

ROTARY DISTRICT 5340 MEMBERSHIP

WELCOME TO MEMBERSHIP TIPS FOR ROTARY CLUBS!

Useful information about membership
you can put to use today!

Implement and share these tips
and make your membership stronger.

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!

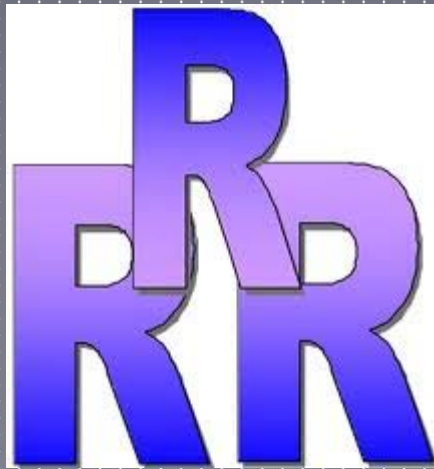


DISTRICT 5340 NEW CLUBS 2011-2012

<u>Club</u>	<u>Leader-President</u>	<u>Gov. Special Rep</u>	<u>Status</u>
Chula Vista Sunset	David Damico	Dianne Crawford	Chartered!
Naval Base San Diego	Barry White	Mike Stelman	Chartered!
Escondido After 5	CJ Szytel	Carl Skaja	Chartered!
Convoy (Kearny Mesa)	Grace Lee	Chungsam Doh	Charter Pending
Armed Forces E-Club	Amanda Wirtz	Ed Scarpelli	Near Charter
Coronado Binacional	Daniel Wood	Marta Knight	Charter Pending
Eco-Club (Solana Beach)	None Yet	Janice Kurth	Meeting
Vista After 5	Mac Ghaderpanah	-----	Meeting
Downtown San Diego	TBD	Scott Carr/Mike Whitehurst	Meeting

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

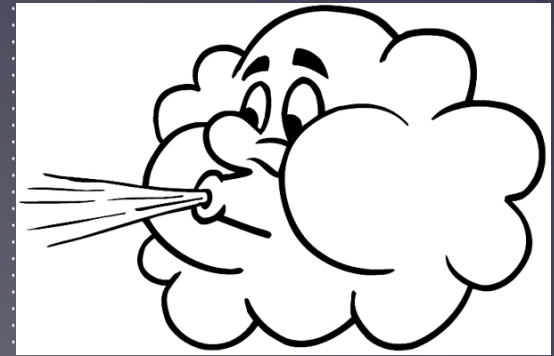


► Healthy Club Questions to ask!

- 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?

REINVIGORATE

Breathe new life into your club!



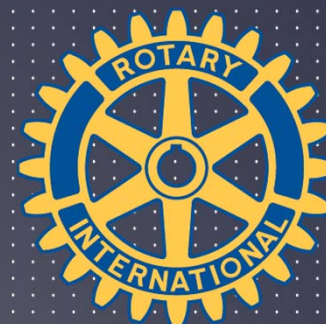
- ▶ Work to make meetings fun and lively
- ▶ Create new events during your meeting
- ▶ Recognize and praise members
- ▶ Maybe more Rotary Bling is needed!
- ▶ Talk about Membership every chance you get!
- ▶ Think outside the box – outside the meeting!

TECHNOLOGY TO STAY IN TOUCH

- ▶ Does your club use Social Networking to communicate?



- ▶ Newsletter sent out weekly – with 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

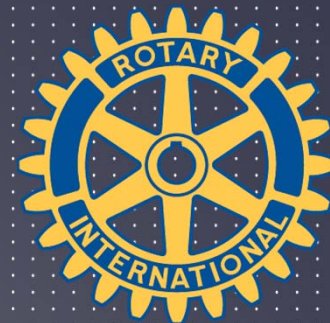
HOW MUCH IS TOO MUCH?

RETAIN



- ▶ *R.I. Attrition is 10% Attrition PER YEAR*
- ▶ *1.2M Members as of today*
- ▶ *1.2M LOST Members in past 10 years*
- ▶ *District Attrition: 11% PER YEAR*
- ▶ *As a Business Leader which is more important?*
- ▶ *Facts or Opinions*
- ▶ *Actual Results (Statistics) or Guesstimates*

WE CAN CHANGE THIS!



► **Membership Retention Reports**

- Facts & Actual Results
- Who's seen them?
 - 14/63 = ~22% (78% unresponsive)
- What do they say?
 - Why LOST?; Rotary Gaps/Improvements; Who Can Be Retained?; How to Retain; Best Days/Times

► **Membership Information (Entry/Exit)**

- How many Clubs input data?
 - New Member Applications: 25/63 ~ 40% (60% unresponsive)
 - 70% of LOST Members are Missing Information
- 1 Person per Club Inputs Entry/Exit on District Site
- Webinar once a year: Facts & Actual Results

► **Better Info = Factual Data = Stronger Analysis = Solutions**

SIGNS TO WATCH



Member Loss

- ▶ Keep the pulse of your club's membership
- ▶ Be proactive to meet membership's needs
- ▶ Do a survey of your members!
- ▶ Follow past due dues
- ▶ Member missing multiple meetings
- ▶ How are your programs? Have Scooters?

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 –
- ▶ Flexible attendance

GET NEW MEMBERS GOING

- ▶ Have a red badge orientation program?
- ▶ Join a club committee right away
- ▶ Run raffle / Be greeter / Who Am I?
- ▶ Give them a friend who they can turn to
- ▶ Do a makeup and visit with them to another club
- ▶ Attend next District Event
- ▶ Nourish them with the concepts of Rotary - Fireside
- ▶ Encourage them to bring their family

RECRUIT



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

RECRUIT



- ▶ *Do your members know how to answer the question: What is Rotary?*
- ▶ Wear your Rotary pin = People will ask you!
- ▶ Have your Rotary 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?
- ▶ Greet every guest warmly each week?

MEMBERSHIP



- ▶ *Q: What Can We Do About It?*
- ▶ *Q: What Is Available to Stop Loss and Get New Members Now!!!???*



**Reverse the 10 Year
Downward Trend
In Membership!**



IGNITE – Membership Program

- **Zone and District Wide Plan**
 - Increasing New Members
 - Developing New Clubs



IGNITE – Membership Program

- Focus on Membership
- Every Member Has A Role
- Commitment shared by All!



IGNITE – Membership Program

Focus on Membership

- Zone wide commitment
- Will Run Three Years – Starting July 1, 2012
- Premier Clubs Recognized



IGNITE – Membership Program

Every Member Has A Role

- Help Club Grow
- Choose an Area of Focus for Year
- Use 15 Tips For Success
- Work for Retention



IGNITE – Membership Program

Commitment by All!

- Every Member Commits to Bring In A Member
- Club President Commits to Ignite the Club
- District Governor Commits to Implement Ignite in our District



IGNITE – Membership Program

Premier Clubs Purpose

- Ignite every ROTARIAN by involving them in one or more activities



IGNITE – Membership Program

Premier Clubs Rationale

- Everyone has something to contribute toward the success of their club
- Therefore, every person has the power to make a difference



IGNITE – Membership Program

- Focus on Membership
- Every Member Has A Role
- Commitment shared by All!
- MEMBERSHIP IS FUN!!!

MEMBERSHIP SUCCESS CYCLE.....

Reinvigorate

Recruit



Retain

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

So is September -
June!

MEMBERSHIP SEMINAR!!! SEPTEMBER 8, 2012 MARKET CREEK CENTER

QUESTIONS?

District Membership Chairperson 2011-13

San Diego Coastal Rotary Club

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Thanks for attending!

