

## Fall Fireside Compilation of all Notes

### **Diane Tilstra**

1. How do you engage others as a Rotarian?
2. How do you want to engage others as a Rotarian?

#### Discussion:

Overall hard to recruit new members to join

Barriers: A lot of area Rotary Clubs so lots of club choices for prospective members

Lack of general public awareness of Rotary

Send press releases to local media, new approach to social media outreach

More testimonials from current Rotarians about why they have joined

Venue is not engaging with lack of heat and lighting

Attendance requirements are hard to meet (only for some in group)

#### Gateways:

Programs have gotten more interesting

Dues are not a barrier but attendance requirements are

Pre-paid meal plan has helped some in the group with attending more frequently

#### Other ideas for engagement

1. Is it possible to not have weekly meetings? Consider a lunch meeting one week and later in the month an evening meeting.
2. Auction – invite other clubs to help this year  
Ask Past President of the USA Jimmy Carter to get involved
3. Consider giving host families that are not current Rotarians an Honorary Membership for the year they host
4. When new leaders in Tacoma Businesses ie. New TPU director should get a letter from current club president inviting them to attend a meeting
5. Ask people to give of their time in addition to asking them for money

### **Don Doman**

1. Engage others as a Rotarian . . .

Meetings

Fellowship

2. How do I want to engage others as a Rotarian . . .

Recruitment

Projects/engagement

With enthusiasm

Fellowship

Engage other Rotarians/How do you want to?

Complimentary values

Creating community

### **Kelly Lane**

Question 1

Helping other people via community outreach – international and domestic

A large club allows you to find your passion whether local or international

Newer members have to figure out how Rotary fits them. It can take time.

I interact with people. While being a Rotarian is not the first thing out of my mouth, it comes out in other ways.

Wearing my pin

A plaque on my office wall

Conversation about the community.

Wearing a Rotary t shirt for projects – Camp Goodtimes, US Open, etc

I have made really good friends through Rotary and I appreciate “let’s get it done” attitude.

The connection with other Rotarians, other clubs, and engaging others in Rotary activities

Extended our family through Rotary Exchange students and Club Exchanges

It is hard to imagine a Rotarian couldn’t find a way to engage that has meaning to them.

Question 2

Help facilitate making someone’s life whole in the community.

A way to be involved in the community. You don’t have to find it on your own, It’s all there at Rotary.  
(unless you travel)

Attendance requirements make it hard for someone that travels for work. For those that want to be a Rotarian, supporting the club monetarily should not be a problem.

Ensure you can engage wither by doing or giving.

There are times that a person has time and other when they have money.

The club should accommodate both.

Reduce the pressure to attend monthly meetings – wearing pin, volunteering

Some members are better at recruiting - How and Why do members recruit.

Conversations

Newly retired looking for engagement opportunities

A fit for a specific service passion

**Duris**

Nothing earth shattering our guests just like to talk to people openly about why we are Rotarians and what Rotary is all about.

**Dunbar**

We had a very engaging and exciting conversation. We discussed various questions and topics. I outlined the highlights of the conversations.

- How can we stem the bleeding for lunches?
  - Individuals felt that we are not getting good attendance at lunches and we discussed the reasons why and what we can do to address the issue.

- Possibly having speakers for two or three meetings a week, and allowing the other one or two meetings for people to talk and engage others at their table. Possibly starting the table conversation off with a question.
  - One reason why people don't attend is because they are not interested in who is speaking at the meeting that week. Getting more engaging speakers will boost attendance.
  - Having more meetings where we invite other clubs to attend our Rotary luncheon will boost attendance.
  - Speakers that we want to hear are Bob Ferguson and the Lincoln High school teacher of the year.
  - It was discussed that we need to start a new venue committee for finding a new site. It was brought up that a committee had been appointed and individuals were looking for a new location currently and that the committee is open for hearing suggestions.
  - We need to do a better job of marketing ourselves. It was discussed that a marketing committee should be formed. We need to rebrand Rotary to target younger individuals and make the club brand newer.
  - It was discussed that this has been tried before, and in order to accomplish this it would take a multiple year buy-in. It is difficult with a new president every year with a new mission and goals.
  - This is important because our motivations and demographics are changing and Rotary needs to adapt to these changes in order to survive.
  - Attracting younger professionals will boost the clubs attendance and life blood.
- How can we attract younger professionals to join Rotary?
    - The Passport Club is geared at attracting young professionals.
    - Young professionals do not have the time, money, or capability to attend many Rotary meetings.
    - We discussed only having two meetings a month. The general consensus was by doing that there would probably be less attendance as people might not be able to attend on the two weeks that meetings are offered.
    - Also, attendance at weekly socials is dwindling. It was suggested that we only have socials twice a week to boost the attendance.
    - Another reason that people are not attending Rotary is because they are attending the Nate Civic's happy hour. Anybody who is anybody is attending that happy hour. It meets twice a month and sells out every time.
    - Younger professionals have fewer resources to contribute to the club, and like to do more projects. Having more hands on projects would attract younger people to the club.
    - A committee needs to be put together that is run by younger professionals specifically targeted at attracting younger professionals into the club.
  - What would you like to see the club be or do?
    - More international help and projects. Everything that we do is community based in Tacoma. We need to focus more attention to international needs and projects and this will also boost engagement and enthusiasm.

- Do an assessment on what the local community needs, and focus attention on the community's needs.
- Provide more local community grants. Attend another community workshop to let Organizations know that we have grants to give.
- Announce every week what Rotary has done that week. A lot of the members are not aware of all of the amazing things that Rotary is always doing between the different committees. We should have a weekly spotlight that highlights our good work within the community.

Overall, everyone had very good ideas and there were a lot of good discussions. It is apparent that attendance is dwindling and we are no longer the club that we once were. The opinion was that it is largely attributed to the demographics and motivations changing within our members and the community. Rotary has always had an issue with attracting the younger generation, and in order to keep the club vibrant and active it needs to rebrand itself and actively market itself to younger professionals. The club needs to address its current challenges, accept who we are now, and implement a plan to make us the Club we want to be.