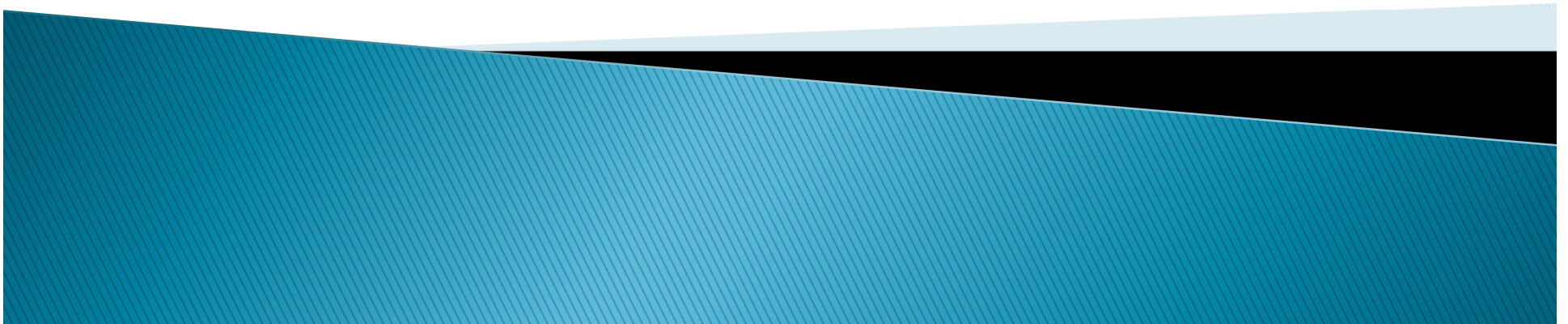


ROTARY DISTRICT 5340 MEMBERSHIP

Useful information about membership
you can put to use today!

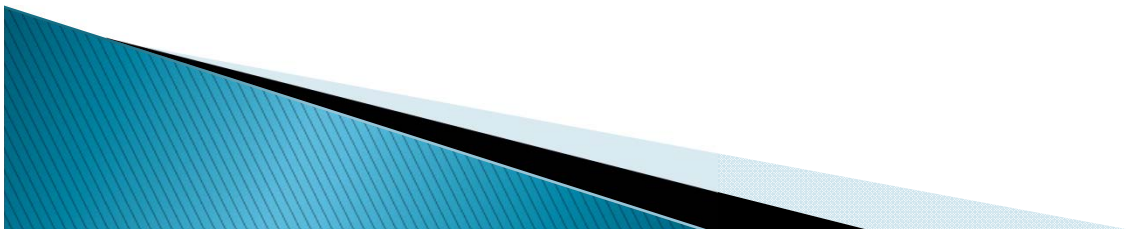
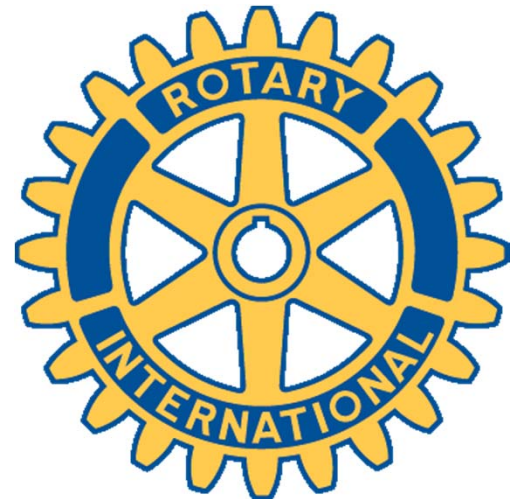
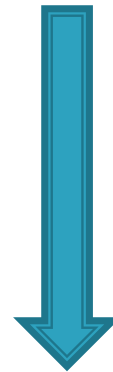
Implement and share these tips
and make your membership stronger.

WELCOME TO MEMBERSHIP TIPS FOR ROTARY CLUBS!



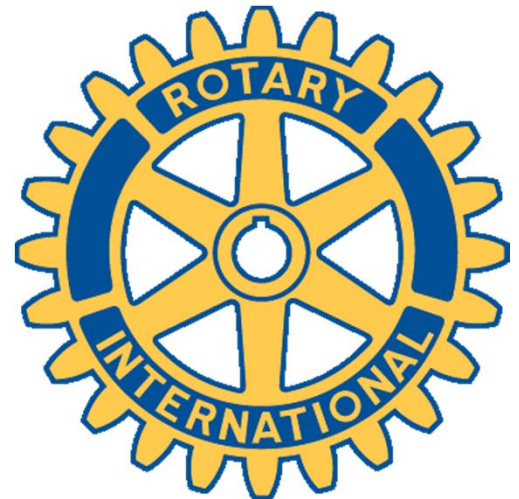
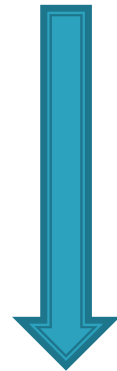
WHO BROUGHT YOU IN ?

- ▶ Friend
- ▶ Boss / Co-Worker
- ▶ Neighbor
- ▶ Stranger
- ▶ Or did you seek Rotary out?

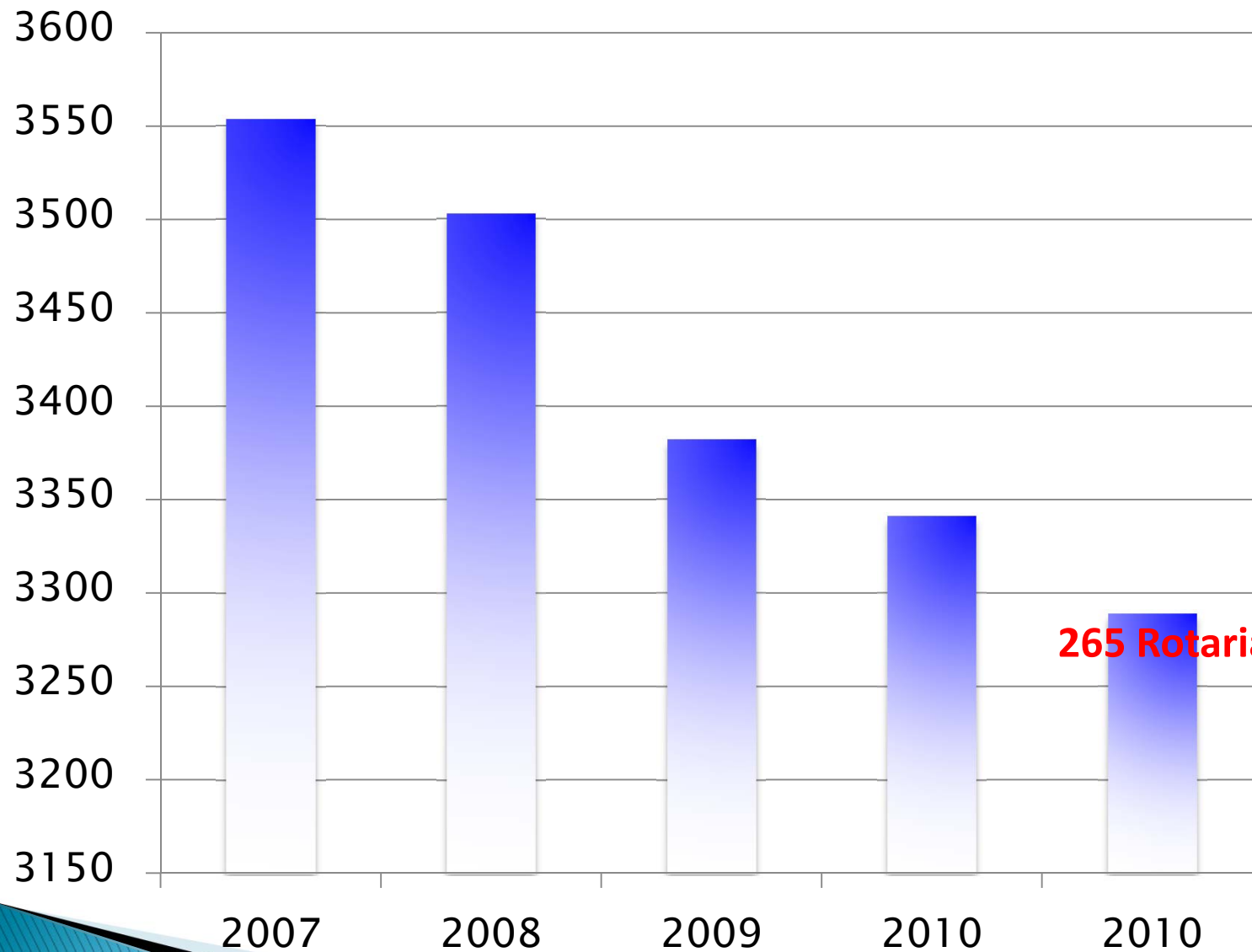


WITHOUT MEMBERSHIP GROWTH

- ▶ We do not enough hands to serve!
- ▶ Less fresh ideas
- ▶ No new energy
- ▶ Nobody new for fellowship
- ▶ There is NO Rotary for tomorrow!

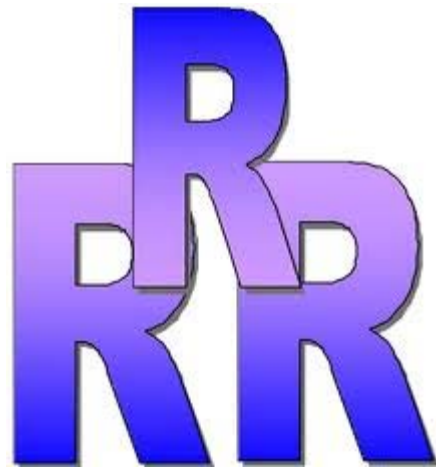


District 5340 Membership Decline



MEMBERSHIP GOALS

3 R's



MEMBERSHIP GOALS

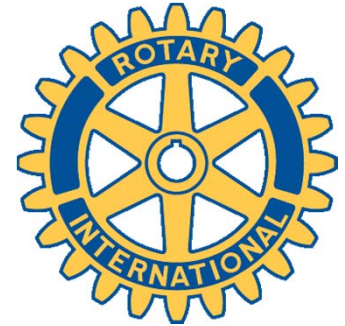
▶ REINVIGORATE

▶ RETAIN

▶ RECRUIT



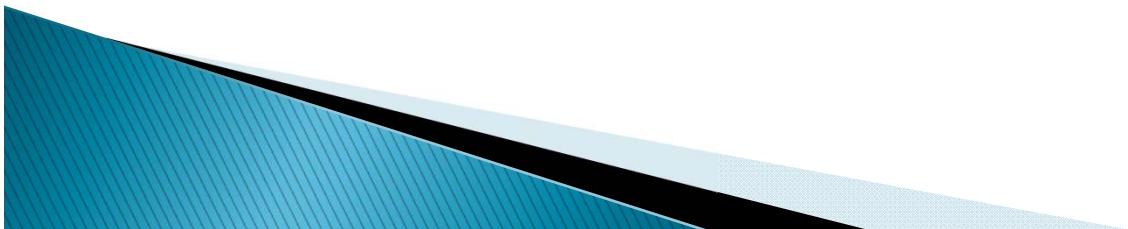
Innovative and Flexible Rotary clubs are:



Fun, dynamic, diverse, resilient, tolerant, interested in trying new things, proactive, member driven, results oriented, resourceful, inspirational, and relationship rich.

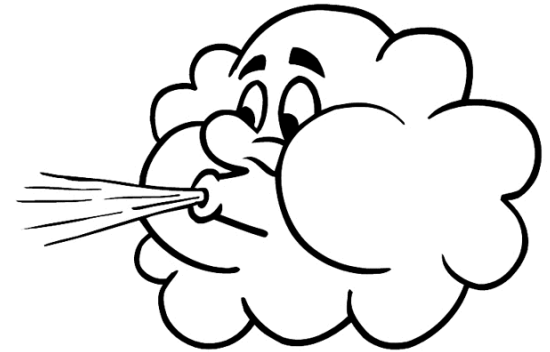
They support and strengthen their membership, focus and increase their humanitarian service, and enhance their public image and awareness.

-RI Quote from "Innovative Clubs"



REINVIGORATE

Breathe new life into your club!



- Work to make meetings fun and lively
- Create new events during your meeting
- Talk about Membership every chance you get!
- Recognize and praise members
- Maybe more Rotary Bling is needed!
- Think outside the box – outside the meeting!



REINVIGORATE



► Healthy Club Questions to ask!

- Who is your club's weekly cheerleader?
- Who is making your club exciting?
- What is your weekly attendance?
- What is your member's involvement?
- How many guests do you have each week?
- What are you doing to promote your club?
- When is the next Family Rotary event?



TECHNOLOGY – STAY IN TOUCH

- ▶ Does your club use Social Networking to communicate?

Social Media



[Facebook](#)



[Twitter](#)



[YouTube](#)

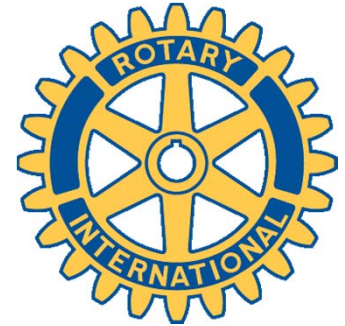
Club Newsletter



[March 16, 2011](#) (141 KB)

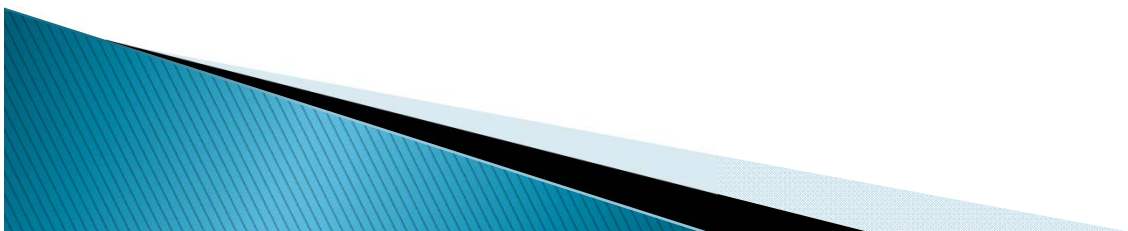
- ▶ Newsletter sent out weekly – photos – calendar – speakers?

RETAIN

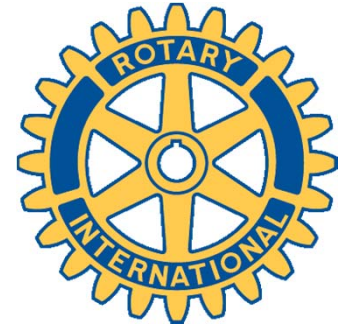


- ▶ *Keep members from leaving out the side door!*
- ▶ *15% or more will leave this year!*
- ▶ If Club membership is 20 = 3 members lost
- ▶ If Club membership is 60 = 9 members lost
- ▶ If Club membership is 550 = 83 members!
- ▶ It's TOO tough to find quality members

HOW MUCH IS TOO MUCH?



RETAIN.....



Member Loss

- ▶ Don't let your members go easily!
- ▶ Talk to them before they resign!
- ▶ Be proactive to your membership's needs. Do a survey?
- ▶ Take the pulse of your club's membership
- ▶ Follow past \$\$\$ and absences

RETAIN



- ▶ Work to have more members involved
- ▶ Create more value for their \$\$\$ and time
- ▶ Recognize and praise your members
- ▶ Give AWOL members a call – they probably want to know they are missed?
- ▶ Flexible with dues – no meals –
delayed payment

GET NEW MEMBERS GOING

- ▶ Have a red badge orientation program?
- ▶ Join a club committee
- ▶ Run raffle / be greeter / Who Am I?
- ▶ Suggest a new community service project
- ▶ Do a makeup – Visit with them to another club
- ▶ Attend next District Event
- ▶ Attend International Convention
- ▶ Encourage to bring their family



RECRUIT



- *Q: How many members are on your membership committee?*
- *A: ALL OF YOU!*



CHECK YOUR CLUB DIVERSITY

Where do opportunities lie?

Yes	No	Not Sure	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	The ages of the members of the club reflect the ages of the professional population in the community.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	The club's membership represents the gender composition of working professionals in the community.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	The religions represented in the community are equally represented in the religious affiliations of club members.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Club members reflect the true ethnic diversity of the community.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	The club's professional classifications reflect the business and professional population of the community.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	The club is diverse.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	The club needs to continue its efforts toward greater diversity in membership.

RECRUIT



- ▶ *Do your members know how to answer the question: **What is Rotary?***
 - Wear your Rotary pin = People will ask you!
 - Have your Elevator speech?
 - Encourage new members to recruit – bring one in
 - They are hot on Rotary – they just joined
 - Educate members on Rotary and Club History
 - Hold an Open House and invite prospective new members with an evening event?
- Do you greet every guest warmly each week?

MEMBERSHIP GOALS

Reinvigorate

Recruit



Retain

We are interested in having a breakfast, lunch and evening club in almost every community.

Here are some locations where new clubs would be particularly desirable.

Need volunteers to help. *WE NEED YOUR HELP!*

CHARTER FILED!

CHARTERED!

CHARTER FILED!

<u>Club</u>	<u>Leader</u>	<u>Governor's Special Rep</u>
Eco-Club (Solana Beach)	None Yet	Janice Kurth
Chula Vista Sunset	David Damico	Dianne Crawford
Convoy (Kearny Mesa)	Grace Lee	Chungsam Doh
Encinitas Sunset	None Yet	Elaine Allyn
Escondido After 5	CJ Szytel	Carl Skaja
Fallbrook Sunset	None Yet	Dave Kaufman
Family E-club	None Yet	Carl Skaja
Military E-Club	None Yet	Ed Scarpelli
Mission Valley Sunrise	Jean Kerr	Marge Cole
Naval Base San Diego	Barry White	Mike Stelman
Oceanside Sunset	None Yet	Scott Cadwallader
Vista Sunrise	Mac Ghaderpanah	Luene Corwin
San Diego Downtown Evening	None Yet	Mike Whitehurst



Reminder: ~~August~~ is membership
month...

So is September -
June!



WHAT'S YOUR CLUB MEMBERSHIP GOAL FOR 2011-2012?

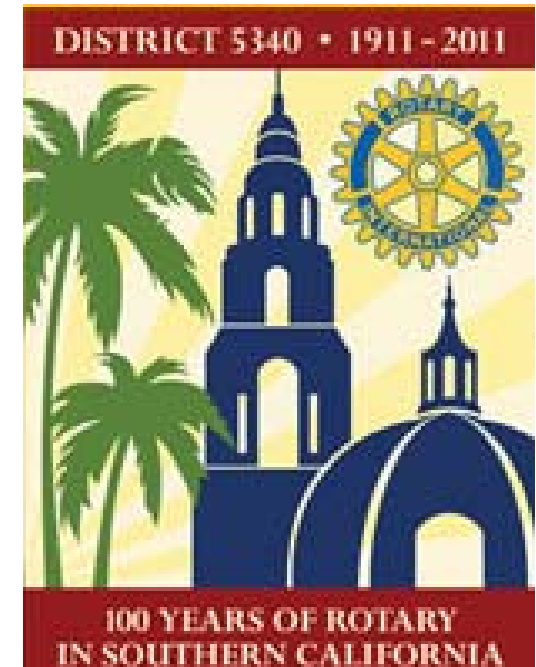
WOULD LOVE +2 NET PER CLUB!

It's ok to start working on
membership now!

Member Get Member!



MORE INFORMATION? QUESTIONS?



District Membership Chairperson 2011-12
La Jolla New Generations

- ▶ bobjamesjr@mac.com
- ▶ Thanks for listening!

Please go Sign
up for District
Conference
Nov. 4-5