**Strengths**

Note: \* indicate more than one group listed this topic

* Participation \*
* Diversity \*
* Comradery and fellowship \*
* Loyalty
* Flexibility
* Civic minded \*
* Generous philanthropists \*
* Welcoming & committed members
* Veteran club leadership
* Hardworking
* International / National presence
* Peacebuilders designation
* Robust Speakers \*
* Continuity of members
* Can do attitude
* Well-funded club foundation
* Good public exposure through fund raisers
* Quality of meals and comfortable location for hospitality

**Weaknesses**

Note: \* indicate more than one group listed this topic

* Lack of ethnic / racial diversity
* Communicating our value / work to the community
* Attrition – aging members \*
* Declining membership
* Financial: high cost of dues plus meals and expectation of outside contributions \*
* Resistant to change, skeptical of new ideas
* Overwhelming work on new members
* Burnout for labor
* Lack of understanding of how Rotary works for new members
* Behind the times on social media and public relations
* Volunteer opportunities not well attended
* Time and location of meetings \*
* Lack of public awareness
* Number of clubs in Springfield
* Lack of corporate memberships
* Not introducing potential members
* Internal conflicts with work and other organizations
* Insufficient interaction with other Springfield clubs
* Declining coverage of local news

Attracting New Members

Members Ideas including number of votes (21 voting – 4 votes each) in ranked order

|  |  |
| --- | --- |
| Social Media – expand (IG, snapchat, threads), expand all media | 12 |
| Identify companies who may be open to discussions on corporate memberships | 11 |
| Change time of meeting so fewer conflicts with family obligations  | 10 |
| Set grant recipient expectations: engagement, year round promotion, social media, co-branded volunteer opportunities | 9 |
| Open house reception / party with food and drink for potential new members | 7 |
| Consider potential Rotary club mergers | 6 |
| Advertise on flag lights | 5 |
| Look for members who would be part of the peace work and honor flight | 5 |
| Provisional membership for non-members to return to more meetings | 4 |
| Engage district membership committee to identify resources to increase membership and clubs that are successful to learn from them | 4 |
| financial incentive (discount for first year) | 4 |
| Branded attire for flag deployment | 3 |
| Create “new member” campaign | 3 |
| Springfield magazine | 1 |
| Note: 21 members cast 4 votes each or 84 votes Total | 84 votes |
|  |  |
| The following received no votes |  |
| Forums in the community to find out what potential members want from a service club | 0 |
| Start using a tagline | 0 |
| QR code in Illinois Times and business cards | 0 |
| Utilize GSCC Membership for visibility events | 0 |
|  |  |
|  |  |
|  |  |

Engaging / Retaining New Members

Members Ideas including number of votes (18 voting – 4 votes each) in ranked order

|  |  |
| --- | --- |
| Be out in community more via job fairs, senior expo, chamber affairs, Be more visible so value is seen. Speak to other non-Rotary groups | 15 |
| Change time to breakfast meetings to attract younger members, less conflicts | 11 |
| Revitalize Committee Structure | 10 |
| Encourage corporate members | 9 |
| Long Discussion before application with new member regarding dues, extra commitments, etc. Stress attendance at every meeting not required | 8 |
| Survey asking why people left Rotary | 5 |
| Merge Clubs | 5 |
| All club enjoyable and beneficial service projects | 3 |
| Focus groups led by professional: what are prospects looking for? | 2 |
| Meeting location convenient and safe | 2 |
| Be receptive to change of venue and time | 1 |
| Look at options for food | 0 |
| Identified market – young retirees 55+ | 0 |
|  |  |