



The Membership Challenge

President-Elect Orientation #2

Larry Gardner

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What's The Problem?

- Worldwide membership in Rotary has been approx. 1.2 million for 20 years
- But there has been a shift in the distribution of Rotarians in different parts of the world

WORLDWIDE MEMBERSHIP DISTRIBUTION

REGION	2018	2008
Asia	31%	25%
USA, Canada, and the Caribbean	29%	33%
Europe, Africa, and the Middle East	25%	25%
Latin America	8%	8%
Great Britain and Ireland	4%	5%
Australia, New Zealand, and the Pacific Islands	3%	4%

DISTRICT
7980

2081 MEMBERS

-133 from 2015

58 CLUBS

-4 from 2015

TREND, AS OF 7/1/2018

DISTRICT

WORLDWIDE

Male / Female

67% / 33%

78% / 22%

New Member Retention

74%

69%

Existing Member Retention

73%

72%

Members Under Age 50

11%

16%

Members 50+

66%

43%

Age Unreported

23%

41%

What's Happened in Our District?

- From 2015 to 2018 (3 years)
 - Lost 606 members with >3 years service
 - Added 640 new members
 - Lost 167 of those new members
- Since 2013, we've lost 220 members

THE PRIMARY REASONS PEOPLE JOIN ROTARY...

Why did you initially **join Rotary**?

To positively impact my community

Friendship and fellowship

Professional networking/
business development opportunities

To have a positive impact globally

Potential for personal/
professional recognition

Development and
training opportunities

30%

20%

10%

0%

Rotary



...ARE THE SAME REASONS THEY STAY ROTARIANS

Why do you **stay with Rotary**?

To positively impact my community

Friendship and fellowship

Professional networking/
business development opportunities

To have a positive impact globally

Potential for personal/
professional recognition

Development and
training opportunities

30%

20%

10%

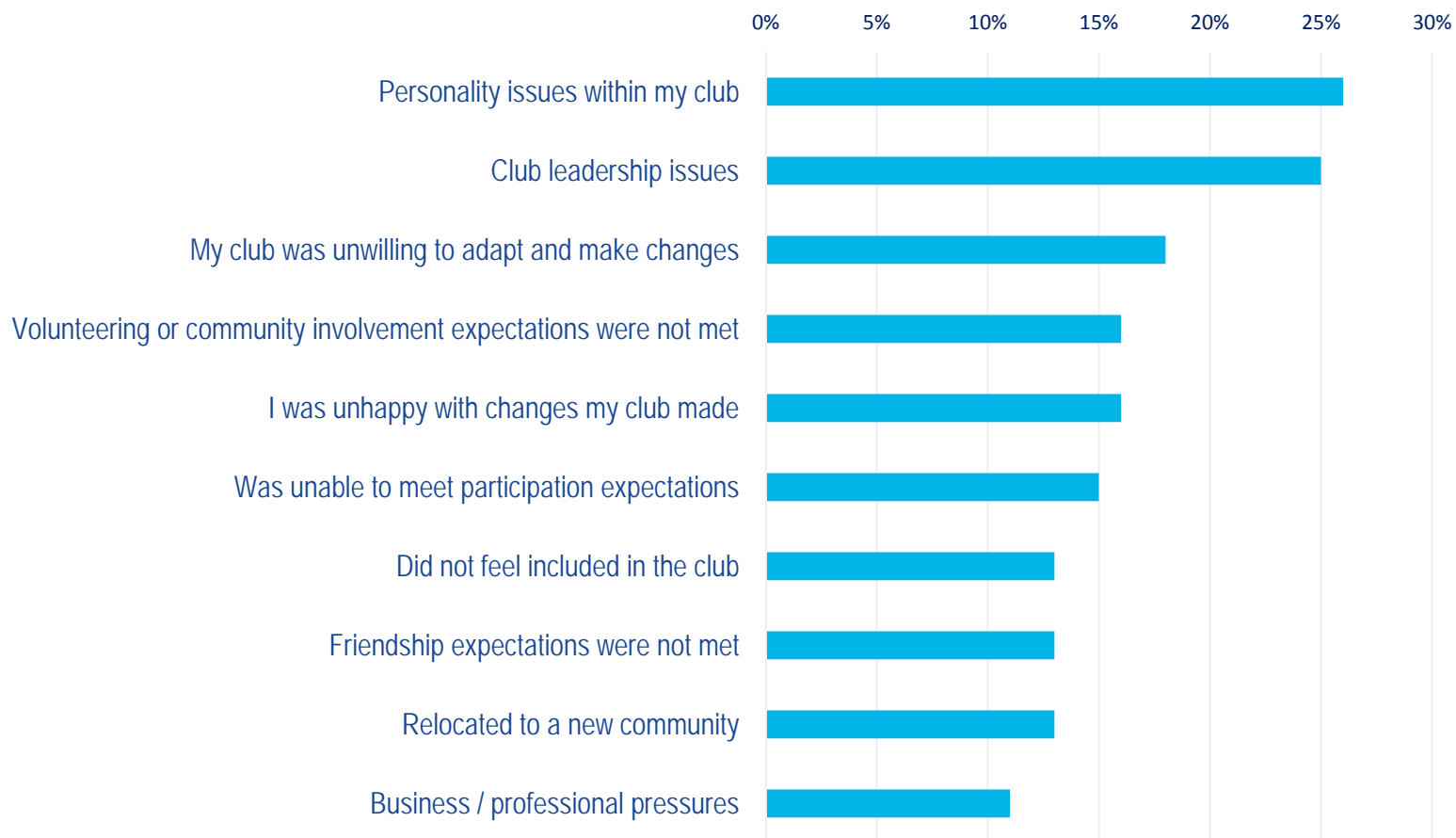
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Rotary



THE PRIMARY REASONS PEOPLE LEAVE ROTARY

Why did you **leave your Rotary club?**



The Membership Challenge

- Improve Recruitment & Acquisition of New Members
- Improve Engagement & Retention of All Members

What's The First Step?

- You can't fix a problem unless you first define it
- Rotary.org has many tools available to help you improve your club.

One of the best tools is....



ROTARY CLUB HEALTH CHECK

Just as routine doctor's visits help us identify health risks before they become serious, a club health check can diagnose problem areas and prescribe remedies.

By using this health check, you're taking a step to maintain your club's health and preserve its value for members and the community.

Place a check mark in the boxes next to the statements you consider to be true. Then act on the suggested remedies for any problem areas you've identified.



The Membership Challenge

- What follows is a “peak behind the curtains” regarding membership best practices
- Two different workshops will be offered soon that will go much deeper into membership best practices
 - Membership Acquisition Workshop
 - Membership Retention Workshop

Watch your email for more details

Membership Recruitment & Acquisition

Examples- Best Practices

- Use Membership Leads
- Hold a Membership Invitational Event
- Consider new flexibility in...
 - Meeting frequency / format
 - Attendance requirements
 - Membership types

Discussion Questions

- Which of these 3 practices do you think will work well in your club?
- If you think they will NOT work well in your club, why not?
- What will you need to do (or change) in order to assure successful implementation of these practices?

Membership Engagement & Retention

Examples- Best Practices

- Assign a mentor to all new members
- Have an annual new member project that the newest members of the club run
- Encourage (and have the club pay for) attendance at the annual District Training Assembly for all new members

Help them find their “Rotary Moment”

Discussion Questions

- Which of these 3 practices do you think will work well in your club?
- If you think they will NOT work well in your club, why not?
- What will you need to do (or change) in order to assure successful implementation of these practices?

Take Away Message

- Membership - one of the most important things to focus on during the coming year
- Be proactive in member acquisition and retention activities
- Leverage tools made available by Rotary International & District to enhance success