

# WORKSHOP: MEMBERSHIP GROWTH BEGINS WITH YOU

## LEARNING OBJECTIVES

At the end of the session participants will be able to:

1. Understand Rotary's membership needs at the regional, district and club level
2. Identify characteristics of strong and struggling clubs and how to support them
3. Attract and engage members more effectively through regional membership planning and assessment

## TIMELINE

**60mins**

Introduction	5mins
Rotary's Membership	5mins
Membership in Your Region	15mins
Membership in Your District/ Building Strong Clubs	30mins
Review and Action Item	5mins

## FLIP CHARTS

Prepare a flip chart with your name and the session title.

Prepare a Flip Chart with major membership issues:

- • Engagement
- • Retention
- • Attracting young professionals
- • Low percentage of women
- • Diversity of professions

## **INTRODUCTION – 5mins**

Welcome Participants and review the learning objectives for the session.

## **ROTARY'S MEMBERSHIP – 5mins**

### **QUESTION: WHAT ARE SOME OF ROTARY'S MEMBERSHIP CHALLENGES?**

#### **KEY POINTS**

- Regions all over the world face membership challenges like:
- Engagement (members staying involved in club meetings, projects and activities)
- Retention (keeping members) - Attracting young professionals - Low percentage of women
- Diversity of professions
- Some parts of the world are experiencing growth, while others are struggling.

## **MEMBERSHIP IN YOUR REGION – 15mins**

**QUESTION: ARE YOU FAMILIAR WITH YOUR REGIONAL MEMBERSHIP PLAN? DO YOU KNOW THAT WE HAVE ONE?**

### **KEY POINTS**

- Rotary has membership challenges, but recognizes that a global “one size fits all” approach is not as effective as local efforts.

### **EXERCISE**

Introduce the regional membership plan concept and distribute the Executive Summary. Ask participants to take a couple of minutes and read the document.

Then break into groups (no more than 4/5 per group or do this as pairs) to discuss what they think are our largest challenges. (NOTE: best to break them into groups prior to reading the Executive Summary.)

**KEY POINTS (you will use flip chart to document answers and then share the one that you prepared to ensure all of the answers are shared)**

Regional plans consistently focus on the following challenges:

- Engagement (Retention)
- Attraction (Recruitment)
- Attracting young professionals
- Low percentage of women
- Diversity of professions

**QUESTION: WHICH OF THESE IS MOST PRESSING IN YOUR AREA?**

## **MEMBERSHIP IN YOUR DISTRICT/BUILDING STRONG CLUBS 15mins**

**QUESTION: EVERYONE HAS A ROLE TO PLAY IN MEMBERSHIP. WHAT ARE SOME OF THE ELEMENTS THAT NEED TO BE FOCUSED ON TO ATTRACT AND ENGAGE MEMBERS?**

### **KEY POINTS**

- Know membership trends (using Rotary Club Central)
- Build a team of club and district leaders
- Hold seminars
- Train club leaders
- Helping clubs recognize the urgency is a critical first step. Many clubs do not think that they have a problem retaining members, even though they are losing a large number of them.
- Implement regional membership plans
- Promote the Presidential Citation

**NOTE: Setting a goal for each club is important. As you read in the Executive Summary, if each club in our area attracted net 3 new members we would reach our 2014/2015 goal.**

**QUESTION: WHAT KIND OF GOALS SHOULD WE SET?**

## Who can help you reach those goals?

- District membership chair
- Club Membership Chair
- New Generations chair
- Rotary Coordinators and Assistant Rotary Coordinators
- District Governor
- Club President
- Club and District PR Chairs

## Who are the “target audiences” for clubs in your district to attract?

- Younger members
- Women
- Wider variety of classifications and skill sets
- Individuals of diverse cultural backgrounds
- Spouses and children of Rotarians

## What can clubs do to attract these target audiences?

- Implement flexible attendance policies
- Establish convenient meeting times and location
- Hold hands-on service projects
- Offer evening or weekend meetings
- Plan events and activities that target young people, such as Rotaractors and Rotary program alumni
- Create an attractive environment for new members

## What are the characteristics of a strong club?

- Consistent membership growth
- Engagement of current members
- Members are involved with service projects
- Established channels of communication between club members and Rotary leaders

- Members experience fun and friendship through their club membership

## What is the value of a club assessment and what tools can you use and when?

- Survey of existing members
- Survey of individuals who have left a club
- Club membership statistics
- Rotary Club Central (Rate Clubs function)
- Club visits
- Communication with Rotary coordinators and Membership chairs

## REVIEW AND ACTION ITEM

- Review the learning objectives and key points to ensure that all topics were covered adequately. ASK PARTICIPANTS TO WRITE DOWN THREE KEY THINGS THEY LEARNED DURING THIS SESSION.

THANK THEM FOR THEIR TIME AND CONCLUDE.