

Rotary
Club of Caloundra



Membership Development

A strategy for ongoing growth



Current Membership position

- Our club – Active members
- 2013/14 – 30
- 2014/15 – 30
- 2015/16 – 30
- 2016/17 – 42
- 2017/18 – 39
- Our zone 8
- 2013/14 - 30.69k
- 2014/15 – 30.29k
- 2015/16 – 29.72
- 2016/17 – 29.17k
- 2017/18 – 28.16k

Current Membership position

- 9600 –Sunshine South – 8 Cluster Clubs
- 2013/14 – 132
- 2014/15 – 190
- 2015 /16 – 201
- 2016/17 - 212
- 2017/18 – 208
- Total District 9600
- 2013/14 – 1.52k
- 2014/15 – 1.6k
- 2015/16 – 1.5k
- 2016/17 – 1.47k
- 2017/18 – 1.43k

Current position

- Most clubs are finding it difficult to attract and retain new members
- Our Club has a diverse range of skills and a lot of experience
- Dedication and commitment
- Age – none of us are getting younger
- How can we maintain the skills within the club as people move on?
- Just improving the numbers on its own is not the key to ensuring ongoing club development
- Newcomers need to have the right skills and be able to make a positive contribution - stay the course
- Retention is vital for our development

What's holding new members back

- Short of applicants?
- Time restraints, everyone is busy
- Other family commitments impacting on their time
- Difficulty in making a commitment
- Formalities – are we too formal ?
- Attendance expectations?
- Cost?
- Is there an awareness locally as to what Rotary stands for?
- Is using the words “membership by invitation” a barrier – present this differently?
- We need to sell ourselves to new members - go ahead club open to new ideas and change – sell our strengths – Rotary is trustworthy, service through friendship

Where do we start

- Establish feedback from current members – survey
- What is good about Rotary – our strengths
- What could we do better?
- Who are our target audience - a list of potential members we would like to invite to join would be a good start – get them along to a meeting
- Target individual companies and organizations
- Consider inviting prospects to a project to learn more about how we work in the community
- What would attract more prospective members to join?
- Evaluate club from perspective of a guest

Create a Vision

- Decide where we want to be in 3 and 5 years
- Brand awareness is vital so that local people can relate to what Rotary means
- What is our brand message?
- "Make a difference"?
- "There's more to Rotary than good sausages"?
- Lions Club use "more than sausages" as well
- Under Lions logo they have "We Serve"
- RI incoming President has a new Theme for his/her year
- "People of Action" is the last corporate message from RI
- Incoming message is "Be the Inspiration"
- Could our club use a consistent visionary message?

Content Marketing

- Content marketing is what will get us noticed
- Provide a project update story regularly so the local community have visibility as to what we are doing
- Press releases – doesn't have to be that important
- Shout about success stories on the Home Page
- The more content we can supply to prospective Rotarians then the more notice they are going to take - awareness
- Effective marketing to the local community is vital

Partner with Rotary

- Sell Rotary as a partner for a prospective member to achieve his / her personal goals
- “Partnerships bring skills that benefit the community in so many ways”
- “Let Rotary be your partner for a better community”
- “A go ahead vibrant club that achieves meaningful results in the community”
- “Our strength in the community depends on your input”
- “Partner with Rotary to effect a positive future”
- All positive messages to sell to prospective members



Moving forward

- Target growth of 6 new members / year – that's an additional 6 when any leavers are included
- Bring a friend to a meeting.
- Provide an incentive to bring a new member – name in a hat for a draw
- Market to local businesses
- Use of social media will help to raise awareness
- Local recruitment campaign
- New brochure
- New leaflet
- New E mail to be sent out
- Can we modernise display boards when we attend functions - please