



# Priority #1

Membership Seminar  
13-Feb-2016

# Presenters



Sandi Schwartz  
DGD (2018-2019)



John Weiss  
DGN (2017-2018)

# RI Priorities

Internal #1 -

Membership

External #1 –

Eradicate Polio

# Learning Objective

Internal Priority #1

What we can do...

**right now!**

# It's All About Retention



The  
Joliet  
Club  
has no  
problem

# District 5240

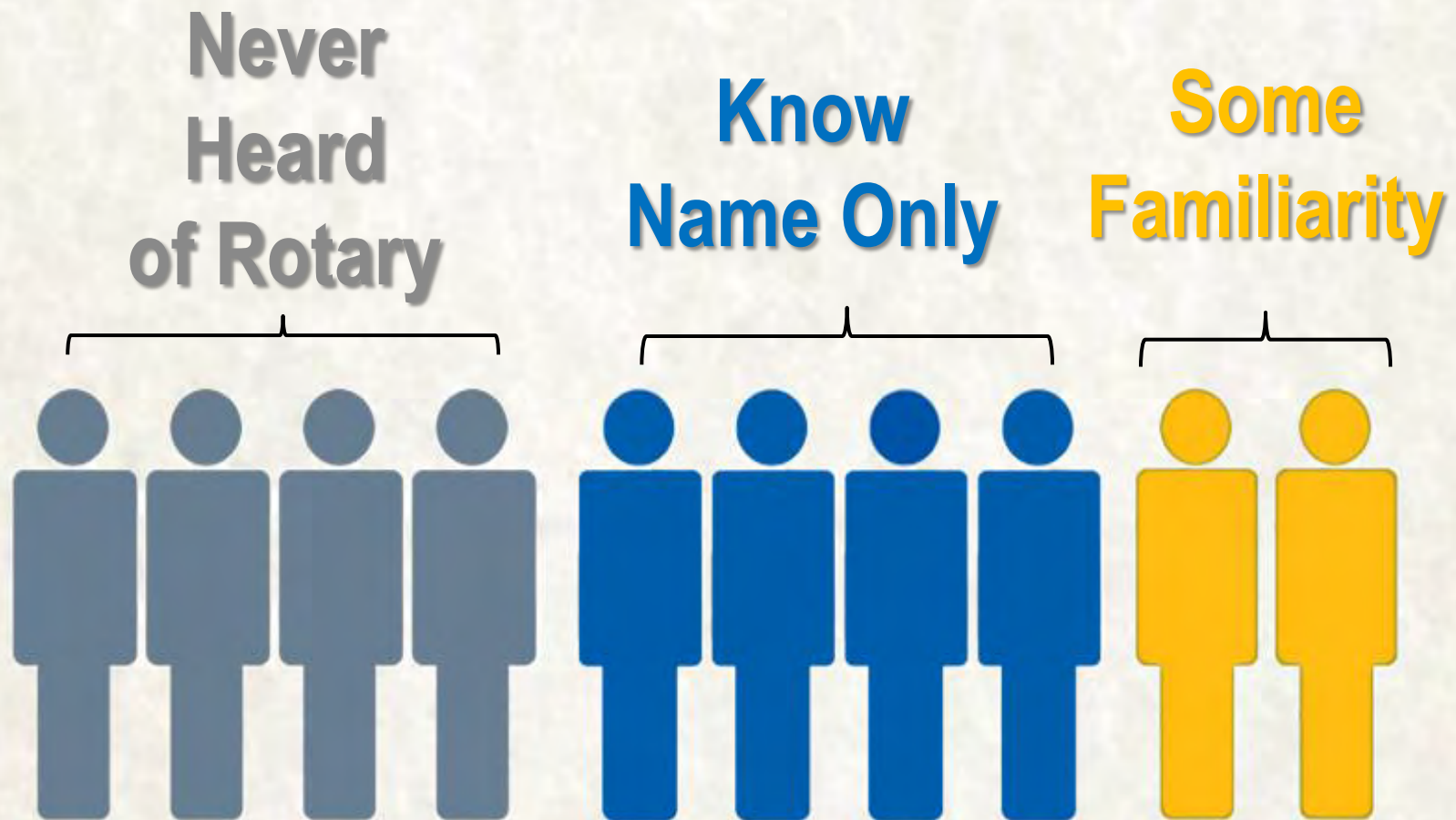
July 1, 2011	3575	
July 1, 2012	3501	Net
July 1, 2013	3511	Change
July 1, 2014	3471	-123
July 1, 2015	3452	

# siegel + gale





# Surveys show...





# 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%
Networking opportunities	18.7%
Personal & professional recognition	4.3%
Training opportunities	3.3%
To have positive impact globally	8.2%

# Why Stay?

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%

# Key Points - from siegel + gale

1. **FRIENDS** and **CONTACTS**
2. **LOCAL** impact
3. **ENGAGEMENT** of skills and passion
4. **WORTH MY TIME**

Radio – W I I F M

# Ponder this

Our customers...

**Our members**

# Retention Questions

Is our club...

Attractive...

Relevant...

Engaging...

**A vibrant club?**

# Attraction = Retention

How do we  
attract new  
members?

Be a  
Vibrant  
Club



How do  
we retain  
members?

Be a  
Vibrant  
Club



# A Vibrant Club = Retention

- Members and guests **feel welcome**
- Meetings are **worth the time**
- Members **share skills and passions**
- Strong **friendships and fun**

# Retention = A Vibrant Club

- Able to **join local leaders**
- Members **exchange ideas**
- Club **takes action** & has impact

# Survey exercise

Survey your club

# Our classic elevator speech...

- We are 1.2 million men and women
- In over 200 countries and geographic areas
- 34,000 clubs globally
- We carry out humanitarian projects
- PolioPlus is Rotary's flagship program

**Old Message**

# Why Join?

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<hr/>	
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To have positive impact globally	8.2%

65.5%

# The 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 **this community**.

# Answer the Questions..

## What's Rotary?



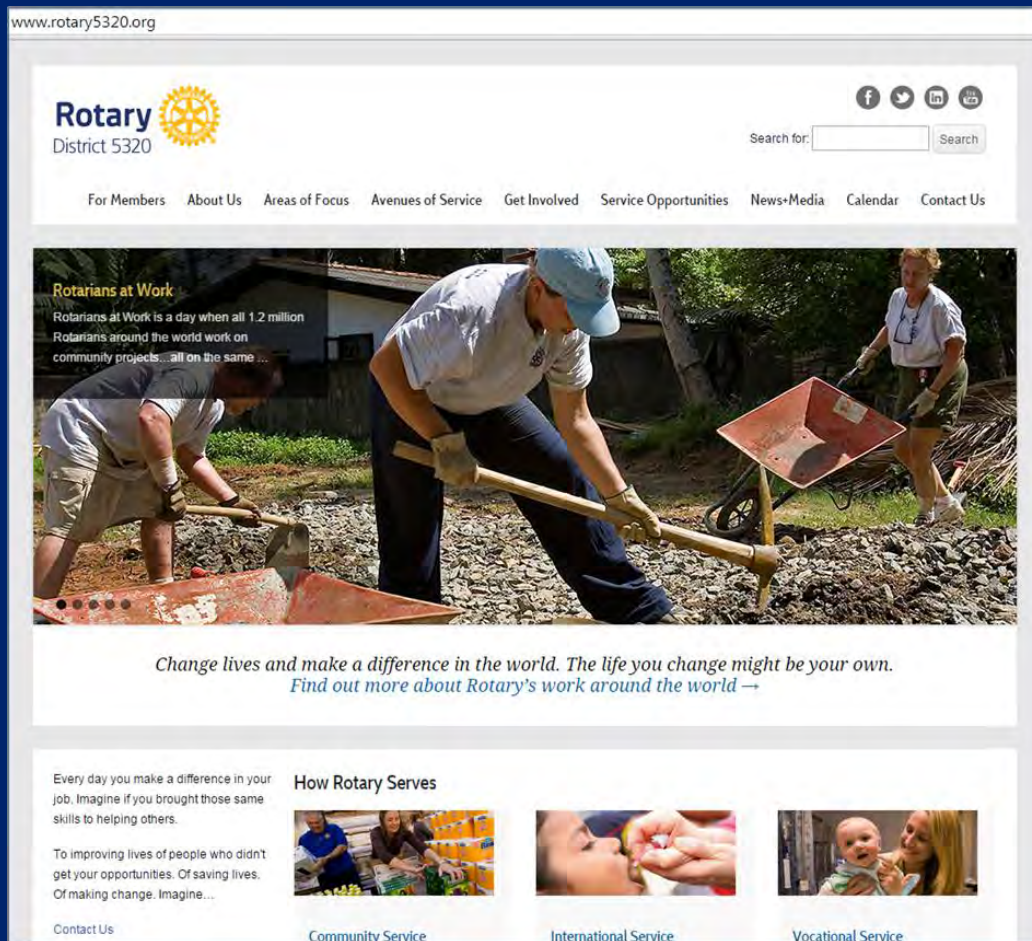
# Answer the Questions..

Why Rotary?

# What Our Customers Value

1. **FRIENDS** and **CONTACTS**
2. **LOCAL** impact
3. **ENGAGEMENT** of skills and passion
4. **WORTH MY TIME**

# Why is a landing page important?



It creates the  
first impression  
of your club.

What is YOUR  
club's first  
impression?

# The traditional message



The screenshot shows the website for The Rotary Club of Lamorinda Sunrise. The header features the Rotary International logo and the club's name. Below the header is a navigation menu with links: Home, About Rotary, About Our Club, Community & International Services, Fellowship, Youth, Exchange, Join Us, Members & Officers, Calendar, Newsletter, Links & Downloads, and Member Login.

The main content area is titled "Welcome to The Rotary Club of Lamorinda Sunrise" and includes the text: "Meeting Friday Mornings at 7:00 at Postino Restaurant in Lafayette, California. Join us for breakfast! [Click here for map and directions](#)".

Below the header, there is a video player showing a grid of small video thumbnails. To the right of the video player, there is a text box with the following content:

What would it take to change the world? Rotary's 1.2-million members believe it starts with a commitment to Service Above Self.

Amongst 34,000 clubs globally – representing more than 150 countries from Albania to Zimbabwe – you will find members enthusiastically volunteering in communities at home and abroad in support of such hallmark programs as educational enhancement, job training, providing clean water for drinking, improving human health and sanitation, combating hunger and eradicating polio.

We invite you to explore this site to learn more about Rotary International and how you can make a difference by joining The Rotary Club of Lamorinda Sunrise.

Below the text box, there are two photographs. The left photograph shows three people working on a wooden structure, possibly a model or a piece of art. The right photograph shows a group of people sitting at a table in a restaurant, engaged in a meal or meeting.

A red arrow points from the right side of the image towards the text box, highlighting the message.

# Lamorinda Sunrise Message

- change the world?...1.2-million members
- 34,000 clubs globally
- clean water for drinking ... human health
- combating hunger ... eradicating polio
- explore this site to learn more about Rotary

International

# New voice – Better Message

- Work with parents to improve local schools
- Provide scholarships to needy students
- Offer ethical and leadership education
- Get involved and have fun!



# Outward facing website

- Who are we?
- What do we care about?
- When/where we meet – join us.
- What's in it for the reader? (WIIFM)



# Club website & Facebook checkup

What is your club's  
first impression?

Contact:

Michael Boyer

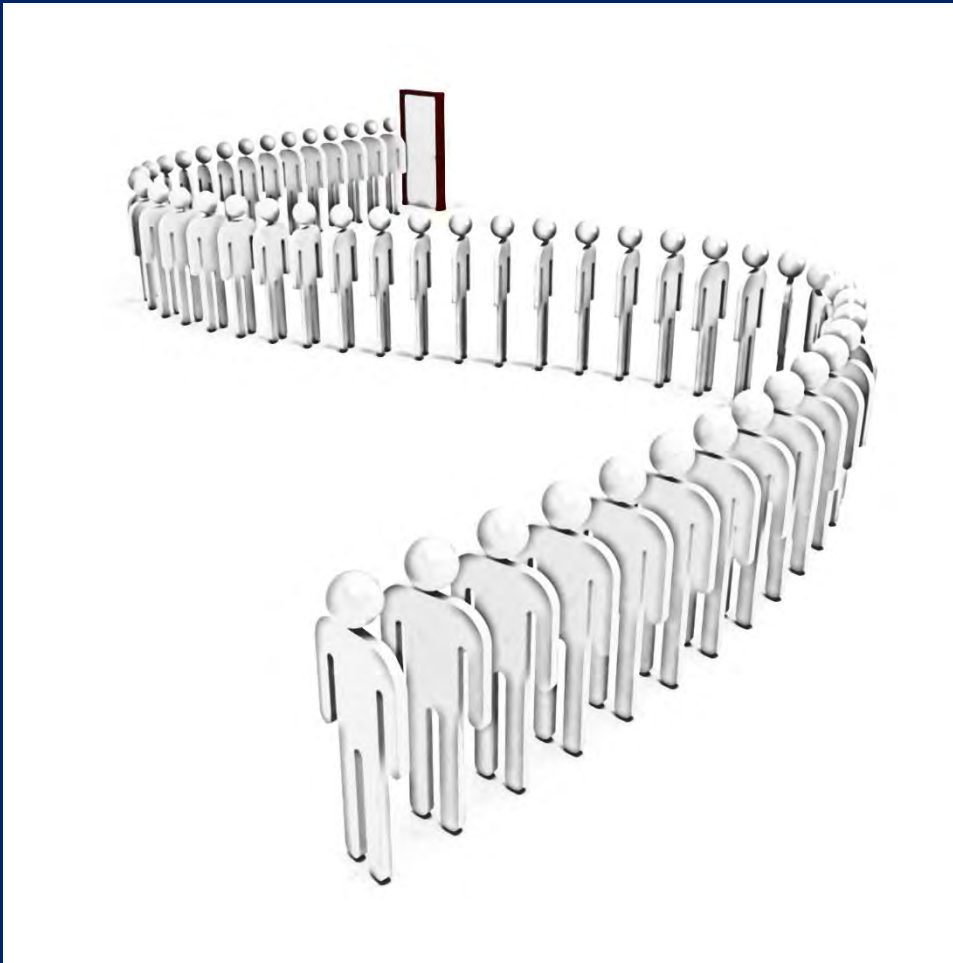
Zone 26 Public Image Coordinator



# The First Impression

What creates it?

# How Do We Treat Our Guests?



Special?

# Do We Rush the Question?



# Is This Your Club?

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

# Four RETENTION KEYS

It's Easy

# Why Stay?

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To have positive impact globally	8.2%	14.5%

74.5%



# KEY #1: Introduce them

1. **Personal induction**
2. Skills & passions
3. Engagement
4. “What’s happening?”

# KEY #2: Get to know them

1. Personal induction
2. **Skills & passions**
3. Engagement
4. What's happening?

# KEY #3: Involve Them

1. Personal induction
2. Skills & passions
3. **Engagement**
4. What's happening?

# KEY #4: Teach them

1. Personal induction
2. Skills & passions
3. Engagement
4. **What's happening?**

# The “go to” Membership Person

Need Immediate  
Help?

Contact:

David St Amand

District 5240 Membership Chair



# Resource – District Website

**Rotary**  
District 5240

**Enjoy ROTARY**  
District Governor: **Jim Bell**

[HOME](#) [ABOUT US](#) [DISTRICT ▾](#) [LINKS ▾](#) [EVENTS ▾](#) [CONTACT US ▾](#) [GET INVOLVED ▾](#)





Donna and DG Jim Bell

**DISTRICT INFO**

- Governor
- Organization Chart
- Club Directory & Contact

**CONNECT WITH US**



**UPCOMING DISTRICT EVENTS**

Rotary World Peace Conference 2016  
Ontario Convention Center  
Jan 15, 2016 – Jan 16, 2016

Master PRLS 1  
Extemporaneous Public Speaking #15  
Cal Lutheran University  
(Swenson 101/102)

**WHAT'S HAPPENING IN DISTRICT 5240**

**GOVERNOR'S MESSAGE - JANUARY 2016**

Year 2015 has been a very eventful year on the world stage. Rotary continues to reach out and make a difference in the lives of many who are on this "stage". Our District is filled with the "doers" who continually make good things happen. Donna and I look forward to the last half of this Rotary year, and we wish the best that life has to offer for you and your families.

DG Jim

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# Resource – Zone Website

Zone2526.org > Membership

## Interactive Zone Map

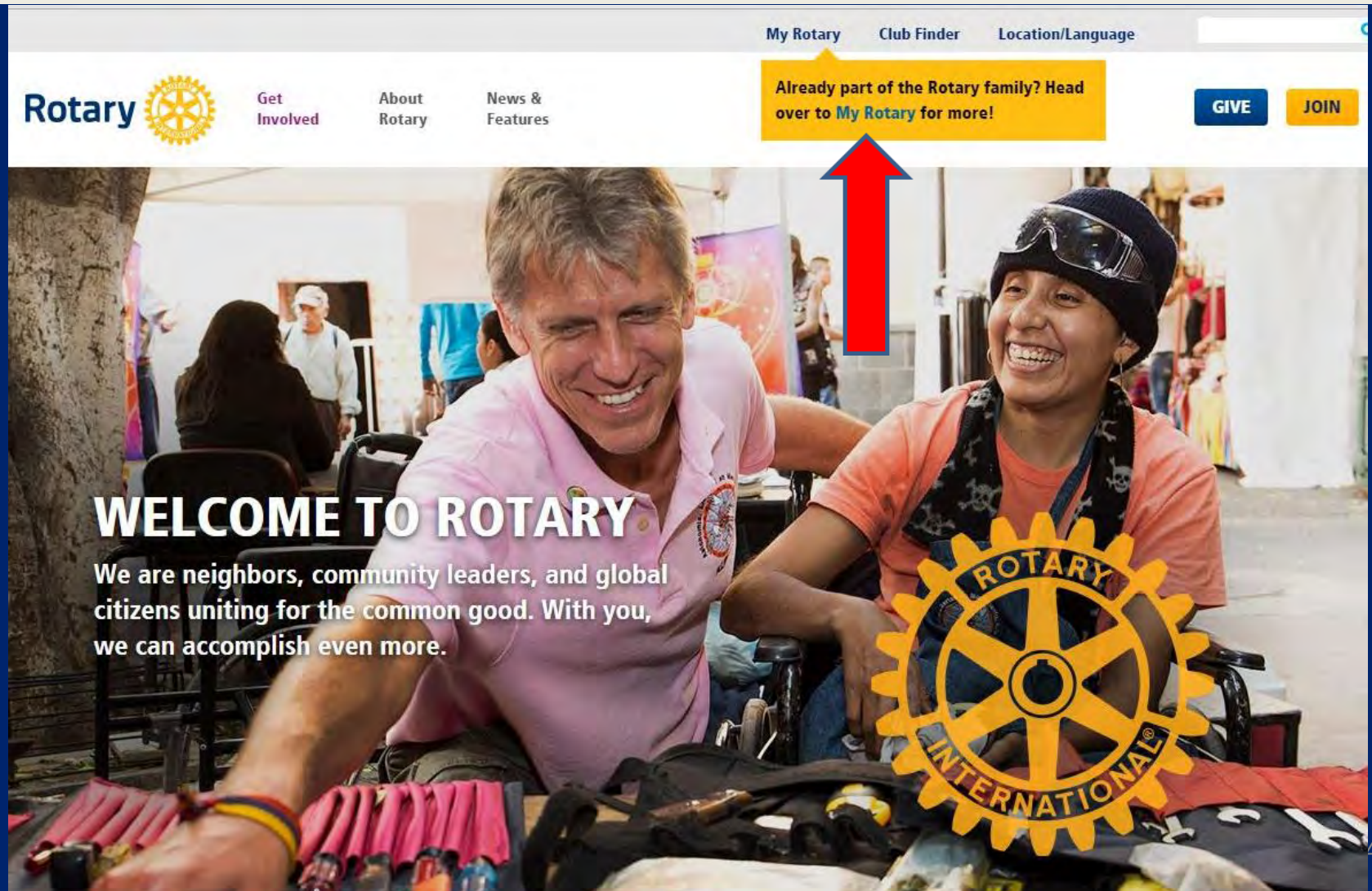
View a District, email the DG,  
go to their website or connect  
with their Facebook.

[Get Started](#)





# Resource – RI Website





# Action Plan

Improve Retention  
Starting Next Week

How?

# What Our Customers Value

1. **FRIENDS** and **CONTACTS**
2. **LOCAL** impact
3. **ENGAGEMENT** of skills and passion
4. **WORTH MY TIME**

# Your Presenters – *Thank You!*

## **Sandi Schwartz**

**District Governor Designate (2018-2019)**

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## **John Weiss**

**District Governor Nominee (2017-2018)**

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