Priority #1

Membership Seminar
13-Feb-2016
Presenters

Sandi Schwartz
DGD (2018-2019)

John Weiss
DGN (2017-2018)
RI Priorities

Internal #1 - Membership

External #1 – Eradicate Polio
Learning Objective

Internal Priority #1

What we can do...

right now!
It’s All About Retention

The Joliet Club has no problem
## District 5240

<table>
<thead>
<tr>
<th>Year</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 1, 2011</td>
<td>3575</td>
</tr>
<tr>
<td>July 1, 2012</td>
<td>3501</td>
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<td>July 1, 2013</td>
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<tr>
<td>July 1, 2014</td>
<td>3471</td>
</tr>
<tr>
<td>July 1, 2015</td>
<td>3452</td>
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</table>

**Net Change**

-123
Surveys show...

- Never Heard of Rotary
- Know Name Only
- Some Familiarity
Two key questions:

1. Why did you **JOIN** Rotary?

2. What is the main reason you **STAY** with Rotary?
<table>
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<th>Why Join?</th>
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Key Points - from siegel + gale

1. FRIENDS and CONTACTS
2. LOCAL impact
3. ENGAGEMENT of skills and passion
4. WORTH MY TIME

Radio – W I I F M
Retention Questions

Is our club...

Attractive...

Relevant...

Engaging...

A vibrant club?
Attraction = Retention

How do we attract new members?

Be a Vibrant Club

How do we retain members?

Be a Vibrant Club
A Vibrant Club = Retention

• Members and guests feel welcome
• Meetings are worth the time
• Members share skills and passions
• Strong friendships and fun
Retention = A Vibrant Club

- Able to **join local leaders**
- Members **exchange ideas**
- Club **takes action** & has impact
Survey exercise

Survey your club
Our classic elevator speech...

- We are 1.2 million men and women
- In over 200 countries and geographic areas
- 34,000 clubs globally
- We carry out humanitarian projects
- PolioPlus is Rotary’s flagship program
## Why Join?

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Total percentage: **65.5%**
The Better “Answer”

We’re a leadership organization of local business, professional and civic leaders.

We meet regularly, get to know each other, form friendships, & through that, we’re able to get things done in this community.
Answer the Questions..

What’s Rotary?
Answer the Questions..

Why Rotary?
What Our Customers Value

1. FRIENDS and CONTACTS
2. LOCAL impact
3. ENGAGEMENT of skills and passion
4. WORTH MY TIME
Why is a landing page important?

It creates the first impression of your club.

What is YOUR club’s first impression?
The traditional message

Welcome to The Rotary Club of Lamorinda Sunrise
Meeting Friday Mornings at 7:00 at Postino Restaurant in Lafayette, California. Join us for breakfast!

What would it take to change the world? Rotary’s 1.2-million members believe it starts with a commitment to Service Above Self.

Amongst 34,000 clubs globally — representing more than 150 countries from Albania to Zimbabwe — you will find members enthusiastically volunteering in communities at home and abroad in support of such hallmark programs as educational enhancement, job training, providing clean water for drinking, improving human health and sanitation, combating hunger and eradicating polio.

We invite you to explore this site to learn more about Rotary International and how you can make a difference by joining The Rotary Club of Lamorinda Sunrise.
Lamorinda Sunrise Message

- change the world?...1.2-million members
- 34,000 clubs globally
- clean water for drinking ... human health
- combating hunger ... eradicating polio
- explore this site to learn more about Rotary International
New voice – Better Message

- Work with parents to improve local schools
- Provide scholarships to needy students
- Offer ethical and leadership education
- Get involved and have fun!
Outward facing website

- **Who** are we?
- **What** do we care about?
- **When/where** we meet – join us.
- **What’s in it for the reader?** *(WIIFM)*
What is your club’s first impression?

Contact:

Michael Boyer

Zone 26 Public Image Coordinator
The First Impression

What creates it?
How Do We Treat Our Guests?

Special?
Do We Rush the Question?
Is This Your Club?

Sometimes you want to go,
Where everybody knows
your name, and they’re
always glad you came.
Four RETENTION KEYS

It’s Easy
## Why Stay?

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<td><strong>NET TOTAL</strong></td>
<td><strong>74.5%</strong></td>
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<td><strong>Expected</strong></td>
<td><strong>36.1%</strong></td>
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Note: The values in bold indicate the expected total for these categories.
KEY #1: Introduce them

1. Personal induction
2. Skills & passions
3. Engagement
4. “What’s happening?”
KEY #2: Get to know them

1. Personal induction
2. Skills & passions
3. Engagement
4. What’s happening?
KEY #3: Involve Them

1. Personal induction
2. Skills & passions
3. Engagement
4. What’s happening?
KEY #4: Teach them

1. Personal induction
2. Skills & passions
3. Engagement
4. What’s happening?
The “go to” Membership Person

Need Immediate Help?

Contact:

David St Amand

District 5240 Membership Chair
Resource – District Website

WHAT’S HAPPENING IN DISTRICT 5240

GOVERNOR’S MESSAGE - JANUARY 2016

Year 2015 has been a very eventful year on the world stage. Rotary continues to reach out and make a difference in the lives of many who are on this “stage”. Our District is filled with the “doers” who continually make good things happen. Donna and I look forward to the last half of this Rotary year, and we wish the best that life has to offer for you and your families.

DG Jim
Resource – Zone Website

Zone2526.org > Membership

Interactive Zone Map

View a District, email the DG, go to their website or connect with their Facebook.

Get Started
Resource – RI Website

Welcome to Rotary

We are neighbors, community leaders, and global citizens uniting for the common good. With you, we can accomplish even more.

Already part of the Rotary family? Head over to My Rotary for more!
Action Plan

Improve Retention Starting Next Week

How?
What Our Customers Value

1. FRIENDS and CONTACTS
2. LOCAL impact
3. ENGAGEMENT of skills and passion
4. WORTH MY TIME
Your Presenters – Thank You!

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District Governor Designate (2018-2019)
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Phone – 661-706-6663

John Weiss
District Governor Nominee (2017-2018)
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Phone – 805-748-9615