

**Rotary Opens
Opportunities**

APRIL 15, 2021

DC MEMBERSHIP PRESENTATION SCRIPT

Prepared by
Charles Allen
Membership Chair
District 7690

SLIDE # 1 RI THEME LOGO

WELCOME TO THE ALAMANCE CLUB ZOOM MEETING AND THANK YOU FOR YOUR ATTENDANCE TODAY!

I WANT TO SHARE A SHORT VIDEO FROM RI ON MEMBERSHIP THAT I THINK WILL SET THE STAGE FOR MY PRESENTATION ON MEMBERSHIP. MYHOPE IS THAT THIS VIDEO WILL HELP YOU “RE-IMAGINE” WHAT YOUR ROTARY CLUB MEMBERSHIP COULD LOOK LIKE AND WILL HELP YOU TO EMBRACE THE NEW CLUB MODLES AND MEMBERSHIP TYPES AVAILABLE TO US TODAY!

RI “ANY TOWN VIDEO”

[CLICK](#) SLIDE # 2 JON’S STORY



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**DISTRICT 7690 INNOVATIVE CLUB ADVOCATE PDG JON SPILLMAN
TELLS THE STORY THAT HIS DAD OWNED A RECORD STORE
WHEN HE WAS GROWING UP.**

**HIS FIRST 8 TRACK TAPE WAS SATURDAY NIGHT FEVER BY THE
BEE GEES**

[CLICK](#) HIS FIRST ALBUM WAS GLASS HOUSE BY BILLY JOEL

[CLICK](#) HIS FIRST CD WAS "VAN HALEN -1984"

[CLICK](#) SLIDE # 3 JON'S STORY (CONTINUED)

**AS THE MUSIC INDUSTRY BEGAN TO MAKE THE TRANSITION
FROM 8 TRACK & ALBUMS TO CD AND MP3 JON'S DAD COULD
NOT IMAGINE MUSIC ON A DEVICE THAT WOULD FIT IN THE PALM
OF YOUR HAND**

[CLICK](#) OR ON YOUR CELL PHONE

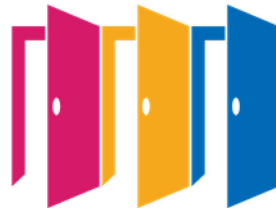
[CLICK](#)

**I TELL JON'S STORY BECAUSE WE AS ROTARINS NEED TO
MAKE SOME SHIFTS IN OUR THINKING ABOUT WHAT
MEMBERSHIP WILL LOOK LIKE AS WE MAKE THE TRANSITION
FROM TRADITIONAL ROTARY AND ZOOM MEETINGS TO A POST-
COVID-19 WHERE HYBRID MEETINGS MAY BE THE NEW NORMAL .**

[CLICK](#) SLIDE 4 – TODAY I WANT US TO CONSIDER 3 THINGS:

1. WHY CLUB MUST CHANGE

2. HOW CLUBS CAN CHANGE



3. ACTION STEPS FOR CHANGE

[CLICK](#) **SLIDE 5 – Let’s 1ST Review “WHY CLUBS MUST CHANGE!”**

TEN YEARS AGO

[CLICK](#)

Clubs	Members
52	2,834

[CLICK](#)

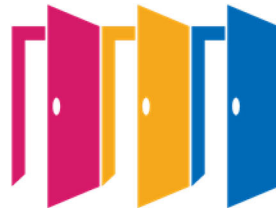
TODAY

49	2,449
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[CLICK](#)

SLIDE 6 – IN PAST 10 YEARS MEMBERSHIP DECLINED 13.5 %

[CLICK](#) **5 Clubs disband**

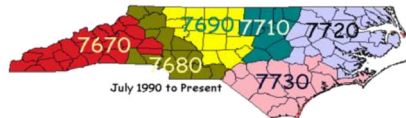


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[CLICK](#) 16 Clubs lost 20% of members

[CLICK](#) 28 Clubs had Membership DECLINES

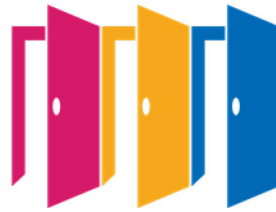
[CLICK](#) **SLIDE 7 – ROTARY in North Carolina**



6 DISTRICTS WITH # CLUBS & # MEMBERS FOR A POPULATION OF

7670	49	2,183
7680	57	2,407
7690	47	2,446
7710	48	1,921
7720	38	1,366
<u>7730</u>	<u>49</u>	<u>1,745</u>
	288	12,068

POPULATION OF NC = Almost 10.5 MILLION



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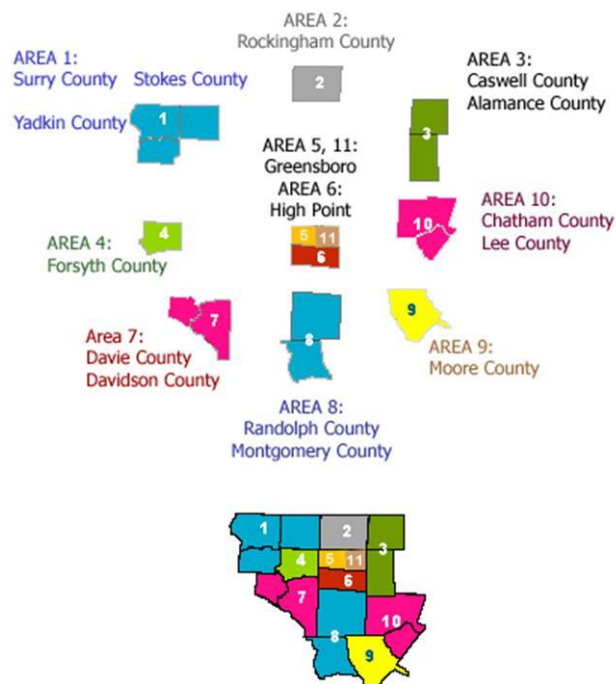
[CLICK](#) **SLIDE 8 – District 7690**

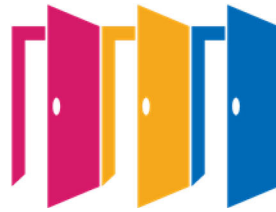
15 COUNTIES

47 CLUBS; 8 AREAS

2446 MEMBERS (APRIL 13, 2021) -23 From 7/1/2020

POPULATION 1.9 Million (2469 - 7/1/2020)





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[CLICK](#)

SLIDE 9 – ON ANY MONDAY YOU WOULD HAVE ONLY 5 OPPORTUNITIES TO ATTEND A ROTARY CLUB IN D7690

Clubs	
Monday	
Burlington, NC	5:45 PM
Crescent (Greensboro)...	12:30 PM
Furnitureland, NC	12:00 PM
Reidsville, NC	12:00 PM
Siler City, NC	12:00 PM

[CLICK](#)

SLIDE 10 – Cities with ONLY ONE Rotary Club

1. Archdale-Trinity
2. Carthage
3. Clemmons
4. Eden
5. Graham
6. Jamestown
7. Kernersville
8. Liberty
9. Madison
10. Mocksville

Rotary



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- 11. Pittsboro
- 12. Reidsville
- 13. Siler City

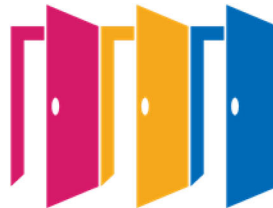
- 14. Thomasville
- 15. Troy





[CLICK](#)

SLIDE 11 –

NOW LET'S REVIEW WHAT WE NORMALLY THINK OF AS OUR TARGET MARKET FOR MEMBERSHIP.

Traditionalist	Baby Boomers	Generation X	Millennials Or Generation Y
10% Workforce	15%	15%	75% by 2025



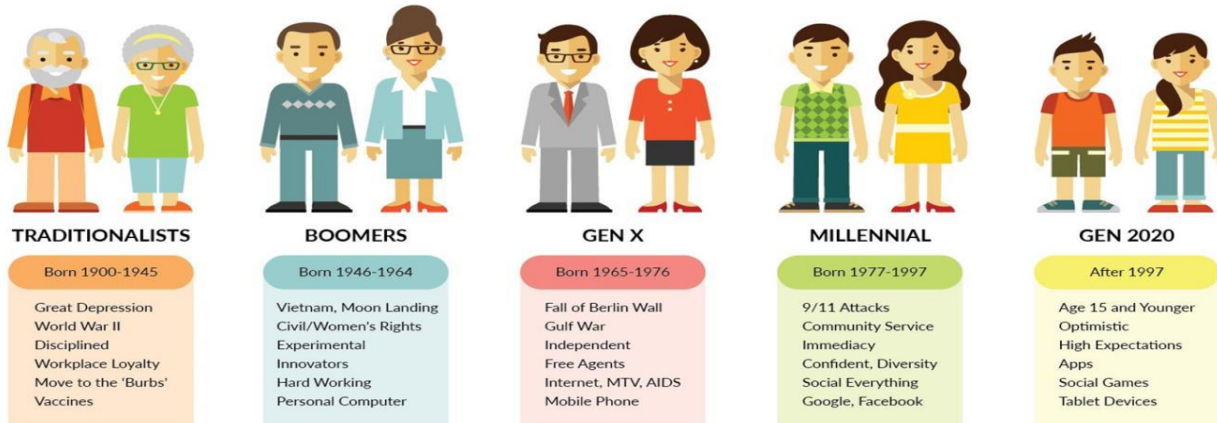
 <p>Traditionalists (Born before 1945)</p>	 <p>Baby Boomers (1946-1964)</p>	 <p>Generation X (1965-1980)</p>	 <p>Millennials (1981-1995)</p>
<ul style="list-style-type: none"> - 12% of the workforce - Value hard work - Expect work to be done in the office and measured in hours - Comfortable with traditional workplace hierarchy - Value respect for authority 	<ul style="list-style-type: none"> - Peaked at 79 million in 1999 - Individualistic and optimistic - Value engagement - Expect advancement and positive interaction - Want to be respected and appreciated 	<ul style="list-style-type: none"> - Smaller than Baby Boomer and Millennial generations - Pragmatic and skeptical - Tend to be disengaged - Want work-life balance - Chafe under the rules 	<ul style="list-style-type: none"> - 75% of workforce by 2025 - Enthusiastic and self-confident - Want to be recognized for achievements - Value innovation - First tech natives - Struggle to work with people who don't seem as smart or socially conscious as they are

What we need to consider is that the reason we Traditionalists and Baby Boomers joined Rotary is not necessarily the same reason Gen X or Millennials will join Rotary.

[CLICK](#) **SLIDE 12 –**

NOW LET'S TAKE IT A STEP FURTHER AND CONSIDER OUR FUTURE TARGET MARKET FOR MEMBERSHIP BY ADDING GEN 2020 / GEN Z AS MEMBERSHIP PROSPECTS. ROTARY'S EMPHASIS IS FOR INCREASING ROTARACT & INTERACT CLUBS SHOULD HAVE US THINK OUTSIDE THE BOX FOR HOW WE WILL ATTRACT A YOUNGER MEMBERSHIP TO ROTARY.

Five Generations Working Side by Side in 2020



TRADITIONLIST	BOOMERS	GEN X	GEN Y	GEN Z
CLICK	CLICK	CLICK	CLICK	CLICK
50 M	76 M	55 M	80 M	86 M

THE QUESTION WE MUST CONSIDER IS “HOW DO WE BECOME RELEVANT TO THE NOT ONLY GEN X AND GEN Y, BUT ALSO TO THE GEN Z POPULATION?” WE MUST BE VISIONARY TO SEE WHAT ROTARY WILL LOOK LIKE IN THE FUTURE!

[CLICK](#) SLIDE 13 –

OUT THEME THIS YEAR IS “ROTARY OPENS OPPORTUNITIES” AND WE MUST EXPLORE THE “HOW TO & ACTION STEPS TO TAKE TO EMBRACE THE CLUB MODELS AND MEMBERSHIP OPTION OPPORTUNITIES THAT ARE BEFORE US!

1st We MUST RETURN Our Founding Principles

[CLICK](#)

Networking - Rotary Means Business

[CLICK](#)

Fellowship –



TOGETHER WE CONNECT -

Member Interaction with Days of Fun

[CLICK](#) **Service – Member Impact on Community**



[CLICK](#) **SLIDE 14 – ENGAGE, RETAIN, ATTRACT**

[CLICK](#) **ENGAGED ROTARIANS =**

RETAINED ROTARIANS =

ATTRACT ROTARIANS

[CLICK](#) **Retention Rate – 80% +**

[CLICK](#) Attraction Rate – 20% +

[CLICK](#) Attrition Rate – Average 14-15%

[CLICK](#) **SLIDE 15 – 2ND WE MUST BE INTENTIONAL ABOUT MEMBERSHIP GROWTH & DIVERSITY IN OUR CLUBS!**

INTENTIONALITY BEGINS WITH THE Club Leadership Team
DEVELOPING OF A - MULTI-YEAR CLUB MEMBERSHIP GROWTH
PLAN

[CLICK](#) Rotary Club Health Check

[CLICK](#) Review Club Demographics

[CLICK](#) “What is club know for?”

[CLICK](#)

SLIDE 16 – 3. EMBRACE Innovative Club Options

Legacy 

e-CLUB 

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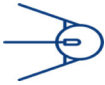
Youth Interact

Rotaract

Passport



Satellite



CAUSE-BASED



[CLICK](#)

SLIDE 17 – ALSO CONSIDER THE MEMBERSHIP OPTIONS AVAILABLE

Service Choice

Corporate

Family

Satellite

Virtual Membership

Passport

Implementing changes in your club will be hard and some will resist the changes needed to embrace innovative club models and membership types.

To make this transition will require new thinking on our part!

[CLICK](#)

SLIDE 18 – JOCKO MOTIVATION VIDEO “GOOD”