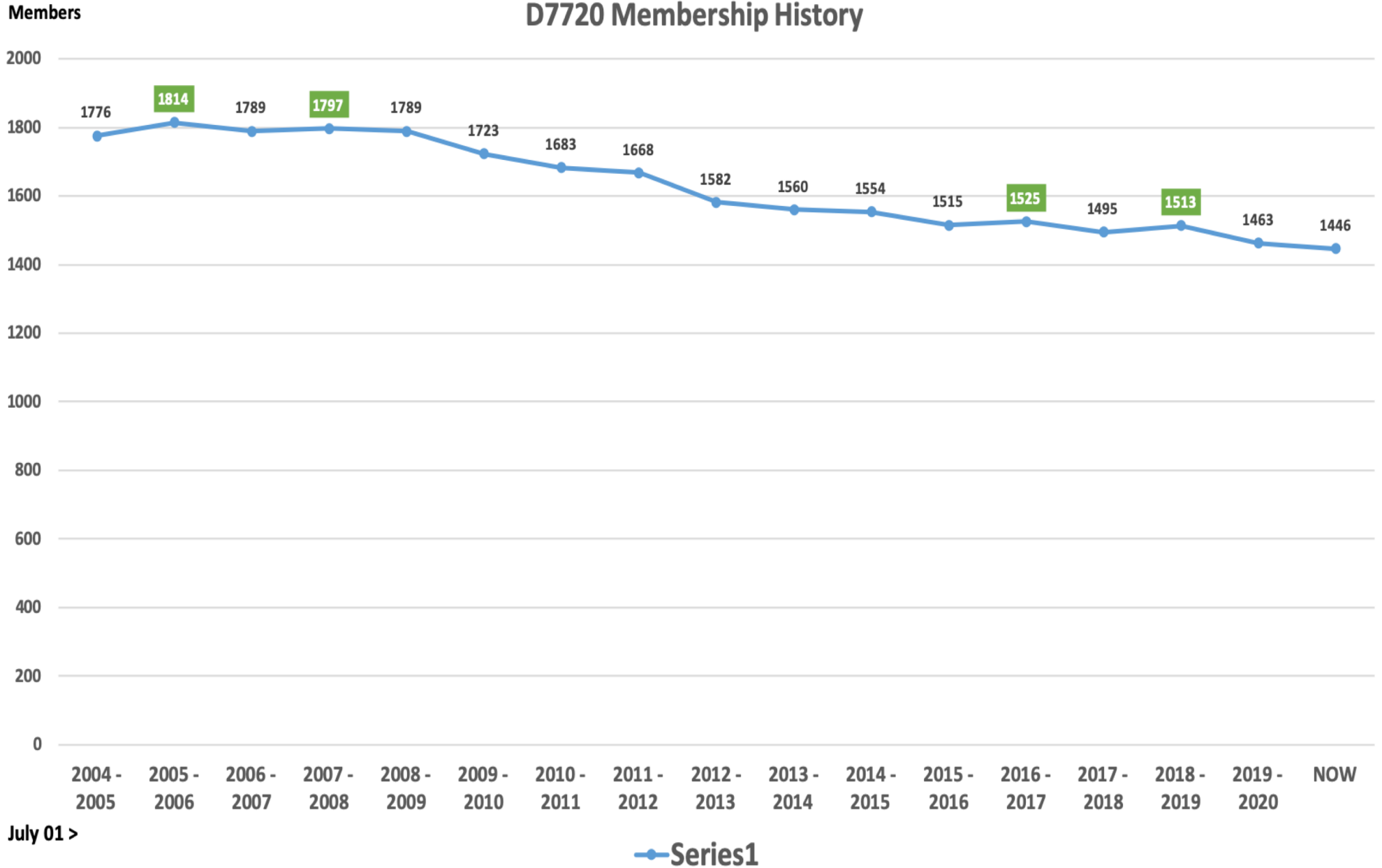
District 7720 Membership 2019

CLUBSIZE

Club	Size
Greenville Noon	92
New Bern	86
Greenville	85
Washington (Noon)	84
New Bern-Breakfast	73
Rocky Mount	66
Elizabeth City	61
Greater Wilson	60
Edenton	56
Tarboro	55
Wilson	54
Elizabeth City Morning	53
Goldsboro	49
Oriental	48
Hertford	46
First Flight (Kill Devil Hills)	39
Mount Olive	37
Williamston	37
North Banks (Kill Devil Hills)	35
Goldsboro-Three Eagles	30
Kitty Hawk	29
Nash-Rocky Mount	26
Washington	25
Elm City	21
Greenville (Morning)	19
Havelock-Cherry Point	19
Windsor	19
Ahoskie	18
Murfreesboro	18
Roanoke Rapids	17
Belhaven-Pantego	16
Fremont	16
Ayden	16
Manteo	16
Vanceboro	14
Bethel	14
Farmville	12
Columbia	7

Rotary International Worldwide Member Count

DISTRICT HISTORY...

D7720 Membership History

Members

Year	Members
2004 - 2005	1776
2005 - 2006	1814
2006 - 2007	1789
2007 - 2008	1797
2008 - 2009	1789
2009 - 2010	1723
2010 - 2011	1683
2011 - 2012	1668
2012 - 2013	1582
2013 - 2014	1560
2014 - 2015	1554
2015 - 2016	1515
2016 - 2017	1525
2017 - 2018	1495
2018 - 2019	1513
2019 - 2020	1463
NOW	1446

July 01 >

Series1

D7720 AREA MEMBERSHIP TRENDS 2009 > TODAY

D7720 ALL AREAS

AREA 1

Members

	09	10	11	12	13	14	15	16	17	18	19	TODAY
Manteo	36	34	33	28	26	23	25	24	22	22	15	16
Kitty Hawk	18	16	16	23	29	31	34	35	29	26	26	31
First Flight (Kill Devil Hills)	32	29	30	29	29	30	24	27	31	28	31	39
North Banks (Kill Devil Hills)	63	66	62	61	61	53	50	43	44	40	36	35
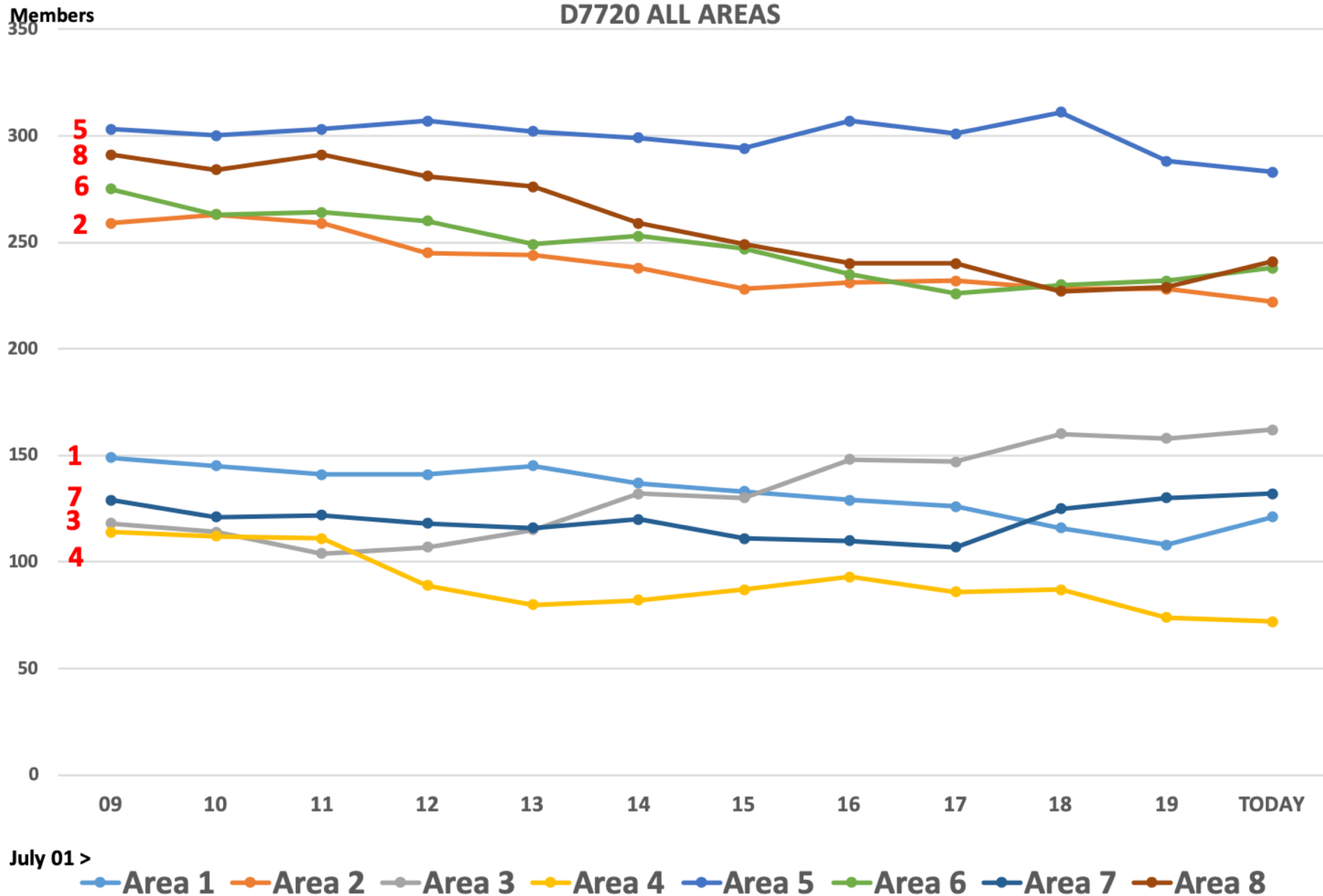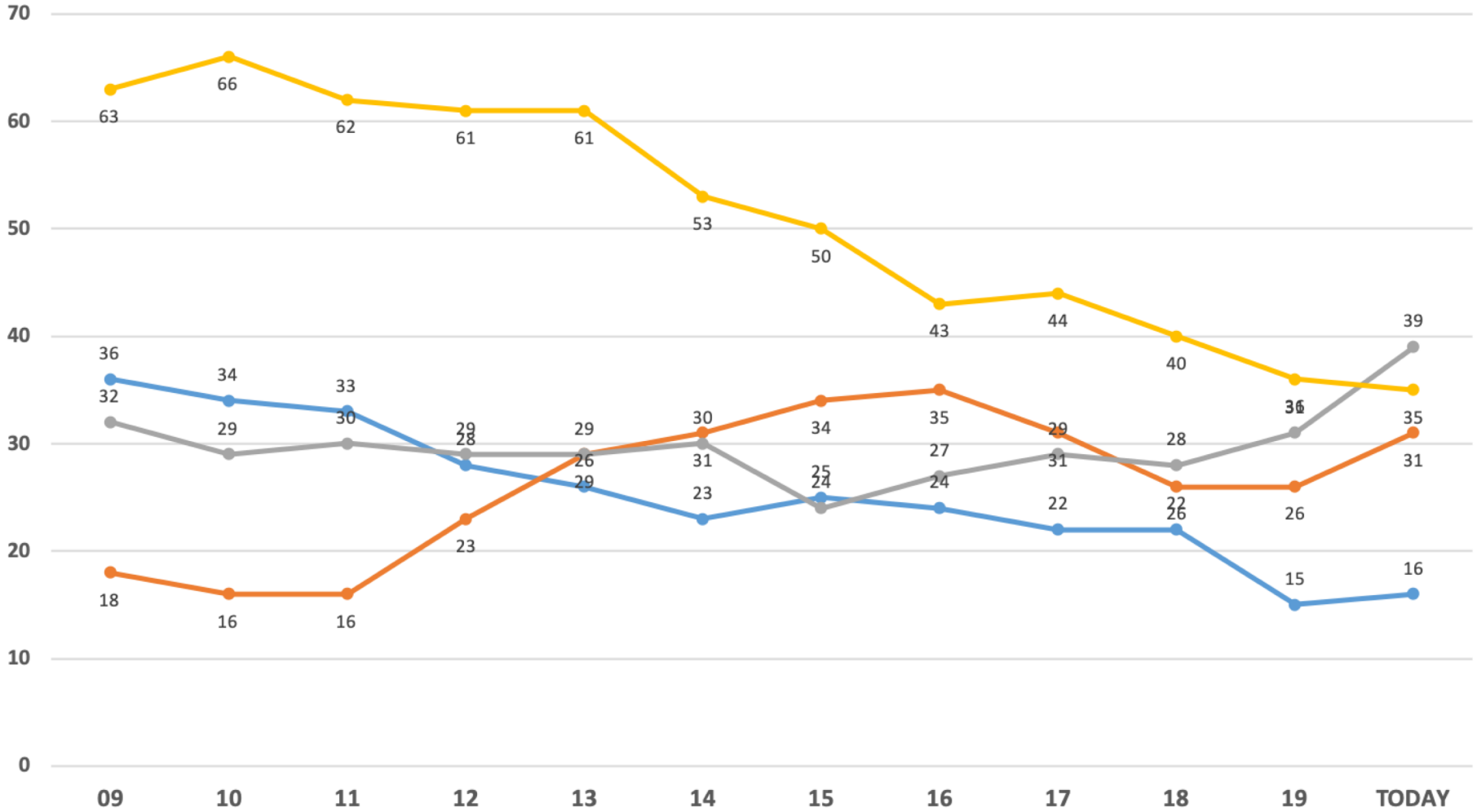
— Manteo — Kitty Hawk — First Flight (Kill Devil Hills) — North Banks (Kill Devil Hills)

July 01 >
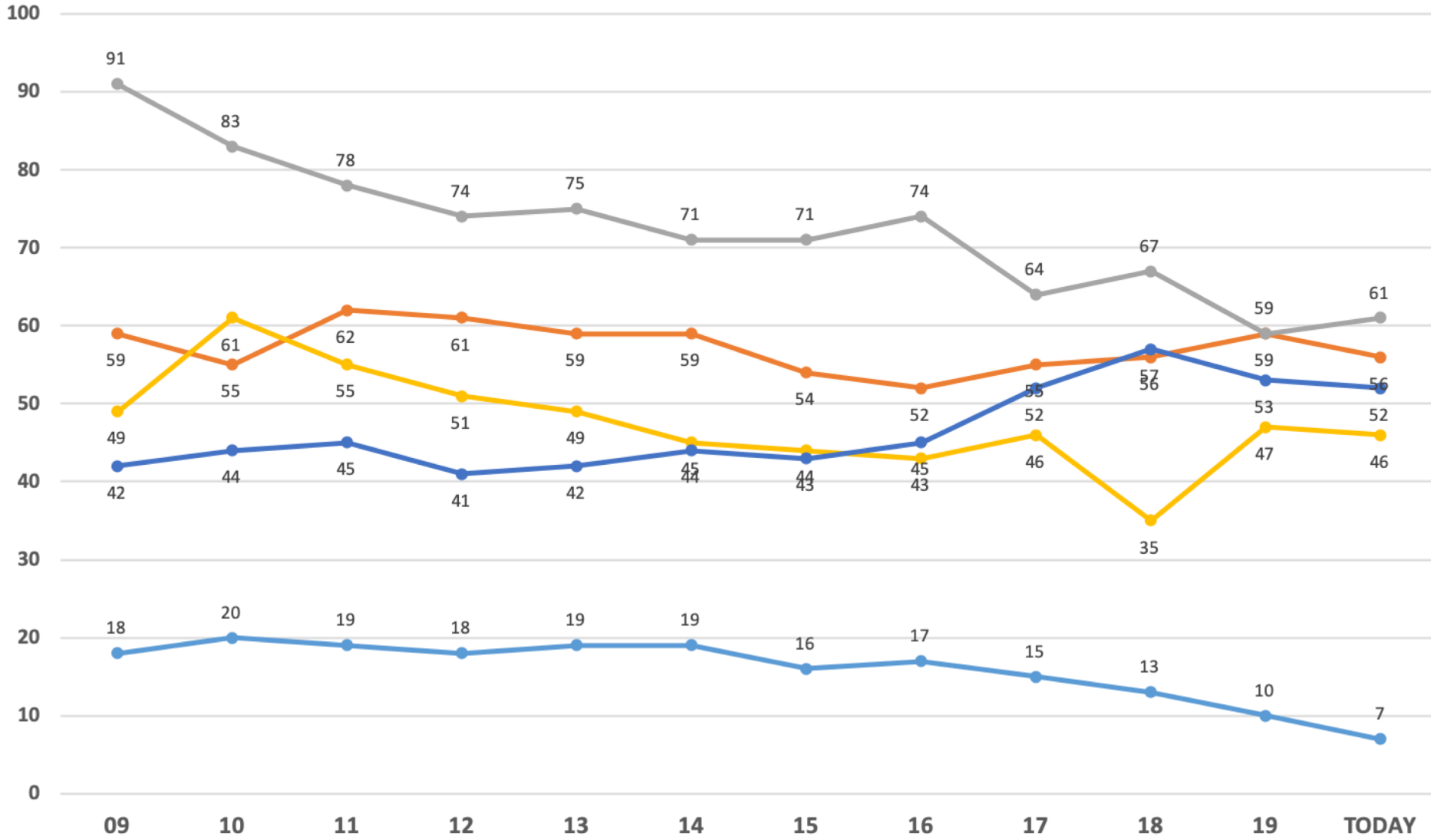
| 7
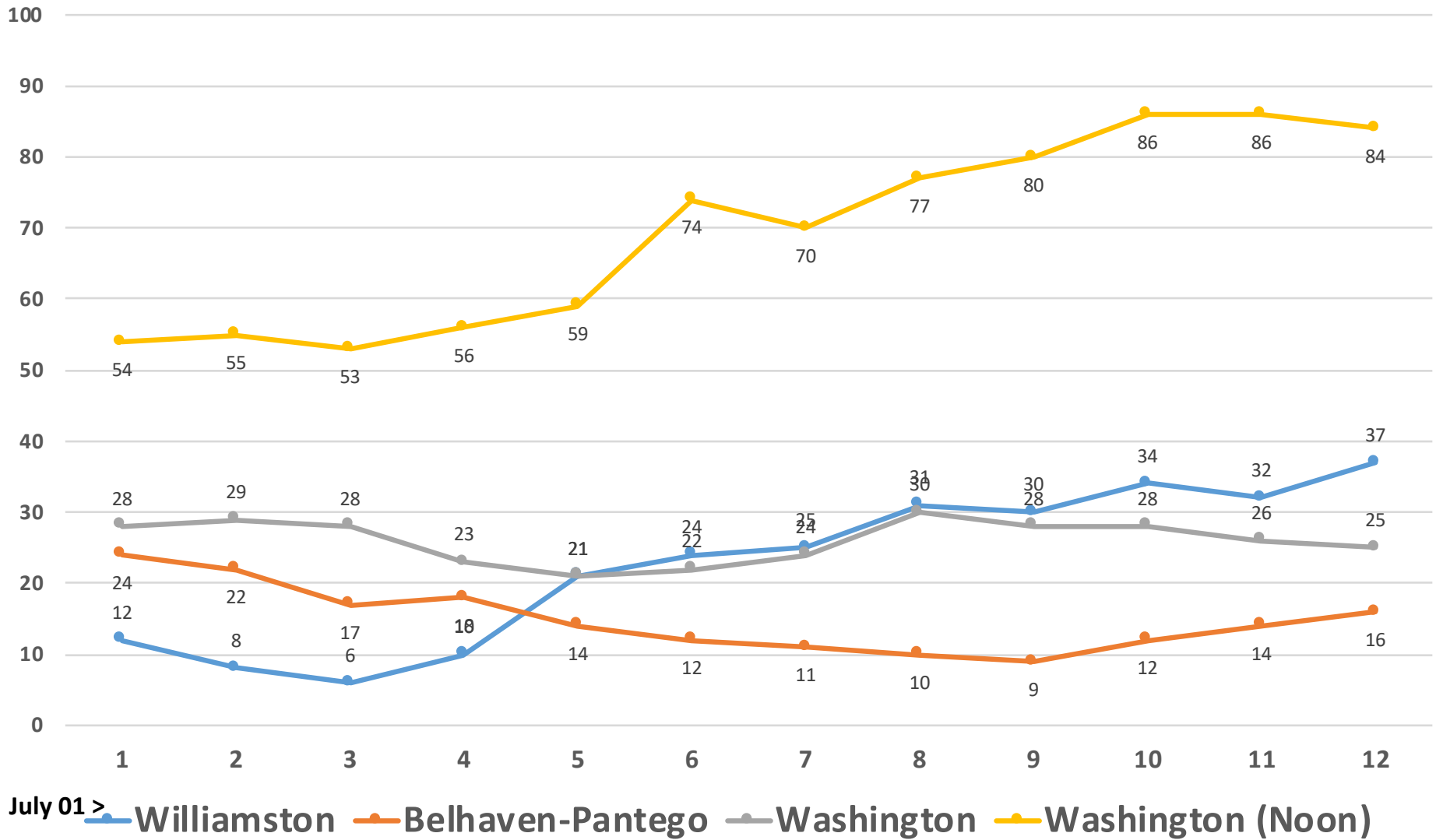
AREA 4
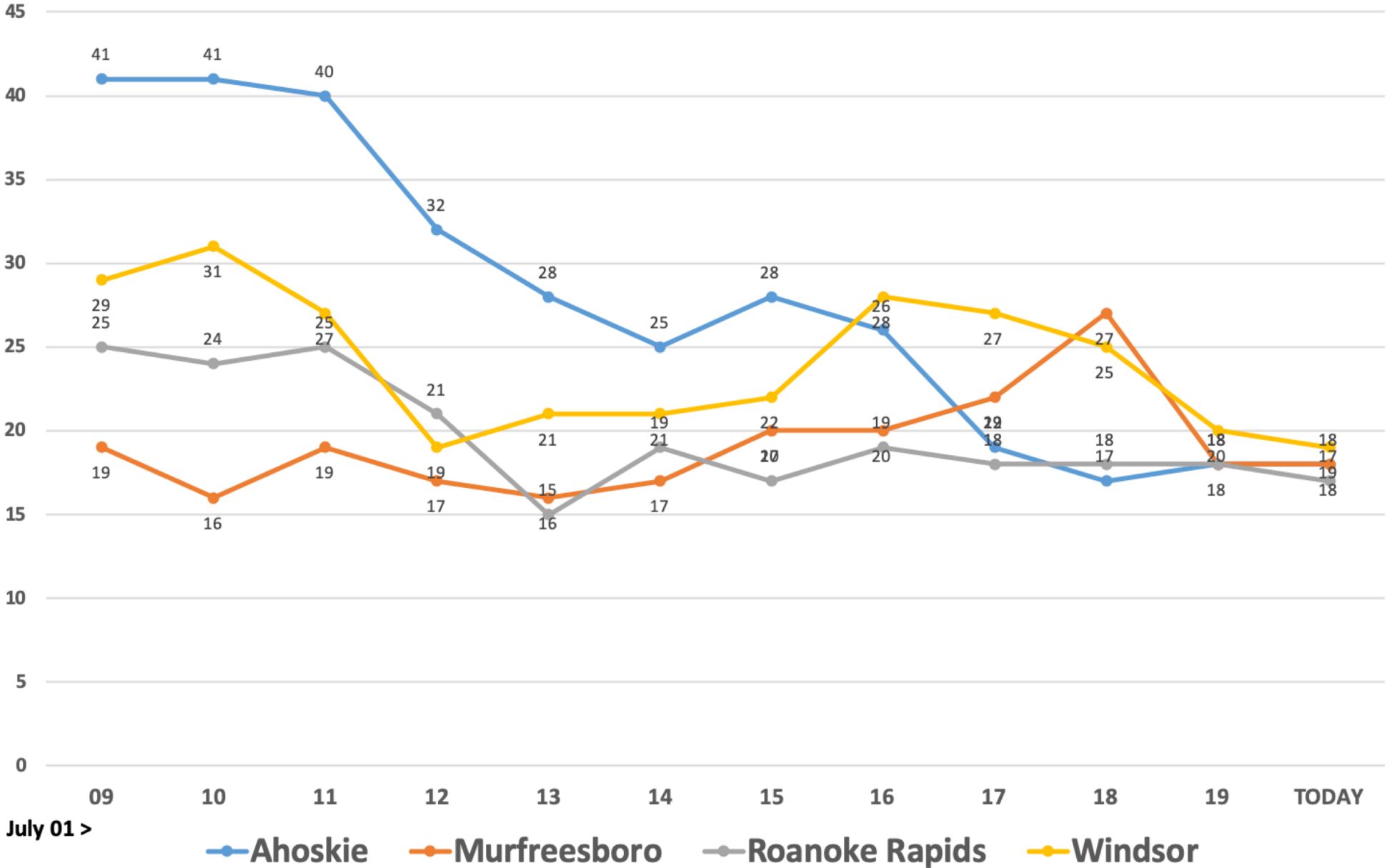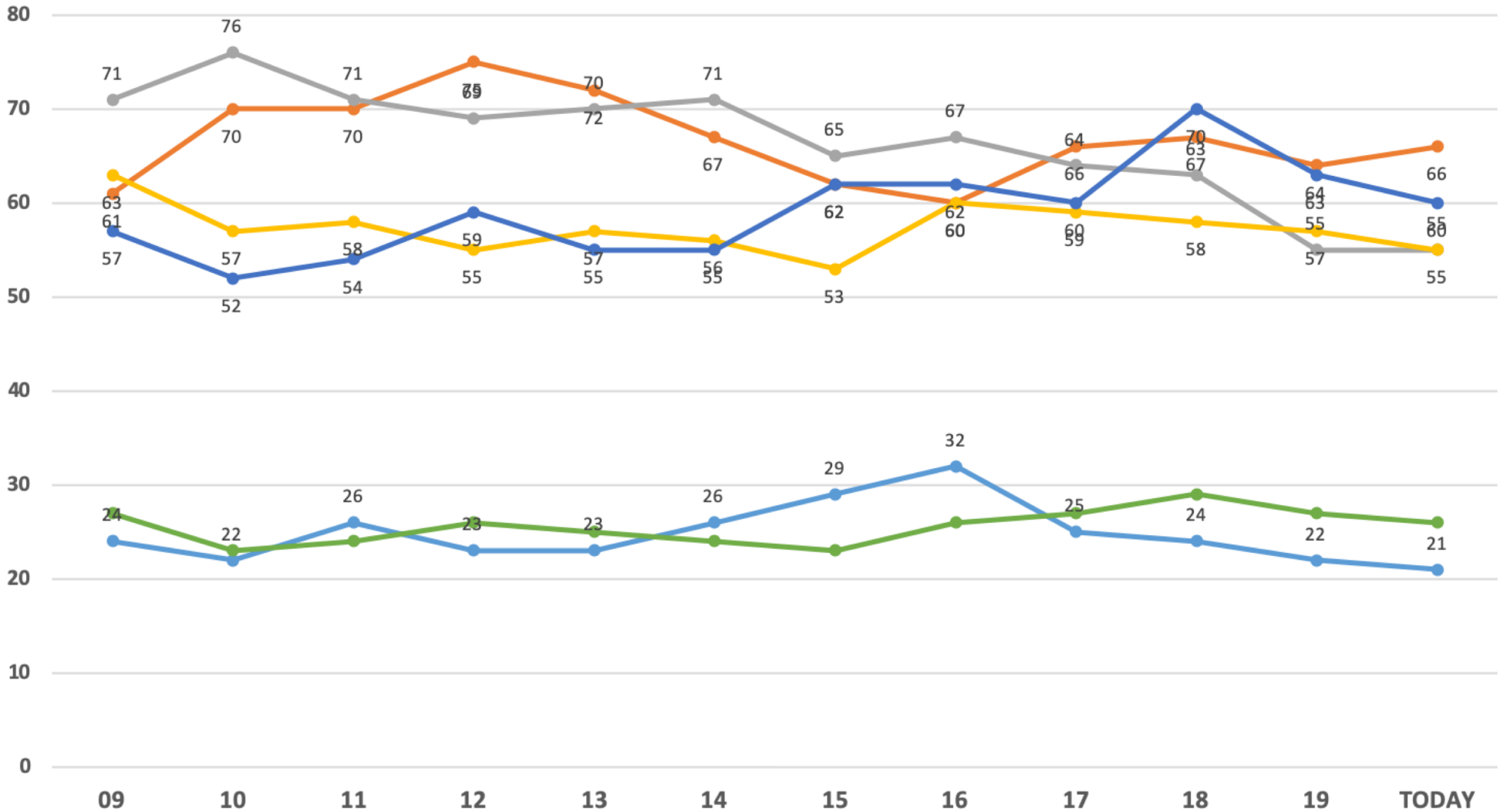
AREA 6

Members

AREA 6
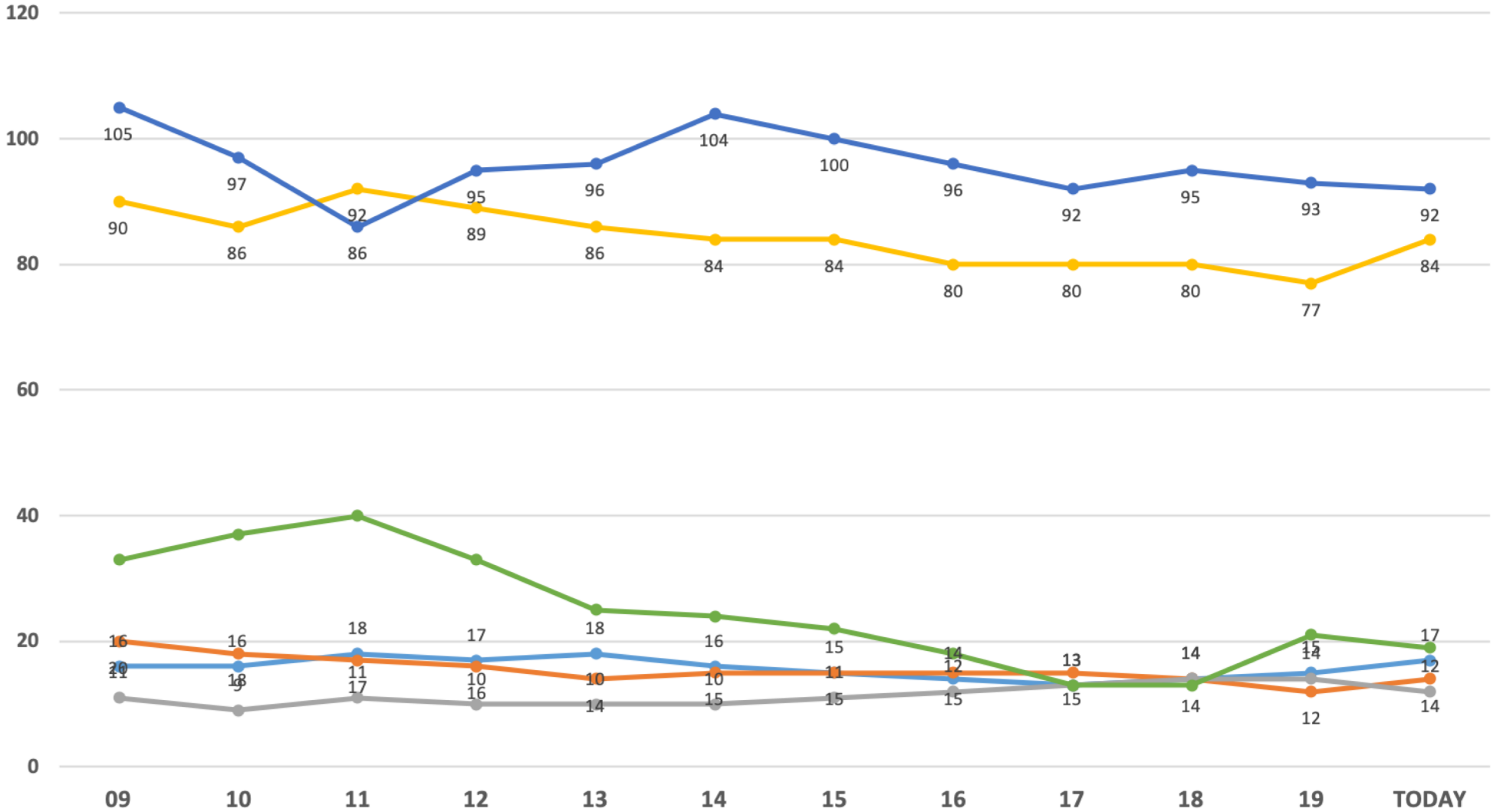
July 01 >

Legend: Ayden, Bethel, Farmville, Greenville, Greenville (Noon), Greenville (Morning)

Area 8 Clubs Membership History
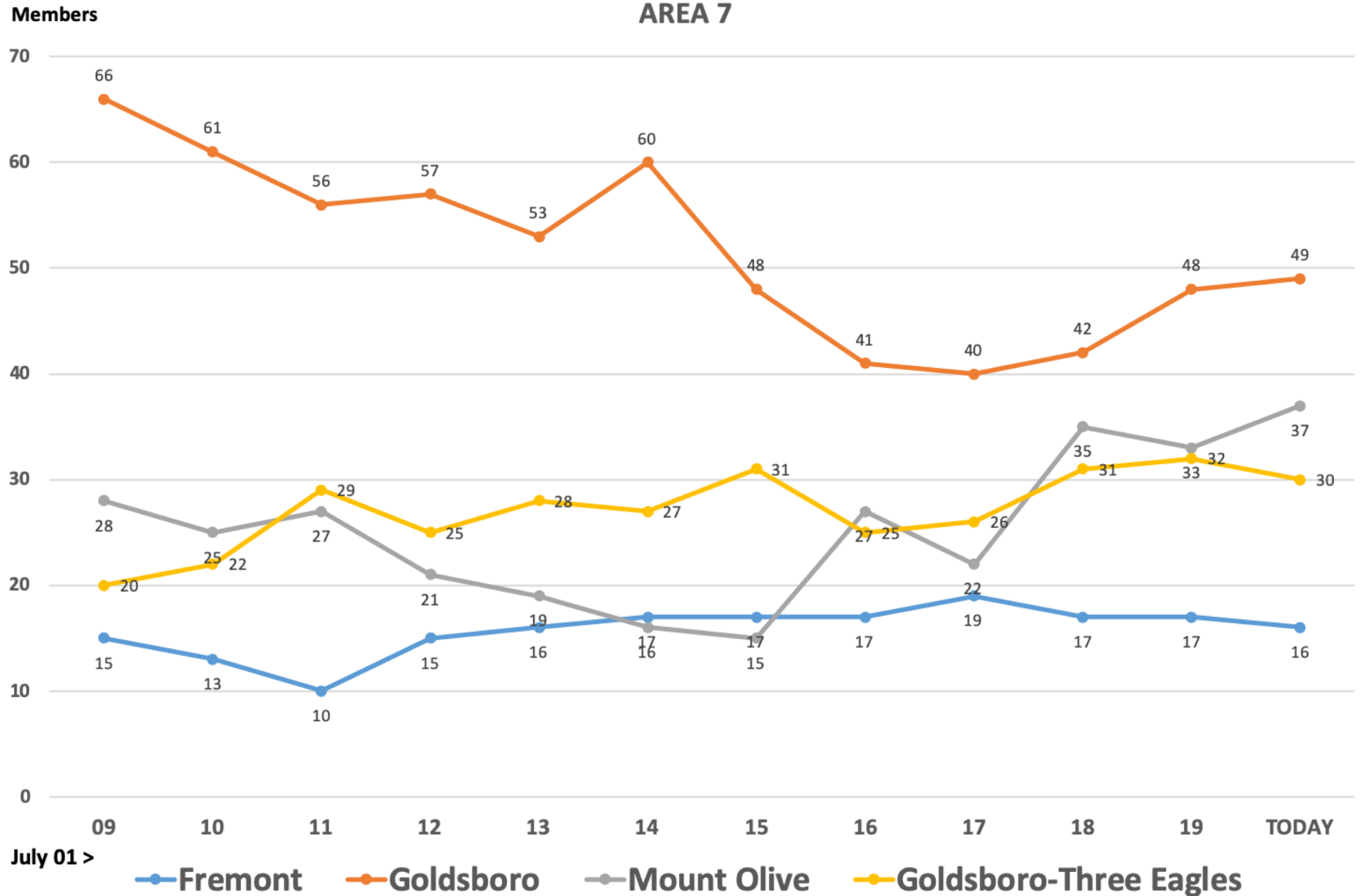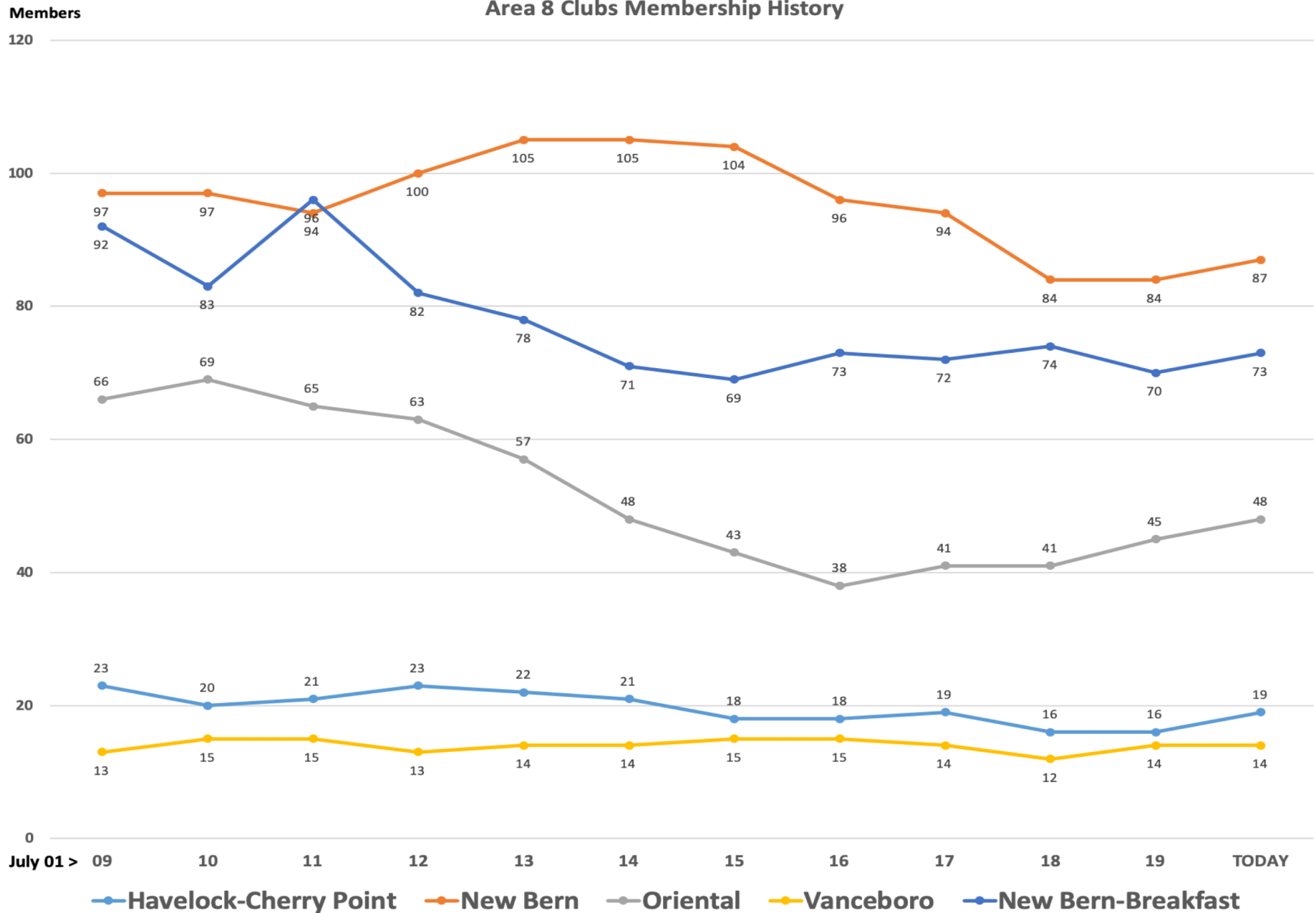
GROWTH CLUBS
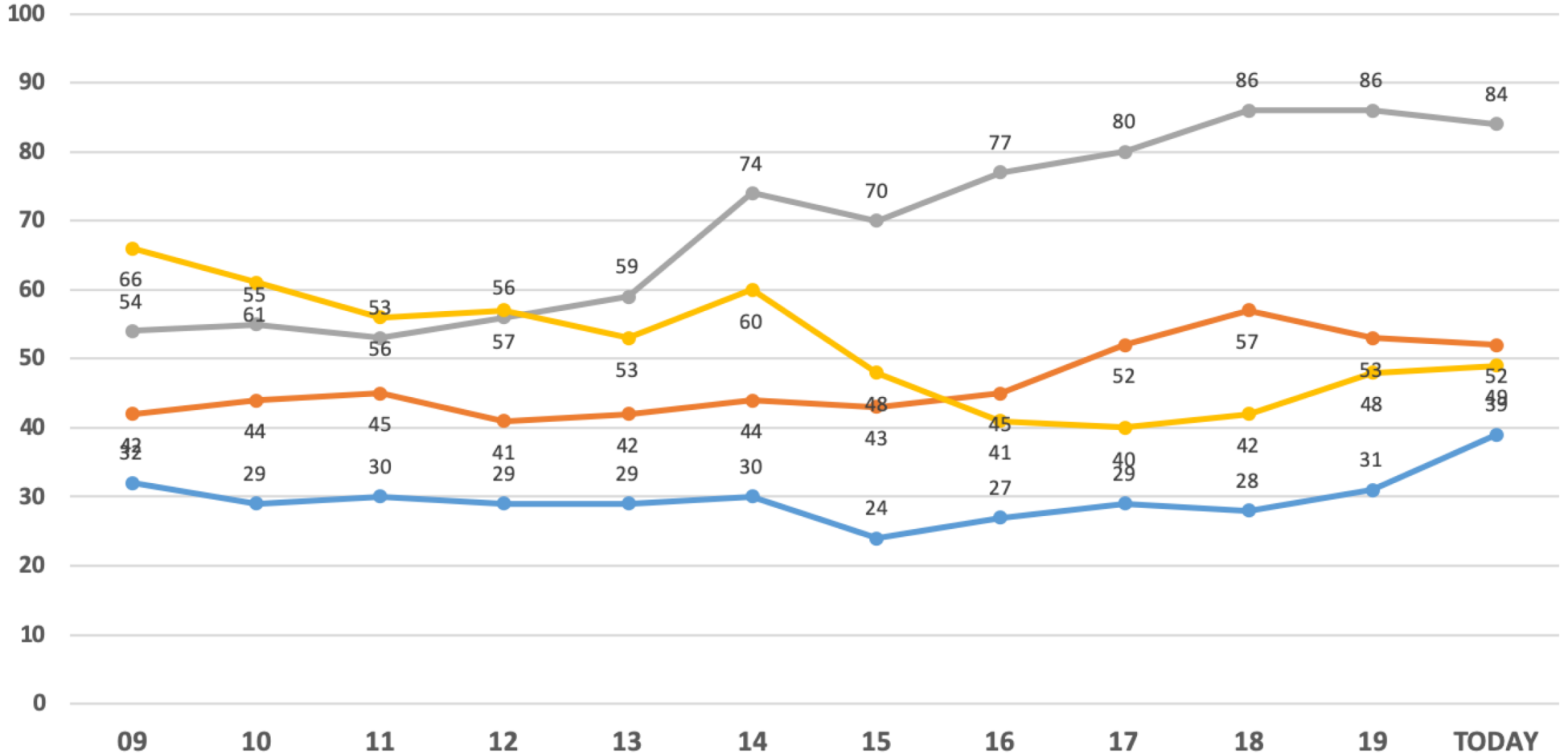
Members

July 01 >

Legend:
- First Flight (Kill Devil Hills)
- Elizabeth City Morning
- Washington (Noon)
- Goldsboro

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

COMPLACENCY

Rotary

WE don't get it!

or WE don't care!

WE don't know how!

SOMEONE ELSE will do that?

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!)

- **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**

Setting The Stage

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

Rotary

HOPE IS NOT A STRATAGEY!

Rotary Intentional Membership Strategies

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

 # 1 PROVEN ROI Strategy

5. "**Drip Marketing**" -- Create a central prospect list, including email addresses, and use the "Potential Member" feature in DaCdb 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 "Y category that follows the "Rule of 85" dues, meals and attendance structures. (3) Crea 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/clu

Onboarding New Members

7. Create a **New Member Orientation** program and process to engage members immedia Early engagement is the key success factor in retention. To follow up your New Membe the New Member Scavenger Hunt for a fun way to get members engaged in learning m and about your club.

Retaining Members

8. **Upgrade Programs** -- Clubs have proven that the club experience (including great progra attracts and keeps members. Programs need to be informative, educational or inspiration combination thereof). Limit or avoid programs by other non-profits (members see those a 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 r 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 th meaningful, **Rotary-branded** service projects of its own (not writing checks to other non-pro shoulder-to-shoulder service work is where members get to know and bond with each other.

HOPE is NOT a Strategy

Attracting Members

3. **Club President personally asks** <u>each member</u> 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**?"

_____

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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;

Rotary

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**

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#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**

Rotary
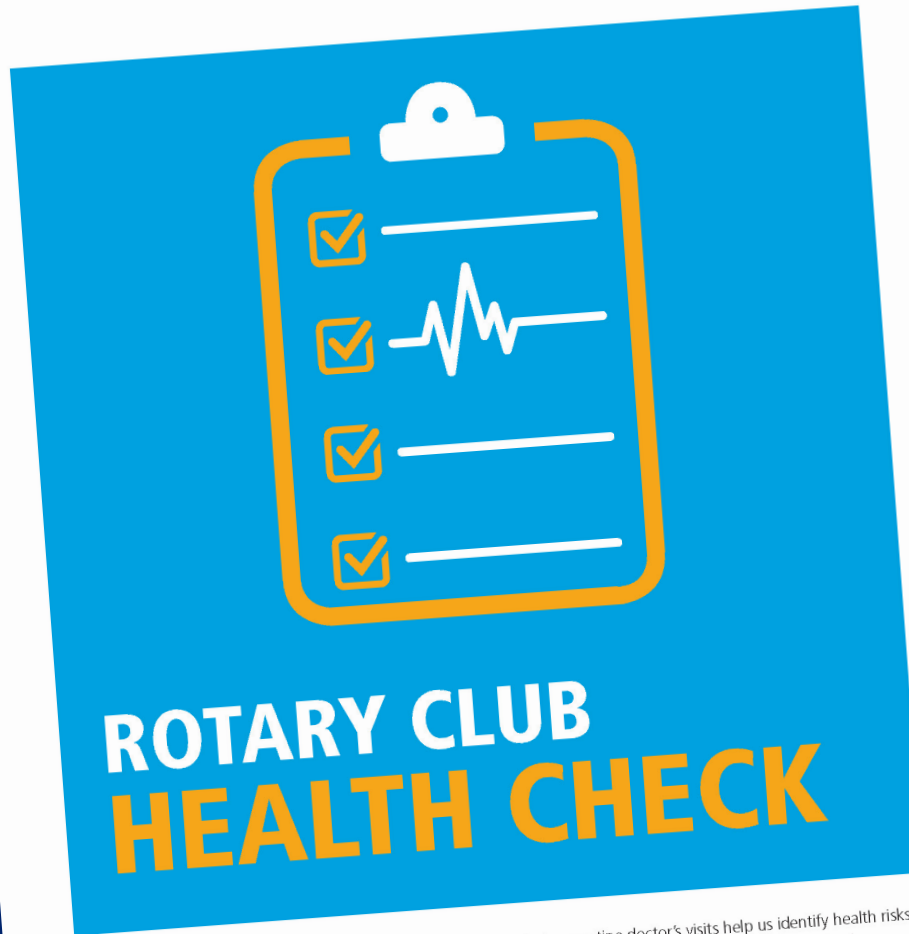
Rotary

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 began to how you can optimize your 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: 001)

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

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	Available
	http://learn.rotary.org
	http://learn.rotary.org
	http://learn.rotary.org
	http://learn.rotary.org
	http://learn.rotary.org
	https://my.rotary.org/en/document/how-use-program-participants-and-alumni-report

	Available
	https://www.rotary.org/myrotary/en/exchange-ideas/groups/membership-best-practices
	http://shop.rotary.org/ (SKU: 2540)
	http://shop.rotary.org/ (SKU: 801)
	N/A

	Available
	N/A
	N/A
	https://vimeo.com/240685013

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...ive ...rs	N/A
...s	N/A
	N/A
	N/A
	https://www.rotary.org/myrotary/en/document/how-manage-membership-leads-clubs
	https://www.rotary.org/myrotary/en/document/how-manage-membership-leads-districts
	http://shop.rotary.org/ (SKU: 426)
	www.rotary.org/en/news-features/newsletters
	http://www.highroadsolution.com/file_uploader2/files/yps+summit+report_final.pdf
	http://www.highroadsolution.com/file_uploader2/files/ic15+breakout_how+to+lead+a+young+professionals+summit.pdf
	https://www.rotary.org/myrotary/en/document/strategic-planning-guide

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Audience	Available
Rotary members	https://vimeo.com/232717098
District leaders	https://vimeo.com/214073740
Rotary members	https://vimeo.com/180066536
Rotary members	https://vimeo.com/103365589
Rotary members	https://vimeo.com/108381769
Rotary members	https://vimeo.com/118740192
Rotary members	https://vimeo.com/123234534
Rotary members	https://vimeo.com/127084618
Rotary members	https://vimeo.com/89536946

...ce	Available
...s	N/A
...ers	http://shop.rotary.org/ (SKU: 226)

...s 33, 34, and 21A
...425-5608

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District Governor Elect
252-833-4716
spencerrotary@gmail.com