

2012-13 LMERC Strategic Membership Plan

(October 3, 2012)

Membership Team:

- Roger Ackley – Chair
- Judy Budreau
- Patrick Foss
- Bill Schenkel
- Carolyn Krueger

Membership Team Purpose: To achieve the fiscal year membership growth plan by attracting new members and reducing attrition.

Membership Goals:

- 75 members by June 30, 2013 ... 25% increase;
- Increase female membership to 50% by June 2015 (3 years) in line with Rotary International goal:
 - June 2012 - 20% (currently)
 - June 2013 – 30%
 - June 2014 – 40%
 - June 2015 – 50%
- 75% One and Done member participation (up from 2011-12 level of 40% participation)

New Member Strategies:

- Launch 2012-13 One and Done campaign at October 3rd meeting (**Roger**).
 - Build One and Done Recognition Program (**Roger & Team**):
 - Create a theme and icon (acorn);
 - Structure:
 - Repeat gold star name tag recognition;
 - Once-a-month tabletop One and Done update displayed:
 - Year-to-date new member names and percent achievement to 75 member goal;
 - Year-to-date One & Done member names and percent achievement to 75% goal.
 - Annual new member sponsor recognition ... build structure;

- Year-end recognition for “freshman class” and their sponsors ... build structure;
 - On-going recognition and progress report emailed to all members (like last year);
 - Post One & Done progress/recognition reports on Rotary Facebook Wall;
 - Create a “prospect list” of Excelsior business owners (Chamber of Commerce, Garden Club, etc).
- Prospective member guest follow-up process (**Judy**):
 - Sponsoring member collects guest’s email or home address;
 - Bill Carlson copies Judy on list of weekly guests and speakers;
 - Sponsoring member talks with guest a couple of days afterward to:
 - Get feedback;
 - Answer questions/concerns;
 - Determine what appeals to guest about Rotary and where they see themselves directing their efforts (if they joined);
 - Review Guest Information Package;
 - Gain agreement on next steps (complete application or attend another Club meeting).
 - Judy or Roger sends thank you note and “Be Our Guest” card to each guest after visit;
 - If two or three weeks pass with no return visit, sponsor follows-up with guest sponsor to re-invite.
- Connect with Club guest speakers to consider membership (**Judy**):
 - Talk with speaker after meeting to discuss membership, hand off Rotary information package, get mailing/email address and invite to subsequent Club meeting as guest;
 - President (Pat) and/or Judy sends follow-up note or email to speaker thanking them for the presentation and inviting them back as a guest to evaluate membership.
- Achieve 30% female membership strategies (**Carolyn**):
 - Membership Committee meets to build strategies:
 - Meet with Public Relations team to generate promotional ideas;
 - Promote the fact that LMERC already has a very active female contingent;
 - Build special emphasis to encourage member spouses and daughters to join;

- By November 14th, conduct a special meeting of current LMERC female members to gain consensus on ways that will attract more women to our Club.
- Build new member first 90-day participation plan (**Bill**):
 - Sponsoring member assumes “go-to” role;
 - Orientation ... within 60 days (Ross McGlasson & TBD);
 - Serve as Greeter;
 - New member builds list of personal interests, skills, experience, hobbies to post on Facebook (with new member approval);
 - Become an active committee member;
 - Present Vocational at a weekly Club meeting;
 - One & Done ... host one guest;
 - Pledge, Prayer, 4-Way Test and pass the pig;
 - Formalize “freshman class” concept.
- Assemble Rotary prospective member information package & re-order materials as needed (**Roger**).
 - Elements:
 - White Rotary International wrap-around folder;
 - Rotary Basics ... A Guide for New Members;
 - Yellow information pamphlet;
 - Blue fold-over, wallet-sized “What’s Rotary?” handouts;
 - New Member Application;
 - White 3-fold LMERC information card;
 - Thank You note cards/envelopes sent by president & membership committee chair to first-time guests;
 - Greetings Letter for first-time guests;
 - “Be Our Guest” invitation cards;
 - “What is Rotary” 2-sided information sheet on LMERC and other local Rotary Clubs;

Member Retention Strategies:

- Roger reviews the Weekly Member Attendance Report on the first of each month to determine possible attrition candidates;
- Membership Committee members talk with inactive members to ask them back, make them feel welcome, update them on recent club activities and ask them which club initiatives hold the most interest for them. Club member friends will be asked to make a similar call;
- Then, build a strategy that fits that individual’s needs.

Weekly Rotary Meeting Email Recap Team Plan Through June 2013 (Bill):

- Team member recaps each weekly meeting and emails to the membership base and posts on Facebook.
 - Each team member responsible for one meeting per month;
 - Team members:
 - Mark Gleason – week one meeting
 - Doug Lees – week two meeting
 - Bill Schenkel – week three meeting
 - Judy Budreau – week four meeting –