

IDEAS SHARED BY ROTARIANS DURING BREAKOUT SESSIONS HELD AT THE DISTRICT 5060 ASSEMBLY, OCTOBER 27-28, 2017.

“I have been asked to share these ideas with all the Rotarians in our District by our DGE Sherry, in the hopes that some of these ideas will resonate with you and your club. You are encouraged to read through these lists and consider trying something new, to make a change in how you work to bring the goals of Rotary to fruition in your club and in your community.

Yours”

Brad Serl, Kamloops Rotary

Attracting and Engaging Youth/Young professionals

1. Getting interact involved in committees.
2. Invite Rotaracters to be on club committees
3. Give a 50% break on Rotaracters' first year's dues when they join rotary.
4. Alternate club meetings later in the day, or do an e-club.
5. We must provide a purpose for their attraction to rotary.
6. Adjust meeting requirements to attract younger members.
7. Make service projects part of the meeting requirements.
8. Let interact come up with a project, then the rotary club work as a support group for them.
9. Social networking opportunities for younger prospective member and follow up as a membership drive.
10. We must ask them what they want.
11. Provide a clear definition of leadership.
12. Endorse youth exchange in schools.
13. Make it fun.
14. Create a plan of continuity through schools.
15. Look at how meetings work for young professionals. Change may be necessary.
16. Be more flexible to accommodate their needs.
17. Engage in club fundraisers or social events.
18. Organize/support a “young professionals” event.
19. Make the activities relevant to young people.
20. Contact rebounds and their parents.
21. Contact students who receive rotary scholarships.
22. Treat younger members with respect, give them leadership roles.
23. Find out what the hot button is for a potential new Rotarian.
24. Have satellite clubs with short afternoon meetings based on local projects and fellowship.
25. Rotary sponsored online art galleries in schools to tap into youth creativity related to the environment combined with curriculum.
26. Learn their culture, learn how they communicate, and reconfigure meetings to reflect these preferences.
27. Focus on engagement, not attendance: might be less cost prohibitive.
28. Incorporate Rotaract into club activities.

29. Invite interact kids' parents to attend rotary meetings.
30. Host a social meeting dedicated to former rebounds to get an update on their life and possibly recruit.
31. Ensure we are invited to all Interact/Rotaract events/fundraisers.
32. Take your children along on international projects.

Community service projects

1. Create a call to action around projects that are being promoted that include contact info.
2. "Ask us what rotary does" signs at events.
3. Remember that people are waiting for you to ask them.
4. 100 men or 100 women club. People who make a difference group.
5. Update website.
6. Project signage.
7. At rotary events have a form for wanting more info about rotary and a box for the forms.
8. When doing a service project, do not make assumptions about whether you feel someone would want to join the club, ask them.
9. Even with longer term, ongoing projects, publicize them on social media.
10. Use your own circles of influence to advertise worthy projects.
11. Invite non-members to get involved in service projects and advertise that the public is invited.
12. Wear your rotary T-shirts.
13. Changing repetitive activities/projects into opportunities to reach a new audience: new sponsors, new contacts, new ways to explain the benefits of rotary.
14. Identify the club via signage, shirts, swag, emblems.
15. Ensure projects are clearly branded with the wheel.
16. Ask people in the community what they think of rotary, use their info to help choose service projects.
17. Combined club presidents to present to city council.
18. Do press releases: display what your club does, blow your own horn.
19. Ensure that projects are relevant to the community's needs.
20. Brand "do you want to join us," provide email link to websites.
21. Be shameless in your self promotion.
22. Think outside the box. Look for things that impact the heart of your community and can build community pride and some things that can promote economic development.

Public Image

1. The message has to be intentional, i.e. what does rib fest allow the club to do?
2. Selling raffle tickets: banner with all activities projects that were accomplished in the last 10 years, and a second banner about what the funds will allow the club to do.
3. Keep the social media and website active and updated.

4. Put the rotary logo everywhere. Friends of rotary: have a list of volunteers who aren't Rotarians but want to be involved in social activities.
5. The 3 clubs that do Ribfest are all large and growing, is this correlation or causation?
6. Promote the one-day food drive.
7. Give local newspapers the list of guest speakers so they can advertise.
8. Create a grind trail that's called the Rotary Grind.
9. Serving pancake breakfast: Osoyoos has 2 new members because they saw Rotarians doing the breakfast.
10. Have an "It's great to do business with a Rotarian" section in the newspaper.
11. Require 4-minute vocational talks.
12. High school student events, student of the month, athlete awards.
13. Rotary park/physical facilities with plaques.
14. Sign wrapped trailer, and a bike ride event with a list of how contributions are used.
15. Website ads: community youth producing videos.
16. Movie theater advertising.
17. Update rotary signage.
18. Wear rotary identification/gear when doing public projects.
19. Wear your rotary swag.
20. Collect PR funds from multiple clubs in a community.
21. Sponsoring a mountain bike group/park.
22. Sponsor public skating.
23. Use your personal Facebook page to publicize our events.
24. Put the rotary wheel on businesses.

Membership engagement

1. Mentorship/giving one on one knowledge of the club is critical.
2. Multiple steps for new members to become a full member of the club.
3. Communication: clear, respectful, two-way communication is key.
4. match new members' stage of life to activities. i.e. if they have young kids, don't push too hard.
5. Get members engaged right away, also, hold activities outside of regular meetings, like socials and an active website.
6. Divide the club up into service groups that are required to do one service/hands on project once per month.
7. Service work in lieu of paying dues: does not include meal costs. New members only pay RI dues and pay off club dues by participating in club projects.
8. Mixing tables: tables are numbered and each member draws a number and sits at that table.
9. Mentors should call their mentees and ask them if they're coming to rotary tomorrow, tell them they're looking forward to seeing them at the meeting, etc.
10. Find members passions and skills and play to those, as soon after the member joining as possible.

11. Fellowship outside of meetings, either for drinks, or a weekend breakfast, or family activities, etc...
12. Activate program committee.
13. Ask someone in the club to “own” the process of asking members to get engaged.
14. Work with neighboring rotary clubs.
15. For smaller clubs, change one meeting per month to a different time to attract potential new members.
16. A new member identification program with a visual differentiator so that club members can see the person is new, and a checklist for them to work through to become a full member (similar to point # 2).
17. Have family friendly events to help engage young members.
18. Increase clarity of rolls/functions in the club and create a solid committee structure.
19. Reduce fear of change: enable change that will open the door to attracting new, younger people.
20. Make meetings (both traditional and new fangled) open to the public.
21. Membership day: if you bring a potential new member, you get steak, if you don't, you get a hotdog.

Club fundraising ideas/discussion

1. When doing a “regular” fundraiser (i.e. auction, golf tourney, etc) try to think outside the box to attract attention.
2. Poop for the Park: animal bingo, survey the land, sell squares, release the horses (other animals) into the field, and wait for them to do their business, prizes go to those that purchased the “winning” squares.
3. Write other groups to share the fundraiser or pay them by the hour, invite recipient groups to rotary.
4. We must be aware of donor/volunteer fatigue and work to attract new/different donors/volunteers.
5. Should clubs do one large project or several smaller projects? What are the advantages/disadvantages of these two approaches?
6. Possible fundraising ideas: auctions, book sales, car shows, bike rides, golf tournaments, wine & cheese galas w/auctions.
7. Have a great cause and tell everyone what that cause is.
8. Energy in versus returns on the event.
9. Build partnerships and connections that leverage participation, increase sponsors, and make events successful.
10. Align with organizations that have similar values.
11. Keep events fresh—continuous improvement.
12. Make events fun to increase buy-in from club members.
13. Lobster on the beach: a gala held in a tent on the beach.
14. Brewloops: a beer festival held in Kamloops that did not profit for the first two years, but returned \$20,000 in year 3.

15. Foxhunt: a scavenger hunt that is family oriented and generates public exposure because the public gets drawn into the event. For more details contact the Rotary Club of Kamloops West.