

"It is not the strongest of the species
that survives, nor the most intelligent
that survives. It is the
one that is most adaptable to
change".

Charles Darwin

IT'S BETTER TO
BURN OUT
THAN TO FADE
AWAY



Ignite



Rotary International District 5340

Bob James and Bill Angus
Membership Chairs 2012-13 &
2013-14



Today we'll:

- Examine the impact of fewer members
- Learn IGNITE strategies to increase membership
- Where the new members are
- Strategies to retain members
- Recording outcomes for success
- How to be a “Premier” Club



Rotary matters:

- We improve the world with help, support and kindness
- Provide opportunities for young people everywhere
- On average, each Rotarian impacts 10 people in desperate need
- Doubling our numbers, doubles our impact!



An elevator speech!

- Rotary is a worldwide network of inspired business professionals who translate their passions into relevant social causes to improve lives.





Ignite Mission

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



Ignite The Program

Focus: Increasing New Members

Why Membership Growth?

- The future of Rotary depends on membership growth
- To advance humanitarian efforts and service
- New Ideas
- New Leadership
- More Enthusiasm
- More Hands to Help
- Increase of Public Image
- A Club that has a high turnover in membership, or one that does not attract new members, will not be able to provide service to the community or fellowship to its members



Successful clubs:

- Visible community projects
- Interesting and informative programs
- Club contest to recruit great new members
- Every member completes proposal cards
- Implement “affordability” strategies



Club goals

- Ignite Every Member
- Change the reality from a handful of Rotarians working on membership – to everyone working on membership
- Can we all commit to bringing in (at least!) one new member this year?
- How many (vibrant!) Rotarians will you add to your Club this year?
- What will be your net growth?



Every Member Has A Role

Clubs

- The Premier Clubs
- 15 Tips For Success
- 4 Tips on Retention
- Resources:
<http://www.zone2526.org/resources/membership>

District

- Premier Districts- that's what District 5340 will be!
- District Governor Recognition



Finding great new members:

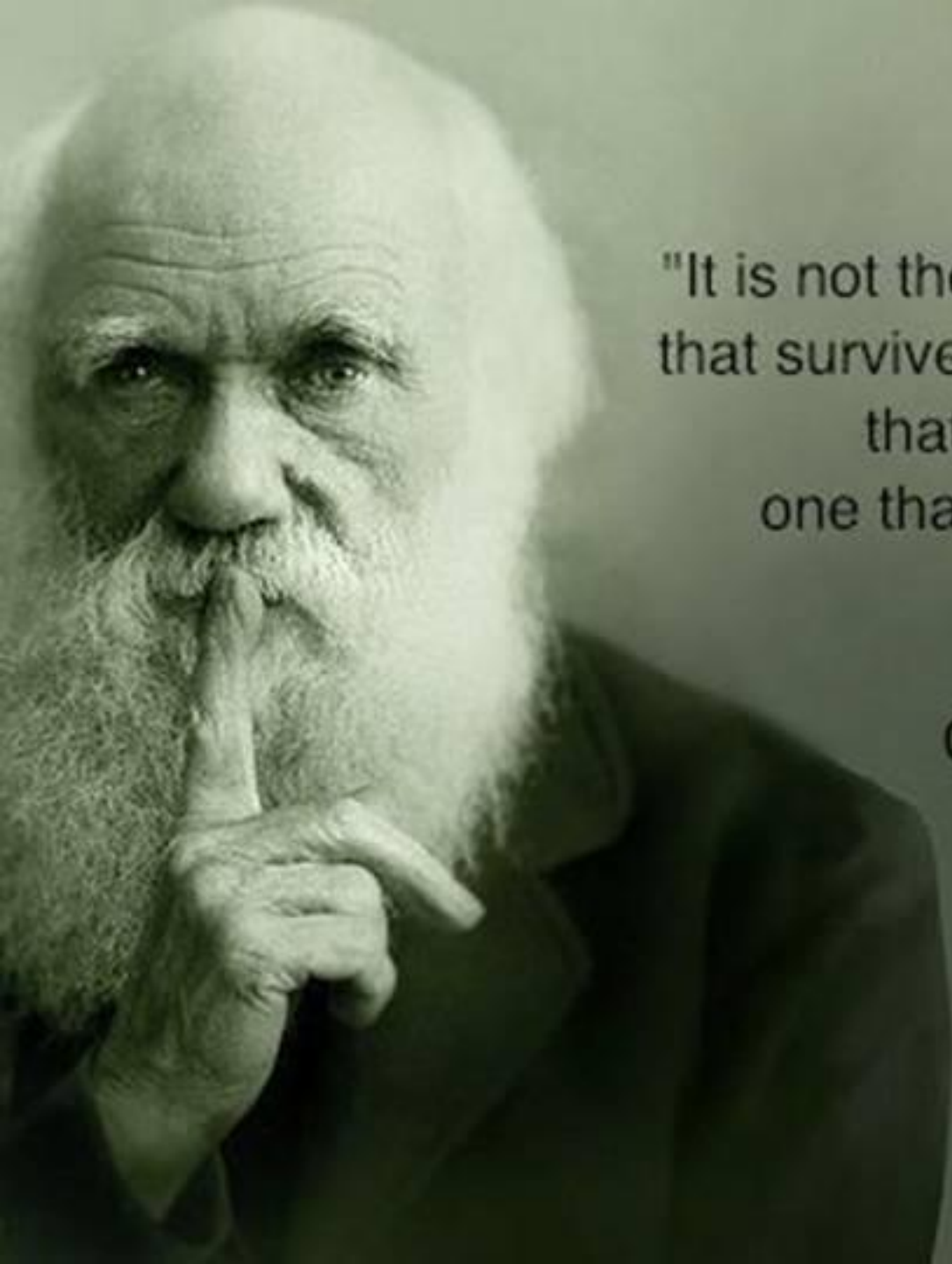
- **Classification**
- **Diversity**
- **Friends & family**
- **Community volunteers**
- **Your customers and vendors**
- **New business owner**
- **Speakers at our Clubs**



Attracting Younger Members

- Research your own business community – including the home-based entrepreneur
- Become family friendly, including spouses and kids
- Develop creative ways to keep costs down
- Take a close look at cherished traditions





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