

WHAT BROUGHT YOU IN ?

?



WHAT BROUGHT YOU IN ?

- ▶ Community Service
- ▶ Networking
- ▶ Leadership Skills
- ▶ International Service
- ▶ Friendship
- ▶ Family Friendly
- ▶ Opportunities for young people

?



WHAT KEEPS YOU COMING BACK?

?




WHY BRING IN A NEW MEMBER?

?



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!



WHAT A NEW MEMBER SHOULD BE

- ▶ Do we want just anyone?



WHAT A NEW MEMBER SHOULD BE

► What qualities do you look for a quality member to have?





WHAT A NEW MEMBER SHOULD BE

► Is your club attractive to this ideal member?



WHAT A NEW MEMBER SHOULD BE

► Does your club provide a good value for their time and \$\$\$?



WHAT A NEW MEMBER WANTS

- ▶ What attracts new members and what keeps them in Rotary?



WHAT A MEMBER WANTS

- ▶ Get involved in our communities
- ▶ Connect with other professionals
- ▶ Share time and experience with young people
- ▶ Support global causes, such as eradicating polio
- ▶ Use their skills to help others



WHAT A MEMBER WANTS

- ▶ Attractive, interesting clubs that provide value, and give individuals a feeling of accomplishment?
- ▶ Review your club's attitude, environment, posture and direction.



WHAT A MEMBER WANTS

- ▶ Members want to feel they have accomplished something special and important.



ROTARY CLUBS ARE LIKE BUSINESSES

- ▶ They must have clear direction
- ▶ They must be consistent
- ▶ They must provide value
- ▶ They must be informative
- ▶ They must care about their members!



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"



► BREAK



MEMBERSHIP GOALS

3 R's



MEMBERSHIP GOALS

- REINVIGORATE
- RETAIN
- RECRUIT



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?

RETENTION




Member Loss

► The Honorable District Governor-Elect
Carl Kruse



► BREAK



RECRUIT



RECRUIT




► Q: *How many members are on your membership committee?*

► A: **ALL OF THEM!**

ROTARY AMBASSADORS

We Are All Ambassadors Of Rotary


- Positive attitude towards the growth and goals of your club.
- Through our interaction with the public we create an avenue for growth in membership.



ROTARY AMBASSADORS

You are the Greatest Ambassador!!!


- You get it!
- You get your club!
- You live it, breathe it, and know people involved.
- You get Rotary!



ROTARY AMBASSADORS

As Rotary members, you get it.

- ▶ You understand what it means to commit to Service Above Self, to work on projects that better the community.
- ▶ You enjoy the privilege of meeting incredible people, experiencing interesting programs, and sharing lots of laughs along the way.
- ▶ Others should have the chance to do the same.



ROTARY AMBASSADORS


Change your thinking and think of it this way...

- ▶ When you come across a great restaurant, book, movie, gadget, a great sale...do you tell others? Remember the last time...how did you tell them?



ROTARY AMBASSADORS

This isn't a used car sale....
THIS IS ABOUT INTRODUCING
OTHERS TO A TERRIFIC OPPORTUNITY,
A GIFT.....SOMETHING SPECIAL....
THE GIFT OF ROTARY



ROTARY AMBASSADORS

Today - energetically tell
someone new that you're a
member of a Rotary Club
and why.



RECRUIT



- ▶ *Do your members know how to answer the question:
What is Rotary?*
- ▶ Wear your Rotary pin = People will ask you!
- ▶ When they do.....Do you have a Rotary
elevator speech?



RECRUIT



- ▶ 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 local people to an evening event where you talk about what your club does!

RECRUIT

▶What does your club do to recruit?





RECRUIT AT MEETINGS

- ▶ Greet every guest warmly each week!
- ▶ Have a Greeter? Secretary is friendly?
- ▶ Introduce every guest?
- ▶ Do you introduce you speaker as a guest?
- ▶ Do you make sure your members go out of their way to make the guests/speaker welcome?
- ▶ They are all potential members!!!



RECRUIT OUTSIDE MEETING

- ▶ Educate club members regarding the procedures for extending an invitation to a prospective member.
- ▶ Build supportive membership teams
- ▶ Invite prospects to service projects and special events.
- ▶ Recognize members who invite & propose members
- ▶ Maintain statistics on membership efforts



RECRUIT AT YOUR EVENTS



- ▶ Your fundraisers/projects bring in non-members
- ▶ You are doing a great thing by supporting these charities
- ▶ But are you letting people attending know about you?
- ▶ Craig Jacobson – Open Spaces Marketing presented at District Conference

ROTARY GROWTH RECIPE



Event Recipe...

1. Sign at Event by Service Provided
2. Staff Sign with Opener and Collector
3. Build list of "Interested" in service
4. Invite to meetings
5. Follow up

For more Information Get our Recipe Here....

Two Person Team

1. "Opener"...engages
2. "Collector" ... Collects contact info & commitment
3. Invite to local meeting....Follow-up with educational content



NEW MEMBER COMING IN

- ▶ Establish a formal pre-induction process
- ▶ New member luncheon
- ▶ Understand the prospective new member's interests
- ▶ Ensure that new members can provide feedback
- ▶ Let them know what is expected of them
 - ▶ Financially
 - ▶ Time wise
 - ▶ Red Badge program

NEW MEMBER INDUCTION

- ▶ Establish an induction ceremony
- ▶ Make it Important and Memorable – Every time!
 - ▶ Invite family members and colleagues
 - ▶ Recognition of the new Member's Sponsor
 - ▶ Recognition of Member's Mentor
- ▶ Present a New Member Information Kit
 - ▶ RI Materials: Four-Way Test Plaque/Badge/Literature/Member Access
 - ▶ Club Materials: Club Shirt/Mentor/Web Site Info
 - ▶ Certificate of Membership
 - ▶ Russell Hampton www.ruh.com



GET NEW MEMBERS GOING

- ▶ What does your club do for new members?



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 mentor who they can turn to
- ▶ Do a makeup with them at another club
- ▶ Attend next District Event with them
- ▶ Encourage them to bring their family

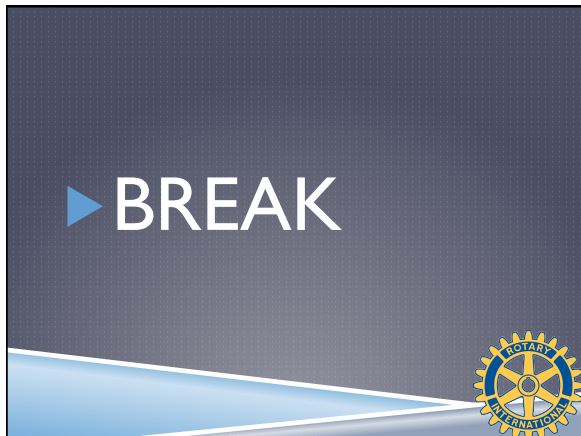
GET NEW MEMBERS GOING

- ▶ Educate them about Rotary so they can be a great Ambassador of Rotary!
- ▶ Nourish them with the concepts of Rotary – Fireside Chat – Rotary 101
- ▶ Recognize them more than just during the induction but weeks after the induction.

DISTRICT 5340 NEW CLUBS 2011-2013

First positive membership growth in 10 years!!!!

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









IGNITE – Membership Program

Purpose

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



IGNITE – Membership Program

Focus on Membership

- Zone Wide Commitment
- Will Run Three Years – Started July 1, 2012
- Premier Clubs Recognized
(10 pts per member is the goal)



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

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



Everyone Member Has an Important Role

Not every member is going to invite a prospect, but members can:

- Be hosts at the meeting
- Be mentors to new members
- Follow up with special guests
- Be a welcoming greeter
- Keep records
- Make sure that each member knows their role and responsibilities

From ancient times the torch bearers have been the first on the paths of discovery, exploration and battle, illuminating the way for those who follow.



Rotarians, commit to be a torch bearer who will invite, unite and **ignite** new members whose fire and energy will add to ours to help overcome the darkness of poverty, illiteracy, hunger and disease.



IGNITE – Earning an Ignite Pin

- The Ignite Pin is given to a club member who has made a personal commitment to the club to bring in a new member during the year.
- It is a one-on-one personal interaction between the member and the club president on behalf of the club.
- The commitment is subject to the Four Way Test



15 Tips for Membership

- Proposal Card
- Friends of the Club President
- Simultaneous Inductees
- Former members
- Community Projects
- Six-Month Goal for each new member to bring in a new member.
- Teams of Five each bring in One Member



15 Tips for Membership

- Rotary Guest Day
- Invite Prospects for needed Classifications
- Club Forum-Assembly (brainstorm sessions)
- Increase Diversity
- Diary and prospect...
- Contest to bring in members
- Bring A Friend Day
- Your Own Ideas (e.g. Common Interests)



IGNITE – Membership Program

WHAT SHOULD YOUR CLUB DO NOW?

- Establish your club membership goal
- Ensure that everyone in the club has a role
- Offer Ignite pins to those who will make a personal commitment to the club to bring in a new member
- Monitor and complete the Premier Club worksheet by 10th of month
- Report often to your club about progress against goal



IGNITE – Membership Program

WHAT SHOULD YOUR CLUB DO NOW?

Fill out scoresheet!

Number of Points to become a Premier Club		10	20	30	40	50	60	70	80	90	100	110	120	130	140	150	160	170	180	190	200	210	220	230	240	250	260	270	280	290	300	310	320	330	340	350	360	370	380	390	400	410	420	430	440	450	460	470	480	490	500	510	520	530	540	550	560	570	580	590	600	610	620	630	640	650	660	670	680	690	700	710	720	730	740	750	760	770	780	790	800	810	820	830	840	850	860	870	880	890	900	910	920	930	940	950	960	970	980	990	1000
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100		



IGNITE – Membership Program

➤ Focus on Membership

➤ Every Member Has A Role

➤ Commitment shared by All!

➤ Remember....MEMBERSHIP IS FUN!!!



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

**So is September
– July!**

THANKS TO.....

- ▶ Carl Kruse - DGE
- ▶ Dale Bailey – District Secretary
- ▶ Jackie Cooper – Projector
- ▶ Dierdre Maloney – Rotary Ambassador
- ▶ District Registration Team
- ▶ Governor Dick Stevens

**MEMBERSHIP SEMINAR
IS DONE!!!**

QUESTIONS?

District Membership Chairperson 2011-13
San Diego Coastal Rotary Club
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Thanks for coming!
