

The Mission

of the

Ignite Program

Reverse the Ten year Downward trend in
Membership Growth



Membership Session



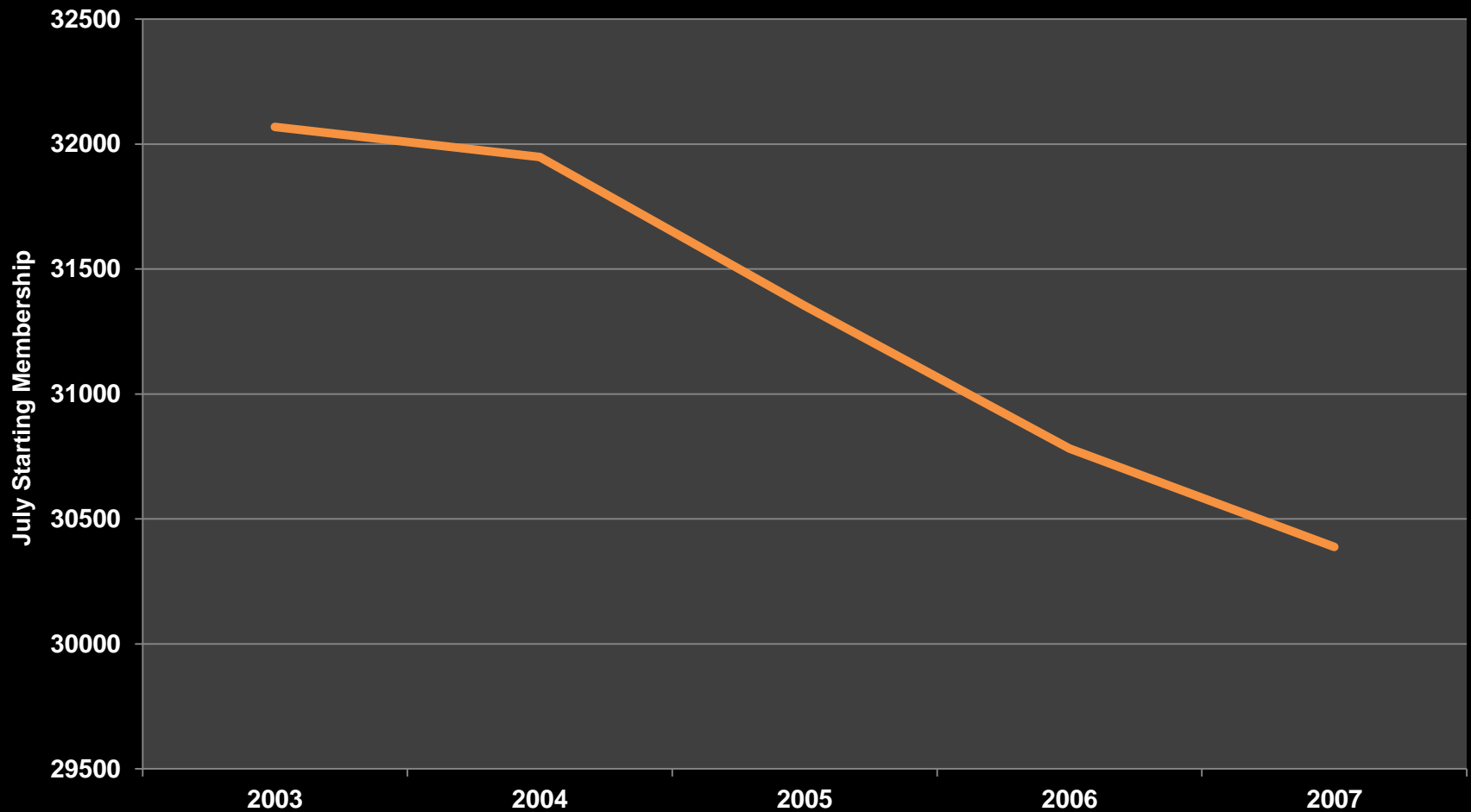
Presented by:

Barbara D'Anneo

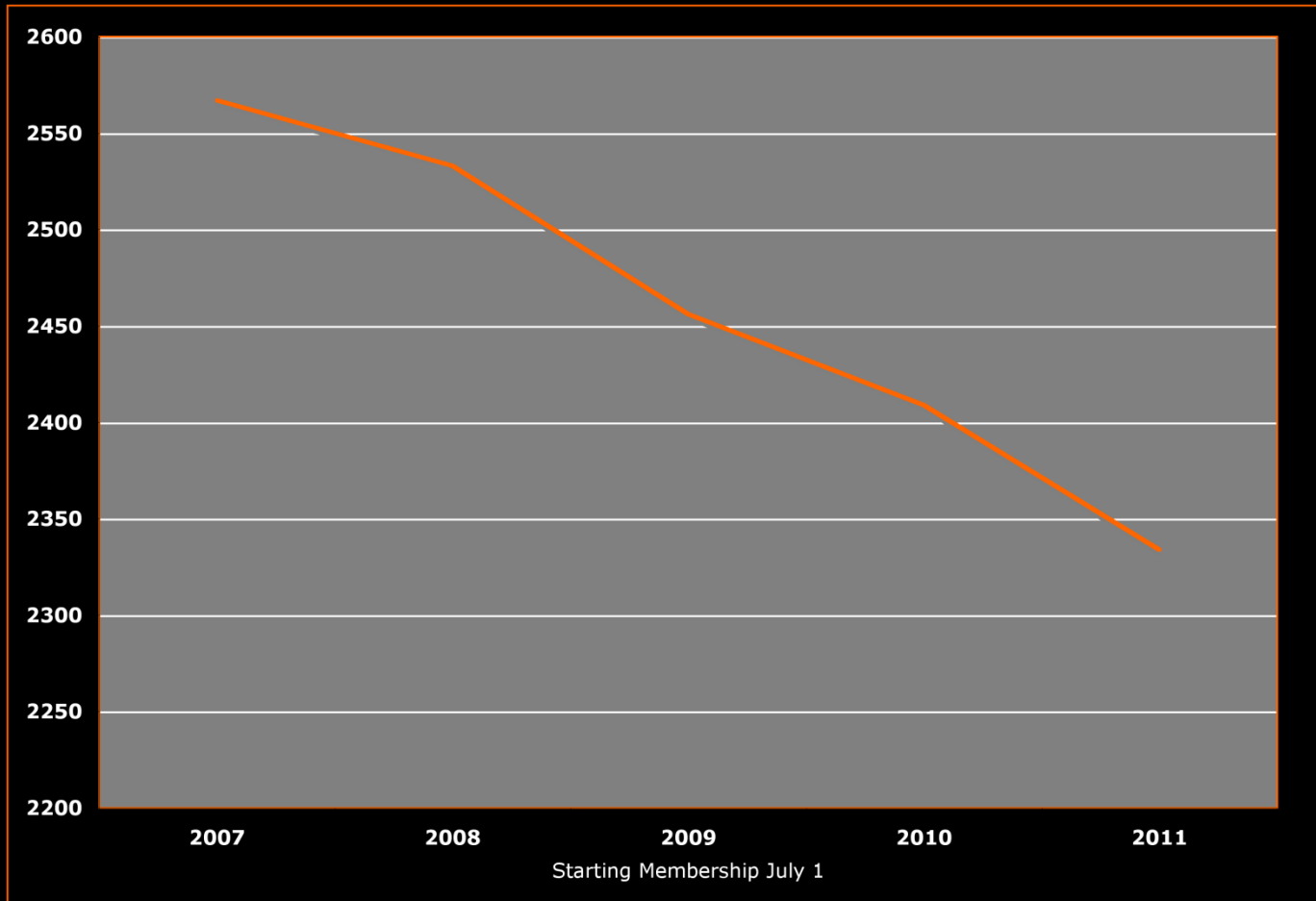
Andy McInnes



Zone 25 Membership Trend



D5190 Membership Trend



Commitment

- Key to Ignite is Commitment
 - Choosing a Focus for recruitment
 - Focusing on Retention
 - Involving every Member and
- Commitment....igniting every member



Increasing Membership

3 Elements of Growth

- **Recruitment of New Members**
- **Retention of new and current members**
- **Extension of membership into new clubs**



Ignite the Program

I. Focused Approach

6 choices

II. Every Member has a Role

III. Commitment



Focus: Development Approaches

- Future Leaders
- Business/Professional Community
- Re-Charter
- Leadership by Example
- Rotary Alumni, Rotaractors, New Generations
- Your Own Idea



15 Tips for success

- Review 15 tips for success
 - Choose 4 of the 15 choices
 - Accomplish 1 per quarter
 - Do Assessment



Develop Membership Plan

- Create a club Membership Committee in each club
- Four Critical roles
- Critical roles = Recruitment, Retention, Tracking/Reporting, Extension



Retention

Every Rotarian Needs 3 Things

- A Friend (mentoring)
- An Assignment (meaningful activity)
- To be Nourished & Nurtured (meeting members' needs to stay engaged) (plus education)



Retention Strategies

Engage –Embrace – Enjoy!

- Use surveys to identify what is important
- Exit questionnaire for resigning members
- Conduct continuing education/training
- Make meetings enjoyable and interesting
- Social media
- Hold regular club assemblies



Retention Strategies

Engage – Embrace – Enjoy!

- Tie in Public Image - proud to be a Rotarian
- Firesides, Pre-Induction/Post-Induction orientations
- Mentoring – Member Development and Recognition



Recognition

- Club Recognition – Premier Club
- Why do you want to be a premier club?
- Premier Club =
 - Minimum Points
 - Membership x 10
- Achieving and reporting Points



Premier Clubs

DG Woody's Membership Citation



The Purpose:

To Ignite every ROTARIAN by actively engaging them in membership recruitment and retention.

Rationale:

Everyone has something to contribute towards the success of their Club; therefore every person has the power to make a difference.

How to Become a Premier Club and Receive the Governor's Membership Citation:

Multiply the number of Club members by 10 (for example, 50 members x 10 = 500 points..)

This will be the Club minimum number of points needed to become a Premier Club.

How to obtain points?

- | | |
|---|------------------------------|
| 1. Bring in a new member | 25 pts. for each one |
| 2. New member brings in a new member | 20 pts. for each one |
| 3. Establish a Club Membership Goal | 20 pts. |
| 4. Develop a Membership Committee of 4 or more | 15 pts. |
| 5. Select and complete 4 or more of the "15+ Tips for Successful Club" | 10 pts. for each one |
| 6. Assign a Mentor to each New Member | 10 pts. for each one |
| 7. Give Committee Assignment to New Member in the First Week | 10 pts. for each new member |
| 8. Hold Firesides (Training) for New Members | 10 pts. for each one |
| 9. New Member Participates in Service Project | 10 pts. for each new member |
| 10. Potential Member gets Involved in a Service Project | 10 pts. per potential member |
| 11. Invite a District Membership Committee Member
To be the Speaker to your Club | 10 pts. |
| 12. Develop an Attractive Website | 10 pts. |
| 13. Hold a Club Assembly focused on Membership | 5 pts. for each attendee |
| 14. Bring a Visitor to a Club Meeting | 5 pts. for each visitor |
| 15. Propose a New Member | 5 pts. per proposed member |
| 16. Assign a Member to Keep Track of Points | 5 pts. |
| 17. Attend the District Membership Seminar | 5 pts. for each attendee |
| 18. If EVERY MEMBER of your Club Participates in 1 or more of the above | 50 pts. |

Club Recognition:

DG Woody will present a special award at the District Conference (May 2013) to the club with the highest points per member.

Every Premier Club will receive the Ignite emblem shown above to sew onto their banner.

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Monitor & Report

Designate 1 person

Monthly - Growth & Retention

Quarterly - Successful Programs,
Benchmarks, 1 Success Tip

Timelines:

Club by the 5th --to District 10th of each
month via District Membership Chair



Flight Plan for Success

Implement Plan - Flight Plan

- 1) Establish Committee
- 2) Identify Your Club Approach
- 3) Develop Retention Strategy
- 4) Develop an action plan
- 5) Monitor and report



District Support

- Membership Committee
- Mentor & Support Clubs
- Develop New Clubs
- Provide resources

Next Steps

- Retreat with Board and/or Membership Committee to develop plan
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Ignite

