

Plan for Club Assembly on Membership

Co-facilitated by Barb Devlin and Laura Briggs

December 17, 2015

Introduction: Barb Devlin

Laura and I are serving as co-membership chairs for Richfield Rotary this year.

Last fall, we met to talk about membership. I described some of Richfield Rotary's past efforts to build membership, including:

- Evening gathering of potential members; included a presentation (with powerpoint) about RI and Richfield Rotary, along with time for information interaction. Followed up with interested individuals.
- For a time, held one meeting a month in the evening to accommodate some new members' schedules; subsequently decided to return to AM only meetings.
- Encourage members to bring guests to meetings and club socials.
- Engaged community members in club visioning, to help determine club priorities.
- Allow family and corporate memberships

At our meeting, Laura also described membership recruitment efforts in the Rosemount Rotary Club. Call on Laura to outline those efforts:

Laura: Brief description of membership recruitment efforts from the Rosemount Rotary Club:

- Family and corporate memberships
- Happy Hour gatherings, in which each member is encouraged to bring two guests, drawn from a list of individuals being targeted for membership. Includes time for informal conversation plus a short presentation about Rotary, showcasing a recent project or accomplishment.
- Visibility in Service Projects. Example – Food collection box at area businesses in March. Gave business contacts a "Come to a free Rotary lunch card."
- Sponsored a "Student of the Month" program, in which one student from the top 10% of the high school class made a presentation at Rotary each month, with their parents as guests. Targeted the parents as potential members.
- Recruited the local newspaper editor as a member; got a lot of publicity.
- Hold 3 meetings a month (1st, 3rd and 4th weeks). Conduct a service project every other month, including projects such as a park clean-up that allow for family participation.

Ideas for Consideration by Richfield Rotary-

(Barb is willing to moderate the discussion, with Laura taking notes and jumping in as desired; roles could be reversed if Laura prefers to moderate.)

1. Leverage service projects to connect with people who might make good Rotarians.
 - a. Thoughts regarding service projects conducted by the Rosemount Rotary?
 - b. Other project ideas? (Call on Chip Groth, as community service chair)
2. Identify potential members to invite to a Happy Hour gathering, including representatives of all banks in town and privately owned businesses / professionals who might benefit from Rotary connections.
3. Develop a “brand identity” that distinguishes Richfield Rotary from other area service clubs and gives potential members a reason to seek membership in Rotary. (Call on Jean Fox, PR chair, for ideas regarding a PR grant project)

Summary / Next Steps

Summarize key ideas expressed, and (as appropriate) identify follow-up actions and individuals responsible.