

District 7090 Task Force on Membership

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The purpose of the task force is to suggest New and Innovative Ideas to address Membership issues.

Deliverables:

- SMART Goals (SMART = Specific, Measurable, Attainable, Realistic, Time line)
 - A specific series of actions to attain the SMART goals. (Who, What, How, When, Why and expected results)
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Goal 1. Slow the attrition rate by 50% in 12 months. Ex. If the rate of resignations over the last 12 months has been 5% then we must move it to 2.5%

Primary responsibility: District Membership Chair

Goal 2. Achieve a net +15% growth per year. Establish and Publish a Best Practices for clubs.

Primary responsibility: District Membership Chair

Announce at District Conference in September

Create a *membership process maturity model* with levels of 1 to 5 for attainment and recognize club level movement.

Goal 3. Grow “target” demographic at a rate of 2 times the rate of the non-target demographic.

Result: Increase the % of target demographic by double. For example: define diversity to include – age, gender, culture, ethnicity, etc. If that % today is 5% expect to move it to 10% in 12 months

Goal 4. Every club is tasked to recruit one member from a Rotary “alumni” group such as RYLA, Rotoract, GSE, Exchange Students, Scholarship recipients, etc. District to assign a person to establish a data base of these people.

Tactics for accomplishing the goals above:

- More Listening to New, Potential and Resigning Members
 - In person interview of resigning member upon leaving to determine why a member has left – *Club Membership Chair and sponsor interview then, present to board to address changes if warranted. Interview to be conducted within one month of event.*

- New Members want better connections to Rotary beyond the club level- *Past president and or RI chair to lead this initiative as is dove tails into larger Rotary quite naturally. Measure attendance for outside club activity.*
 - Consider reduced financial burden on younger members keeping in mind that the RI and district dues are fixed. *Board level action if desired.*
 - Interview New Members and catalog passions and interest - *assign to committees consistent with identified interests- Past-past president – identify an inventory of traits and skills. Membership chair maps a new member to a committee as soon as possible. Alternatively have new member co-chair a committee for immediate leadership development.*
 - Use social media to attract and invite new members – *Membership chair working with PR chair.*
- Align membership activities with the new and desired demographics
 - Make all club activities family friendly – *Program Director and Service Chairs*
 - Become more visible at events attended by young people (ex. festivals, concerts)
 - Align with common causes interesting to the younger demographic
 - Social
 - Environmental
 - Provide a vehicle to help young professionals build their businesses
 - Networking
 - Mentoring
 - Programs appropriate to this activity
 - Downplay attendance requirements and encourage virtual make ups or other club make-ups. *Emphasize that committee meetings can be used as a make up.*
 - Train new members - Rotary, business
 - Provide leadership opportunities to new members – *Include as co-chair to committee for fast integration.*
 - Recognize that the 55+ is still a vital target for membership due to retirement and empty nests
 - Establish district level ambassadors to reach out to other service organizations that are natural potential feeders for example Leadership Buffalo, etc.
- What areas should we focus on beyond numbers
 - Visibility to the public –*active PR committee*
 - "promote" Ryla, Rotaractors, scholarship recipients, etc to full membership
 - Ally with various professional organizations and other non-profits.
 - Promote new young members publicly to help raise stature in community

- Align with chambers of commerce to identify rising stars
- Track business openings in local government to id potential members
- Leverage government and NGOs that encourage participation in service organizations

- How do we change to suit a young demographic
 - More hands-on projects (more time and energy than money)
 - Create a less formal environment as appropriate (ex less singing or structure at meetings)
 - Have meetings at 5pm so members can be home for family
 - Spin off 20-40 year old clubs. *Decide when this makes sense perhaps when there are 10 or more members in this demographic.*
 - Get younger members into leadership roles early (skill and career building)
 - Publicize all activities on Face Book and or You Tube

- How do we connect in a meaningful way to the new demographic
 - Assign younger members to technology areas
 - Have fund raisers attuned to young people - ex concert in the park
 - More hands-on projects
 - Make meeting fun and relevant with specific agendas tuned to new demo. – *Sergeant at Arms keeps meetings moving.*
 - Use Social media
 - Encourage each young member to bring in a relevant speaker