

T-G-I-F-I-Y

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The Main Event

Membership- Growing Rotary

Jill introduced Kate Sims- Assistant Rotary Zone Coordinator for Membership. She is a Healthcare Administrator with a BA in Healthcare Administrator and Exec MBA concentration in Finance. Her husband is Calvin and they live in CT with 4 kids. She belongs to the Rotary Club of Manchester, CT. She is a PP and Past Assistant Governor and PDG and Chair of 2021 NEPETS. Her presentation was focused on how to sustain and grow our club. How to retain Rotarians? That is a focus for Rotarians, they are tasked with starting 27 new clubs in the next year. Kate asked if we have good membership data and if we are looking at it to identify trends.

She asked rhetorically, for the purposes of sustaining this club into the future and keeping a membership of 85 people, "How are you getting young people in here? How are you going to keep this group at 85 people or above?" Kate reviewed our demographics and encouraged us to look at creative ways to attract and retain other groups not currently fully represented in the club. While Kate mentioned several groups specifically, she was referring to growing the group in a way that reflected the community's demographics. Kate reflected on what she is seeing in other club's and suggested the following. Clubs need more young professionals and that they are not opposed to joining a club but they want a reflection of many categories of diversity, want significant acts of service and they don't want rituals. Young professionals can aid in the long-term sustainability of Rotary and just like their predecessors can offer corporate sponsorship and membership boosts with their network.

Kate asked if we had a plan of action to attract young professionals and families. Have we considered alternative formats or times that might be more convenient or attractive to these different types of demographics. Kate offered ideas that other clubs have implemented:

- Satellite Clubs
- E-Clubs
- Passport Clubs
- Corporate Clubs
- Caused Based Clubs
- Community Based Rotaract Clubs

Corporate Memberships work when organizations have multiple members and they take turns attending meetings/events. They have shared responsibility attending and the corporation can take ownership of running events which is what one club has done.

Kate reiterated that. "how we communicate is important!" She put together a Six-month orientation program, asked a millennial to review it. It gave her and the club a slightly different perspective and allowed them to relate in a creative way. Continuing on, Kate asked "what is our value proposition?" It is a competitive market for young professionals and families, what makes our club more attractive than others? Looking at other service organizations in a region, they talk about what they do with family and friends in the community they sound like Rotary and they are appealing to the young professionals. These organizations don't have the depth of Rotary International though, we have a differentiator. We have the funding, international relationships and history.

Continued from Column 1

Given Rotary's service focus, Kate suggests that engagement is more important than attendance. Service is more important than sitting in the meeting. She suggests ask new members to participate in a committee and that the club make sure service projects are active and interesting. Young professionals and families want to be involved and participate.

Kate also reminded us to check in with our local Interact and Rotaract clubs to get feedback from them to see what they will want in the future and to encourage them to stay with Rotary. Data shows that while many remain loyal in high school there seems to be a drop off in college, what does our local club data show?

\$\$\$\$ Happy Bucks \$\$\$\$

Jim Saben - Tom Martin in the wrong seat, Jim is at an all Tom table. Jim and Tammy on boat and a Hyannis club member suggested a Rotary flotilla;

Chuck Soule - leave early buck for Kevin Lennon

Jim McLaughlin - leave early for Chantal. Friend Paula retired after 30 years as a teacher. Jim was in DC with cadets, uplifting to see the cadets see the Constitution and their reaction.

John Herr - Coyote under back porch. Prospective member has been visiting last several weeks

Finbarr Corr - one for speaker and honor Barry and Roby helped at synagogue for the "no place for hate" event.

Jackie Carnevali - thank you for wonderful paella dinner. Dave Akin's jeep ride in Wellfleet. Jackie's upcoming, 10 person cruise, hope for calm breezes.

Phil Morris - daughter heather and kids in Boston. Oldest daughter going off to college

Ron Hawes - Dick Corsini is a giant in Rotary for what he does. **Brian Braginton-Smith** - company sponsored in Greenway in Boston.

Roby- speaker and great event no place for hate. Week with grandson next week.

Janet Soja - great speaker

Steve Albright - Kate and I are messengers of the membership trends. Want Rotary to be here in the future, take the portion that is relevant to the club.

Ken Jenks - late buck



Announcements

- **Guests-** Paula Jennings, Louis Preziosi Billy Roberts, Kate Sims, Kaden Butler
- **Kevin Lennon-** District Grant email from Jean Sullivan - we received our District Grant- approved for the flower box at town hall and Champ House. We also got paid for the tennis court project. This has been Sent to Curley for recording. Thanks to Steve for pushing this through.

- **PawSox** tickets are on order, carpool is an option. Contact Curley.
- **80% of dues** are paid, 2 more weeks to get paid up- That is the goal!

Membership email that Jill received about an event on the last Saturday in September, the club will pay for it. It is a more in-depth session on rotary. Mary Vilbon will go. It is in Fairhaven, and it includes lunch. This is ideal for new members to attend. Jill will reach out to those members. Jill also discussed the Monthly meetings on membership- get with the meeting and share thoughts

- **Fellowship** meetings chaired by Jim Saben- get ideas and participate

Golf update- Dick Corsini and Jim Seymour reminded everyone that we need more golfers. We have 48, some are included in the sponsorships. 3 additional foursomes in the mail this morning including four-somes. Jim reviewed some of the sponsorships- see the link in the spreadsheet. (Allison's email or below) Auction items picked up reviewed see the link in the spreadsheet. Here is the link:

<https://docs.google.com/spreadsheets/d/1sWMUuA-5q1egg6lSkAIOVfOyhiZtpkUa8DwLH4eeQA/edit?usp=sharing>

8/30—9/5

Happy Birthday!!!!

No Birthdays

Happy Anniversary!!!!

No Anniversaries

BROWN BAG

September 6

October 4

November 1

December 6

January 3

February 7

March 6

Calendar

August 30—Membership Committee—Survey Results and more.

August 29—Rotary District 7950 at the Pawsox's

Sept. 5—Board Meeting with the DG

Sept. 6—District Governor Steve Albright

September 22—Fund Raising Bike Ride for Habitat for Humanity See Paul Chatelain for details

September 24—Golf Tournament

September 28—District New Member Orientation

September 28—District Motorcycle Ride

October 26—Vibrant Club Training—White's of Westport

Program Committees: Please notify Curly Carey and Steve Albright of your speakers. You are responsible for providing the write up on the speaker for the following week..

August
Membership
Jill Albright

MEALS ON WHEELS

9/3 K. Sheytanian & S. Vandersall
9/10 K. Livingston & F. Mastromauro
9/17 Rafi Chaprut & Charlie Adams
9/24 George Davis & Mike Karras
10/1 Bill Lemoine & Steve Albright
10/8 Mike Duffy & Steve Albright

Substitutes Steve Albright
Frank Mastromauro
MEET

at the Yarmouth Senior Ctr.
528 Forest Rd., South Yarmouth
9:30 A.M.

FRONT DESK

8/30 Elena Schuck & Dave Botting
9/6 Ken Jenks & Ann Knell
9/13 Chantel Rice & M. Fitzsimmons
9/20 Jimmy Walker & Tom Ulrich
9/27 Rafi Chaprut & John Cooke
10/4 Charles LoBue & Bob McInnis
10/11 Tammy Saben & Roby Whitehouse

PLEASE be available at 6:30 AM on your scheduled Friday. If you cannot attend, please swap with another committee member.

GUEST POLICY

Prospective members
are the guests of the
Club for their first
meeting.

GREETER

8/30 Phil Morris
9/6 Peter Murray
9/13 Bernie Nugent
9/20 Bud Nugent
9/27 Howie Onik
10/4 Joe Potzka
10/11 Jim Quirk

September
Basic Education and Literacy
Ken Jenks