

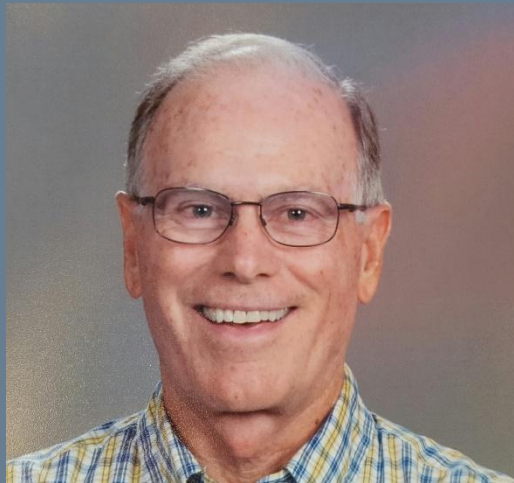


Priority #1 Plus!

District 5040
Vancouver, BC
December 9, 2017

YOUR PRESENTER

I'm so happy to be here!



Jim Adamson
Asst. Rotary Coordinator
Zone 24 West

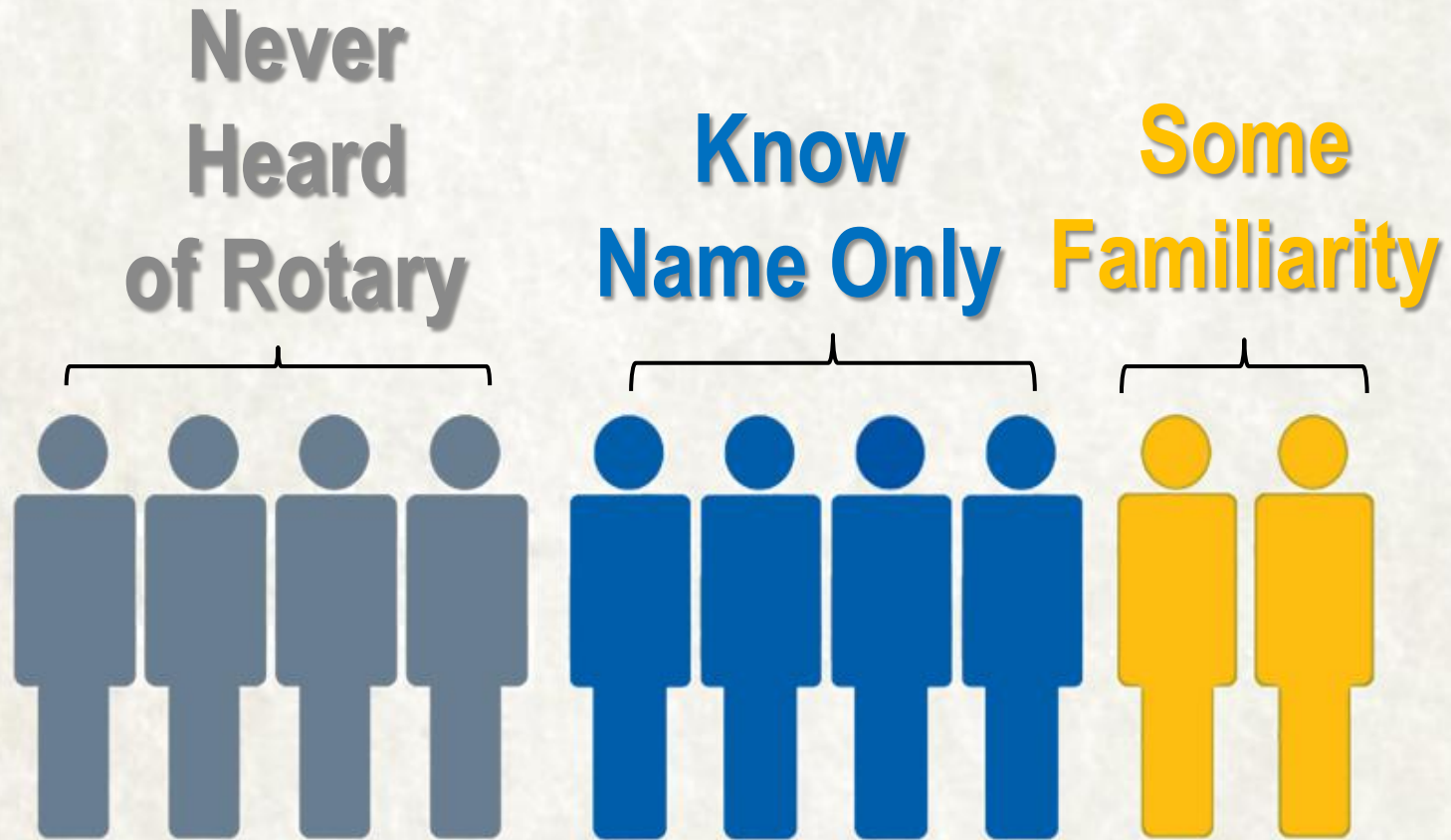
KEY OUTCOMES

Learn how to create the
best **Rotary Brand Experience**
to **improve**
Club Culture and Retention!

siegel + gale



SURVEY SHOWS...



siegel + gale SURVEY

Two key questions:

1. Why did you **JOIN** Rotary?

2. What is the main reason you
STAY with Rotary?

WHY JOIN?

| | |
|-------------------------------------|--------------|
| For friendship | 30.0% |
| To positively impact my community | 35.5% |
| <hr/> | |
| Networking opportunities | 18.7% |
| Personal & professional recognition | 4.3% |
| Training opportunities | 3.3% |
| To have positive impact globally | 8.2% |

WHY STAY?

74.5%

| | | |
|--|-------|--------------|
| For friendship | 30.0% | 38.4% |
| To positively impact my community | 35.5% | 36.1% |
| | | |
| Networking opportunities | 18.7% | 5.2% |
| Personal & professional recognition | 4.3% | 2.3% |
| Training opportunities | 3.3% | 3.5% |
| To have positive impact globally | 8.2% | 14.5% |

PONDER THIS...

Who are our customers?

OUR MEMBERS!

What do our customers want?

OUR CUSTOMERS WANT...

1. **FRIENDS** and **CONTACTS**
 2. **LOCAL** impact
 3. **ENGAGEMENT** of skills and passion
 4. **WORKING WITH LEADERS**
- “Worth My Time?”*

Radio Station - WIIFM

ATTRACTION AND RETENTION

You Need Both!

How do we
attract new
members?

How do
we retain
members?



**The Rotary Brand Experience
they want?**

ROTARY BRAND EXPERIENCE

Fun, inclusive, welcoming

Friendship

Relationship

Service

What else

Every interaction is a Rotarian!



Rotary



CLUB SURVEY

How is the **Rotary Brand Experience** in your Club?

FIRST THE ASK

Let's invite **Mary Smith**,
the owner of a local
stationery store,
to a club meeting.

THE “CLASSIC” ELEVATOR SPEECH

We are 1.2 million men and women in over 200 countries and geographic areas with 34,000 clubs globally. We carry out humanitarian projects like PolioPlus our flagship program!

REMEMBER WHY PEOPLE JOIN?

| | |
|--|-------|
| For friendship | 30.0% |
| To positively impact my community | 35.5% |
| <hr/> | |
| Networking opportunities | 18.7% |
| Personal & professional recognition | 4.3% |
| Training opportunities | 3.3% |
| To have positive impact globally | 8.2% |

65.5%

A BETTER ANSWER

We're a **leadership** organization of local business, professional and civic **leaders**.

We meet regularly, get to know each other, form **friendships**, & through that, we're able to **get things done** in **our community**.

NOW THE QUESTION

What's Rotary?

THE NEXT QUESTION


Why Rotary?

THE NEXT STOP

Your club **website!**
Your **Facebook** page!

Do they reflect what
you told Mary?

WEBSITE AND FACEBOOK



Rotaract Club of
Downtown
Montreal
@Rotaractdmtl

- Home
- About
- Photos
- Reviews
- Likes
- Events
- Posts

Create a Page



Like Follow Share ...

Featured For You



745 people like this
Dale Provencher and 3 ot...
Message



745 people like this
Dale Provencher and 3 ot...

Send Email Message

Community Organization in Montreal, Quebec

4.3 ★★★★★

Invite friends to like this Page

Formerly known as the Rotaract Club of McGill University (until 2011).

745 Likes
Drew Antrobus and 3 other friends like this

What is YOUR club's first impression?

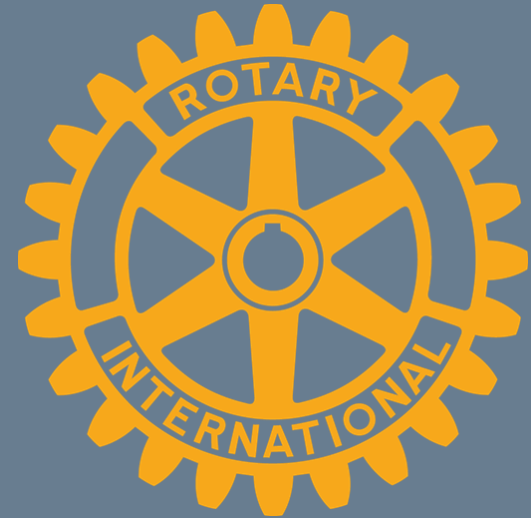
ROTARY'S VISUAL IDENTITY

Rotary 
Prince George, District 5040

Rotary  | Prince Rupert
Rotary Club

Rotaract 

Rotary 



Powell River Sunrise
Rotary 
Club

WEBSITE AND SOCIAL MEDIA CHECKUP

What story are you
telling?

Peter Roaf
District Public Image Chair

Sean Hogan
Zone Public Image Chair



shogan@buckleyhogan.com

(w) 604-635-3000

Cell: 604-816-0926



Rotary

10 MINUTE BREAK

What's Rotary?



THE FIRST CLUB VISIT

Mary **visits** your Club.

What is her **experience**?

AT THE DOOR

You had me at “Hello...”

THE MEETING BEGINS

Remember diversity
comes in shapes, sizes,
colors, and **religions**

THE GUEST INTRODUCTION

The first introduction
to Rotary **relationships**
and experiences

WHAT DO GUESTS HEAR?

EREY

Four Way Test

Paul

TRF

Self

Foreign Language?

W

Service A

Eradicate what?

Happy Bucks!

Rotary



THE BIG NO-NO

Will you marry me?



Are you joining our club?

THE ROTARY BRAND EXPERIENCE

Part of everything we do!

How did Mary feel?

OUR CUSTOMERS VALUE

1. **FRIENDS and CONTACTS**
 2. **LOCAL impact**
 3. **ENGAGEMENT of skills and passion**
 4. **WORKING WITH LEADERS**
- “Worth My Time?”*



Rotary District 5180
Presents

IS THIS YOUR CLUB?



Sometimes you want to go;
Where **everybody** knows your name,
and they're **always** glad you came.

IT'S RELATIONSHIPS & EXPERIENCES!



Sometimes you want to go;
Where **everybody** knows your name,
and they're **always** glad you came.

MARY WANTS TO JOIN!

Now the focus is on
RETENTION

STRONG RETENTION AND BRAND



The Bowden Club has no retention problem

FOUR KEYS TO RETENTION- #1

1. Personal induction

2. Skills & passions

3. Engagement

4. Being “in the know”

FOUR KEYS TO RETENTION- #2

1. Personal induction
- 2. Skills & passions**
3. Engagement
4. Being “in the know”

FOUR KEYS TO RETENTION- #3

1. Personal induction
2. Skills & passions
- 3. Engagement**
4. Being “in the know”

ENGAGING NEW MEMBERS

What do you do?

Sharing best practices



ESSENTIAL TOOLS

Rotary Club **New Member** Information

A Formal **Written** Mentoring Program

PERSONAL INVITATIONS

Is it a big deal?

YES!

ENGAGING LONG-TERM MEMBERS

What are the issues?

- Ask them to be involved
- Make them feel valued

Continuing care for ALL members

SERVICE AND THE ROTARY FOUNDATION



FOUR KEYS TO RETENTION- #4

1. Personal induction
2. Skills & passions
3. Engagement
- 4. Being “in the know”**

10 MINUTE BREAK

Why Rotary?



WHAT IS THE COL?

2016 Council on Legislation

Chicago, IL - April 10-15, 2016

523 Rotarians certified

181 proposed enactments and
resolutions

WHAT'S THE IMPACT?

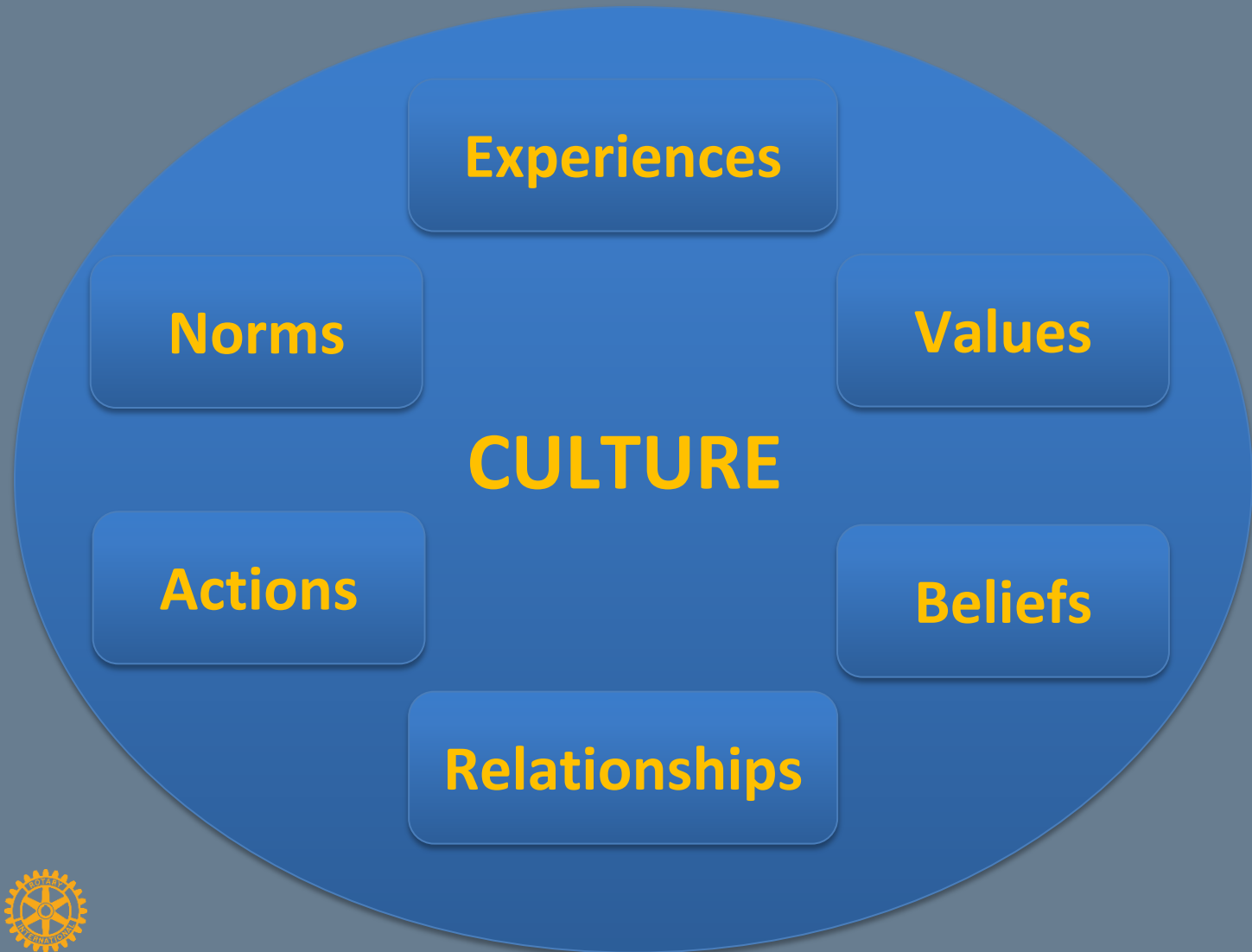
The 2016 COL gave clubs
flexibility which will help
membership!

THE ROTARY BRAND EXPERIENCE

- Flexibility
- Diversity



CLUB CULTURE- YOUR CLUB BRAND



HOW WOULD YOU EVALUATE YOUR CLUB

| Doing well... | | | | | | Struggling... |
|-----------------------------|---|---|---|---|---|----------------------------------|
| Engaged, Satisfied members | 5 | 4 | 3 | 2 | 1 | Disengaged, dissatisfied members |
| Diverse | 5 | 4 | 3 | 2 | 1 | Not representing community |
| Growing | 5 | 4 | 3 | 2 | 1 | Stale or declining |
| Positive public interest | 5 | 4 | 3 | 2 | 1 | No interest from public |
| Relevant to community needs | 5 | 4 | 3 | 2 | 1 | What community needs? |

DISCOVERING CLUB CULTURE

1. What do your members **love** about your club?
2. What turns members off?
3. What **3 things could be** improved to enhance the club experience:

THE DISTRICT WEBSITES



Member Login

Home Calendar **News/Stories ▾** Youth ▾ Lead ▾ Our Causes Join Contact



2018 District 5010 Assembly and Conference



Seward, Alaska

- Assembly - May 17, 2018
- Conference - May 18-20,

THE ZONE 24/32 WEBSITE



Welcome to Rotary International Zones 24 & 32.
A community of Rotarians spanning two languages and four countries:
Bermuda, Canada, France and the United States.

THE ZONE 25/26 WEBSITE

Zone2526.org > Membership and Public Image

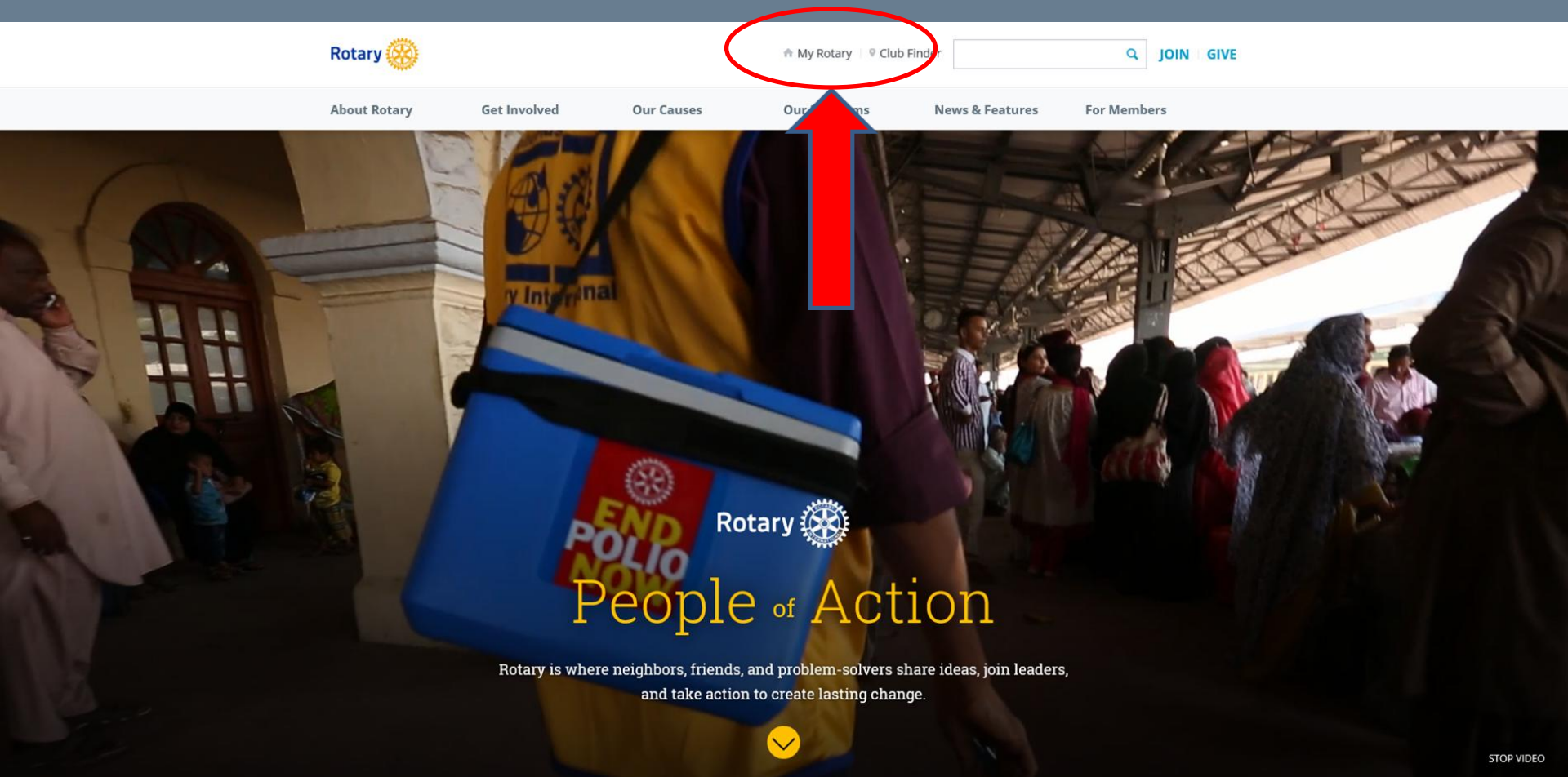
Interactive Zone Map

View a District, email the DG,
go to their website or connect
with their Facebook.

[Get Started](#)



THE RI WEBSITE



ADDITIONAL RESOURCES

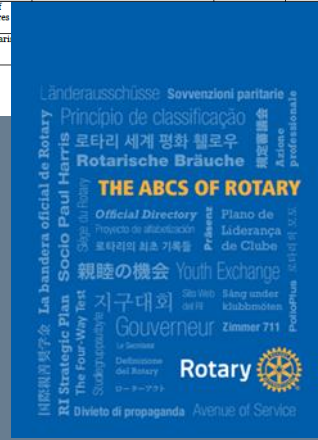
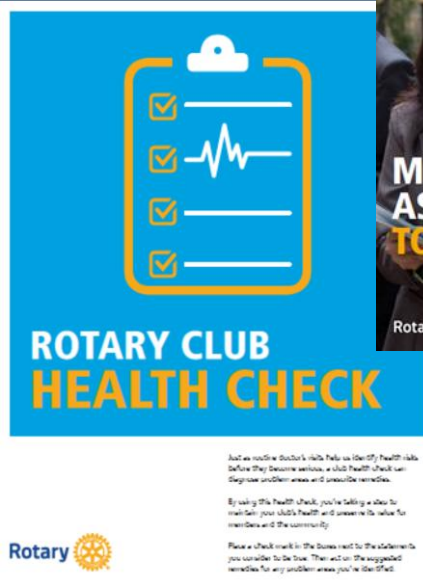


MEMBERSHIP RESOURCE GUIDE

The images of hyperlinked resources appear with an underline and usually in a blue font and can be downloaded on www.rotary.org by clicking on the hyperlink, or ordered on shop.rotary.org with the SKU number provided. If you experience any trouble when placing your order, please email membershipdevelopment@rotary.org or shop.rotary@rotary.org.

| PUBLICATIONS | | | | |
|--------------|--|--|---|---|
| | Name | Description | Audience | Available |
| | Strengthening Your Membership: Creating Your Membership Development Plan | This guide explains the process of creating a membership development plan and provides strategies and tools you can use to attract and engage new members. | Club presidents, district membership chairs, and club membership committees | http://shop.rotary.org/ (SKU: 417) |
| | New Rotary Clubs Quick Start Guide | This guide describes a nine-step process to create a new club, from the initial idea to the charter celebration, and beyond. | District governors | TBD |
| | New Member Orientation | This guide offers recommendations for developing each stage of your club's orientation program, from prospective member education to new member orientation. | Club leadership | http://shop.rotary.org/ (SKU: 414) |
| | Be A Vibrant Club-Regional Leadership Plans | Regional guides can help you to develop a leadership plan for your Rotary club. Find information and ideas customized to your region. | Club leadership | http://shop.rotary.org/ (SKU: 245A) |
| | Connect for Good | Colorful, eight-page guide shows how to get involved and connect with Rotary. Provides an updated overview on Rotary for all members. | Current members | http://shop.rotary.org/ (SKU: 595) |
| | Membership Assessment Tools | Learn how to create an effective membership development plan with these tools. Includes information on recruiting new members, retaining existing members, and organizing new clubs. | Current members | http://shop.rotary.org/ (SKU: 801) |

| REPORTS | | | | |
|---------|---|-------------|----------|------------------------------|
| | Name | Description | Audience | Available |
| | Five Year History of Member Start Figures | | | Club Central |
| | Membership Comparison to 1 July | | | Club Central |



District 5360 Membership Team

Tom Smith – Membership Chair

Joan Hansen – Membership Alumni

Del Paterson – Club Extension Chair

Ross Birchall – RI Lead Coordinator

Roy Provost – Club Coach

Hans Doge – Club Coach

Bryan Gascon – Co-Club Coach

Crystal Bouchard – Co- Club Coach

Carol Lederer – Co-Club Coach

ACTION PLAN

Create the best
Rotary Brand Experience
to *improve*
Club Culture and Retention!
How?

OUR MEMBERS/CUSTOMERS VALUE...

1. **FRIENDS and CONTACTS**
 2. **LOCAL** impact
 3. **ENGAGEMENT** of skills and passion
 4. **WORKING WITH LEADERS**
- “Worth My Time?”*



THANK YOU!

THE WORLD
NEEDS MORE
#ROTARIANS

Rotary

