



Know Your Customers

Who Are Your Rotary club Customers ?

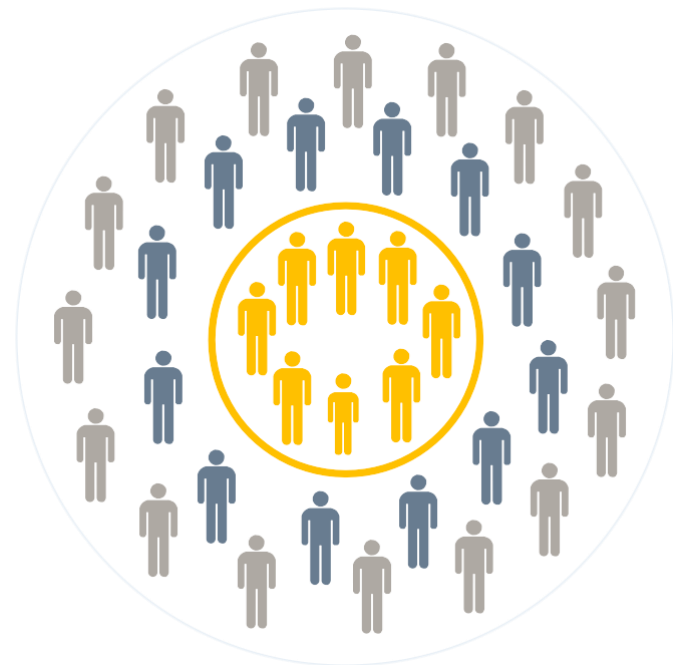


How Do
Rotary
clubs
Make
Money ?

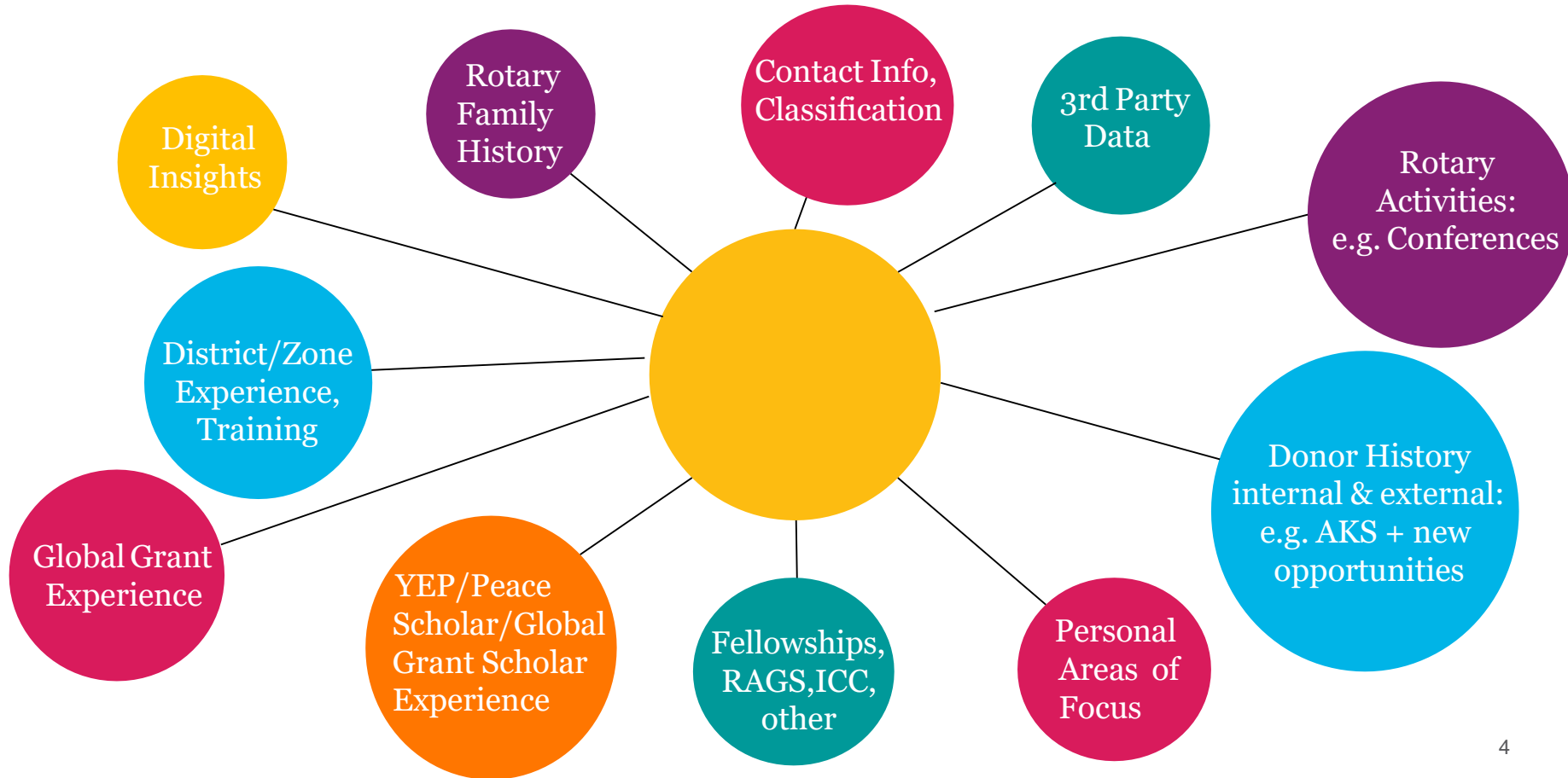


Defining Customer /Rotary club Participant

- **Rotarians**
- **Rotaractors**
- Interactors
- RYLArrians
- Rotary Youth Exchange students
- Rotary Global Scholars
- Rotary Peace Scholars
- Partners (e.g., Professional bodies)
- Other



Sample Holistic Participant Profile



Customer Engagement' Success Stories



Keeping Rotarians Engaged

Growing Rotary

Amidst Restrictions, lockdown, Social Distancing

- Turning Adversity to Advantage Post Covid19



KEEP OUR PRIORITIES IN MIND

Impact, Expand, Engage and Adapt

1. Increase our Impact
2. Expand our Reach
3. Enhance Participant Engagement
4. Increase our Ability to Adapt

Rotary New Strategic Priorities and Objectives

INCREASE OUR IMPACT

- Eradicate polio and leverage the legacy
- Focus our programs and offerings
- Improve our ability to achieve and measure impact

INCREASE OUR ABILITY TO ADAPT

- Build a culture of research, innovation, and willingness to take risks
- Streamline governance, structure, and processes
- Review governance to foster more diverse perspectives in decision-making

EXPAND OUR REACH

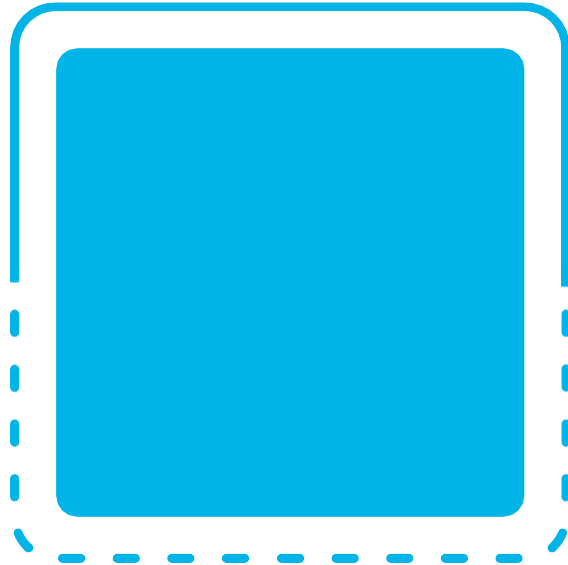
- Grow and diversify our membership and participation
- Create new channels into Rotary
- Increase Rotary's openness and appeal
- Build awareness of our impact and brand

ENHANCE PARTICIPANT ENGAGEMENT

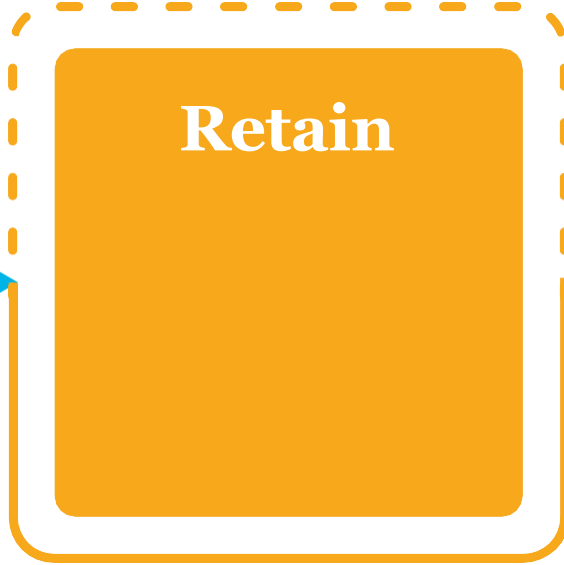
- Support clubs to better engage their members
- Develop a participant-centered approach to deliver value
- Offer new opportunities for personal and professional connection
- Provide leadership development and skills training

Participant Engagement Framework

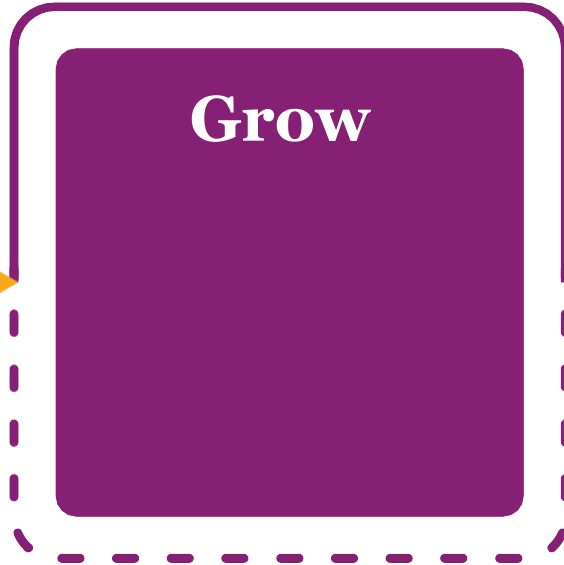
Acquire



Retain



Grow

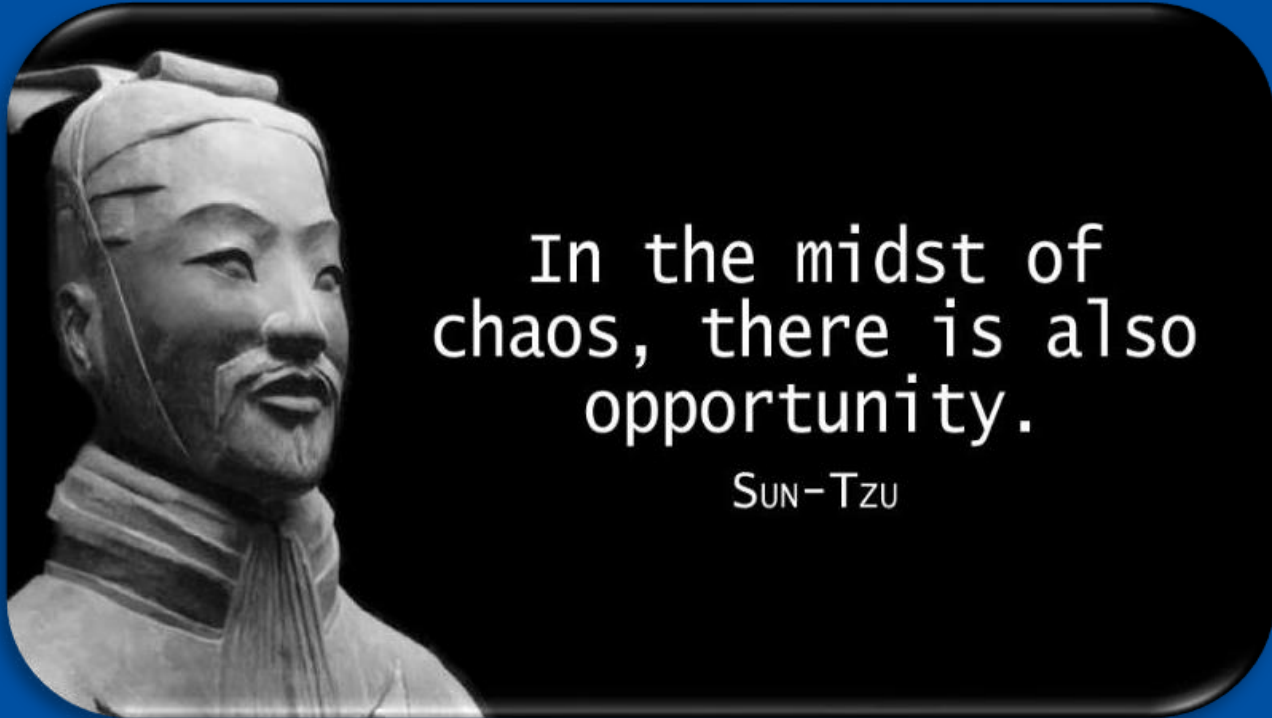


A group of people are sitting in a circle in a modern, brightly lit room with large windows. They appear to be in a meeting or discussion. The room has a high ceiling and large glass walls that look out onto a green landscape. The people are silhouetted against the bright light from the windows.

COVID-19

WHERE DO WE GO FROM HERE?

Big problems, big opportunities



“Opportunity wears a mask called adversity. Only those who unveil that mask are rewarded with its advantage”

A photograph of four young women in school uniforms (white shirts and dark pleated skirts) working together on a project. They are gathered around a table, looking at a large piece of light-colored fabric or paper. One woman on the right is using a red measuring tape. The background is slightly blurred, showing a wooden wall. The overall tone is warm and collaborative.

TOGETHER WE SEE A WORLD
WHERE **PEOPLE** UNITE AND TAKE ACTION
TO **CREATE** LASTING
CHANGE ACROSS THE GLOBE
IN OUR COMMUNITIES AND IN OURSELVES

**How can we
come closer
together when
we are asked to
stay apart?**

John Hewko

#RotaryResponds





**“Innovation
distinguishes between a
leader and a follower.”**

Steve Jobs

Participant Engagement Framework

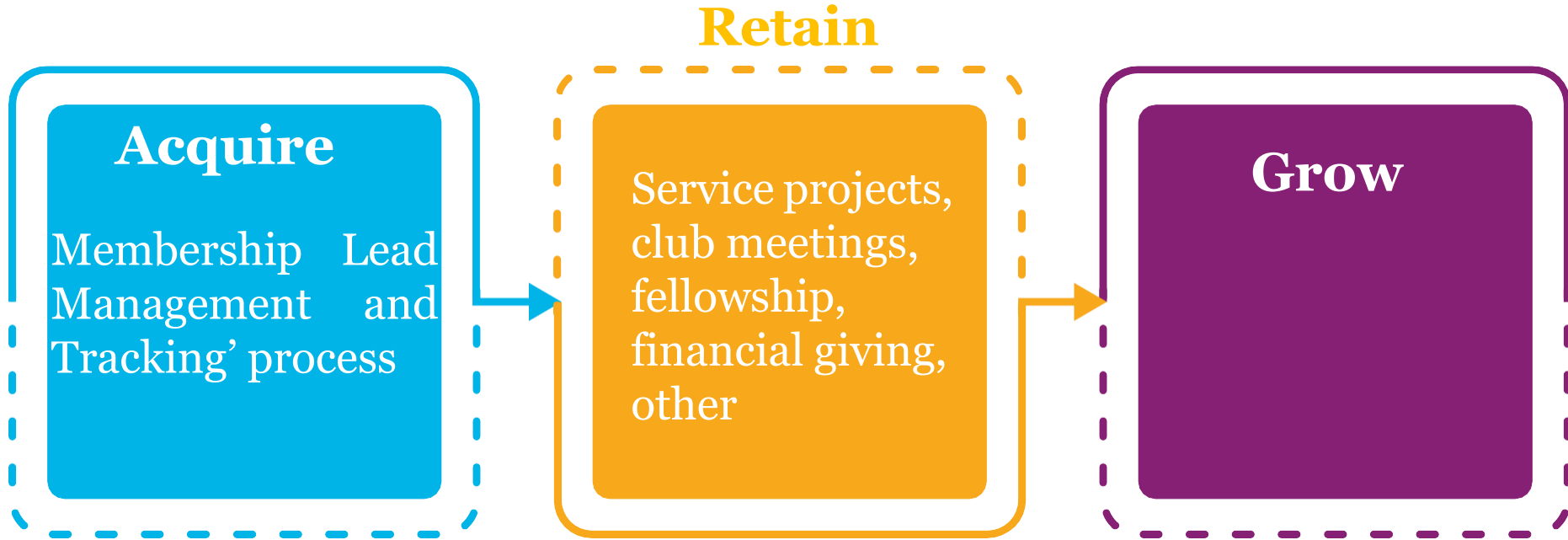
Acquire

Membership
Lead
Management and
Tracking' process

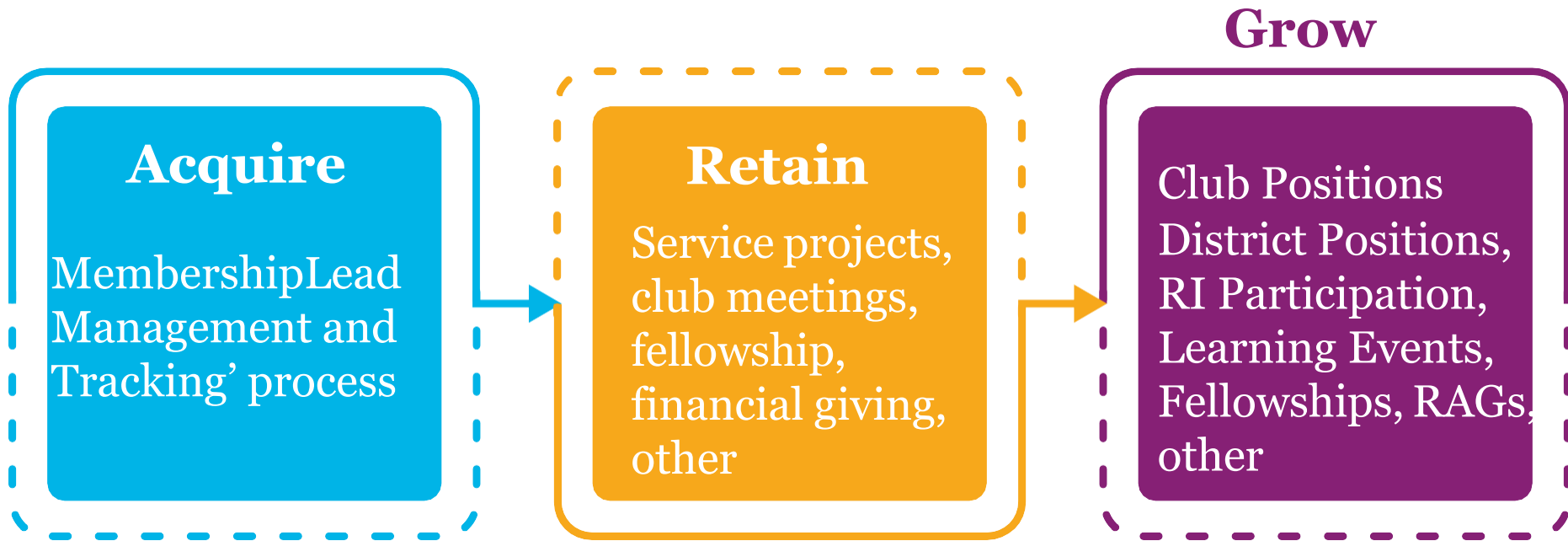
Retain

Grow

Participant Engagement Framework



Participant Engagement Framework



Age of the 'NOW' Participant



Engagement: The Change Management Ladder



TAKING CARE OF CURRENT MEMBERS

Minimizing Departures

- Service in the context of COVID-19
- Shifting emphasis to engagement as a critical step to keep members
- Supporting/encouraging online meetings

**Targeting new members including those in their 2nd
or 3rd year**

Losers vs Gainers



DECODING THE ECONOMICS OF COVID-19 POTENTIAL WINNERS & LOSERS IN THE SHORT TERM



Source: Dcode ZFC Analysis

- ❑ Opportunity wears a mask. When these times are over, will you be telling a story of adversity or advantage?
- ❑ As a leader, focus on the possibilities of the future.
- ❑ This is the time to be a source of hope to your club members , listen to them, ask them the right questions.
- ❑ Invest time in developing your head, your hand and your hearts, also invest in relationships during this period.
- ❑ The fastest way to have something is to give it. Be a channel not a container.
- ❑ Hope is not hype, it is oxygen in times of adversity.

This too shall pass

An Hermès Boutique in China Made \$2.7 Million in One Day After It Reopened

This could signal a strong recovery for the heritage brand.

BY MARTIN LERMA ON APRIL 13, 2020



Courtesy of Mely Alfaro/ISTOCK



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**The fastest way to have HOPE is to give it.
Become a channel, focus on how you can be of value,
have the mindset of value.**



**“Never let a good
crisis go to waste.”**

Winston Churchill

Every Crises has its own Heroes !



Thank You