

Rotary



"Rotary International Presidential Theme 2016-17"



District 5580

Club Membership

Plan

2016–2017

Making a World of Difference

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RI-District 5580 Membership Strategic Plan



Support and Strengthen Clubs

- Foster Club innovation and flexibility
- Encourage Clubs to participate in a variety of service activities
- Promote membership diversity
- Improve member attraction and engagement
- Develop leaders
- Start new, dynamic Clubs
- Encourage strategic planning at Club and District levels

Focus and Increase Humanitarian Service

- Eradicate polio
- Increase sustainable service focused on:
 - New Generations Service programs &
 - The Rotary Foundation's six areas of focus
- Increase collaboration and connection with other organizations
- Create significant projects both locally and internationally

Enhance Public Image and Awareness

- Unify image and brand awareness
- Publicize action-oriented service
- Promote core values
- Emphasize vocational service
- Encourage Clubs to promote their networking opportunities and signature activities

Vision

- *The Vision of District 5580 and Rotary Clubs Membership Plan is to increase our attractiveness to prospective members as well as to engage our existing members, thereby retaining more of our current membership.*

Mission

- *Our Mission is to have a vibrant District with Vibrant Rotary Clubs that review their priorities of membership and retention on an annual and regular basis. The District is here to serve as a resource to all clubs to help them achieve their membership goals. (Begin with End in Mind!)*

Learning Objectives

1. **Develop strategies for membership recruitment, retention, and education.**

2. Lead the clubs in establishing membership goals. Two things a Leader Can Do!

-----Strategic Planning and

-----Ability to execute that Strategy

The four Disciplines

1. Focus on the Wildly Important!

2. Membership–Act on Lead Measures!

3. Keep a compelling Scorecard!

4. Create a Cadence of Accountability by updating and communication quarterly

5–Year Membership History

District 5580 Membership Team

1. District Governor

2. District Governor–Elect

3. Assistant Governors

4. District Membership Chairperson

(Two or more members from each of the 16 Areas to serve on District 5580 Membership Committee–Will meet Quarterly by Webinar)

5. Club Presidents

6. Club Membership Chairperson

7. Club Membership Committee

Goals

- 1. To increase member and retention/engagement to 90%**
- 2. To increase net membership to 1@ (net) by June 30, 2017**
- 3. Be a VIRBRANT Rotary Club (See RI Handout)**
- 4. Serve with District Membership Committee to identify areas for New Club Development**
- 5. Review Club Extension Possibilities**

Purpose of District and Rotary Clubs

1. To involve the entire membership in the understanding that they are part of the membership attraction and engagement efforts.
2. To evaluate the current membership relative to the demographics of the community in which the Club serves. Attract new members that represent your community's demographics.
3. With the strength and active support of the entire membership, the Club Membership Team and District membership team is encouraged to identify, attract, integrate, and engage prospective and new members as well as long-standing members of all Clubs of District 5580.

Attributes of a Vibrant Rotary Club

WE ARE A **VINT** ROTARY CLUB

Welcoming

- Greeters to welcome members, visitors and guests (pre-assigned and rotates with each meeting)
- Treasurer or Assistant Treasurer to assist visitors with payment & temporary badge
- Special introduction of Visiting Rotarians and Guests (by name)
- Thank you to Visiting Rotarians and Guests for attending your meeting (from podium)
- Members share fellowship before being seated
- Everyone makes the effort to sit with different members and guests at weekly meetings
- All guests and the speaker are given one of our Club Brochures

Friendly

- Members seem genuinely happy to see each other
- You can feel the warmth in the room
- All visitors and guests are welcomed and included...no matter where they sit
- The membership has fun with each other
- “Happy Bucks” are shared (good news to share since the last meeting) *Money raised for Club Foundation, The Rotary Foundation, PolioPlus, etc.*

Respectful

- The weekly meetings start and end on time
- The program/speaker begins and ends on time, with the pre-determined allocation of time given to the speaker (prior to the meeting day)
- Announcements are informational | educational | motivational
- The Club President works from a prepared agenda, not off the cuff
- Members are thanked for their service on projects or programs since the last meeting
- Reports of the Club's Board of Directors meeting are shared with the entire membership

Engaged Members

- All members understand the responsibilities of their membership
- When inducted, new members are asked to make a commitment to a project, program or "active" committee (a list of each is provided prior to a new member induction)
- Your Club has an active group of "mentors" who have been properly trained with your Club's traditions as well as the programs of Rotary International and The Rotary Foundation
- "Mentors" are aware of their new mentee prior to the new member's induction
- All members have a "job"
- Networking between members is encouraged
- Members are asked to share their "vocations" through Club projects and programs

Missing Members

- We care about a member who has missed at least two consecutive meetings

- Any member who misses two consecutive meetings is called-to be sure everything is OK and to let them know they have been missed.

Member Engagement is Important

Member Engagement (Retention)

is a Priority in our Rotary Club

1. We treat our members as if they are our CUSTOMERS. We work hard to attract them and we work even harder to keep them engaged in every aspect of Club, Community, Vocational, International and New Generation Service.
2. We understand that circumstances in everyone's lives change.
3. We make sure that if a member must leave our Rotary Club, because they can no longer fully participate, we direct them to another Club that might better meet their schedule.
4. We do our best to be sure that each member makes a commitment to a project, program or coincides with their passions.
5. We conduct (serious) annual "Member Satisfaction Surveys" to be sure that we are meeting the needs of our members, and we take the results seriously.
 - a. We share the results of the Member Satisfaction Surveys with our entire membership.
 - b. We develop a plan of action that will be implemented by the Board following the "Member Satisfaction Survey" and discussions with the membership.

6. Our Club has participated in a “Club Visioning” event or we have developed a Club Strategic Plan, involving all of the members or a representative group of members.

7. We make every effort to be inclusive so that each member has a volunteer job.

8. We ask new members to complete “Tiny Tasks” to get them oriented to our Club, (i.e. take photographs at a specific function; ask a member to send out a thank you note to weekly speakers for one month, etc.) This gives each member a way to become involved using small steps.

9. We keep our long-standing members involved by asking them to serve as mentors; asking them to offer their networking expertise to newer members; asking them to share some history of Club programs and projects.

10. We schedule “Club Assemblies” on a regular (quarterly?) basis to be sure that everyone is on the same page.

11. “Classification Talks” are very popular with our membership and we do our best to engage our members in these presentations on a regular basis.

12. When conducting a “New Member Induction”, we involve our entire membership and encourage the new member to share tidbits of information about themselves with all of us.

13. We take the opportunity to say “thank you” to as many members as possible, as often as possible.

14. Our Club believes in “term limits” in service as a committee, project or program chair. This enables more members to have the opportunity to serve.

Ideas & Successes from Other Clubs

- ◆ A Club has a “**Ten Step Process**” or “**Red Badge Program**” for new mFellowship
- ◆ A Club initiated “**Random Rotary**” gatherings. These are strictly camaraderie and fellowship evenings on different days and different start times to facilitate participation by as many members as possible.
- ◆ Organize a variety of **social events that include family members** such as canoe trips, picnics, miniature golf, etc.

New Member Orientation and Engagement

Before members become full– fledged Rotarians and receive their “blue badge”. Some of the following for orientation and Engagement steps may include: (1) serve as a greeter, (2) gather signatures after meeting all members, (3) participate in [3] different committee meetings, (4) share their Classification Talk, (5) attend a Club Board meeting, (6) participate in a service project, (7) participate in a Club social activity, (8) make–up at another Club, (9) attend a District function, etc.

- ◆ Continuing education programs such as “**Rotary Minute**” and “**Rotary Foundation Minute**” at each meeting.
- ◆ Create “**Fellowships**” within your Club to include interests of the members such as (but not limited to) golf, wine–tasting, cooking, gardening, skiing, biking, etc. (similar to the Rotary fellowships – at the Club level).

New Member Attraction

- ◆ Multiple Clubs ask members participate in **Chamber of Commerce expos** to share their various Club’s activities in an effort to attract new members to Rotary.
- ◆ Club organizes a **competition among members** with prizes donated by members (golf outings, weekend house stays, bottle of wine, etc.) for member attraction campaigns.
- ◆ District or Club organizes a “**Father/Son**” (or daughter) or “**Mother/Daughter**” (or son) **golf outings** to introduce the next generation to Rotarian camaraderie and fellowship.
- ◆ Consider the “Young Professionals” in your community and invite them to join your Club or to assist them in developing a new Rotary Club.

Member Engagement

- ◆ Members who **miss two meetings in a row receive a phone call** (not an e–mail) from the Club President to ensure that everything is alright with the member as well as to let the member know they have been missed by everyone in the Club.

- ◆ Invite a Club member to serve as the **Friendship Committee** chair. This member sends cards or flowers, as appropriate, and on behalf of the Club, to members who have had a baby, have health issues or have lost a family member. It's another way to promote the "family of Rotary".

Vocational Service as an Opportunity for Membership Engagement

- ◆ Include Classification Talks in your weekly programs. It gives members the chance to get to know one another.
- ◆ Ask your **new members to interview veteran members** (and vice-versa) and share results in weekly newsletter.
- ◆ Schedule off-site "**Vocational Days**" in which you meet at member's places of business to include a tour of the Business and lunch.

New Member Induction Templates

Sample 1

Fellow Rotarians, it is my privilege and pleasure today to welcome into membership in our Club , whose name was proposed by . The proposal has been reviewed in accordance with our Club constitution and bylaws. I now ask (*sponsor*) to come up here with (*proposed new member*). we now proceed to admit you into membership in the Rotary Club of and to the friendship of Rotary throughout the world. It has already been explained to you that the ideal of Rotary is service.

Our principal motto is Service Above Self and the object of this Club and all Rotary Clubs is to encourage and foster this ideal as a basis of worthy enterprise. You are to share in this effort. You have been approved for membership in this Club because we believe you to be a worthy representative of your vocation, interested in the ideals of Rotary, and willing to do your share in translating these ideals into action. You have agreed to accept the obligations of membership in this Club and to obey this Club's constitution and bylaws.

Now I have the pleasure of asking your proposer to pin on you, the Rotary emblem, which we hope you will wear every day, with pride.

Welcome to the Rotary Club of . Fellow Rotarians, I am happy to present to you Rotarian , our newest member.

Sample 2 (*contributed by PDG Ed Paparella*)

A New Member Orientation gives the Club an opportunity to review brief Rotary history or some highlights of the Club, District or The Rotary Foundation/Rotary International. Using the current information in the monthly Rotary Magazine outlining – Rotary at a Glance, is always a good time to share the size & breath of Rotary Worldwide. The information shared can be tailored to a Club's particular circumstances.

The New Member sponsor has a role in the induction ceremony of introducing the New Member to the assembly sharing some personal / professional background. It is wise to obtain permission from the New Member to share this information.

Following the review of the Rotary highlights and introduction it is suggested the following Pledge be administered by the person(s) performing the induction:

The Rotary Pledge With the acceptance of my role as a Rotarian, I pledge to, Open Doors To Peace, Goodwill & Equality For All People.

I Pledge:

~ Not to be just a passive member, but to be part of Rotary's driving force.

- ~ To make Rotary participation and attendance a joy and openly encourage the same of all members.
- ~ To serve my Club in any capacity in which I am asked to serve.
- ~ To recognize my community as my particular plot of ground given to me to till, not only for my security, but for all people.
- ~ To be an ambassador from my vocation, to my Club, my community and society, in support of my affiliation with Rotary.

~ To be proud to associate with people of all cultures, creeds, and races, knowing with deep conviction that International Understanding is the fruit of International Peace.

~ To put Rotary to work where I work. ~ To live Rotary where I live.

~ To make every effort of body, mind and spirit not to be just a member, but to be a Rotarian.

-----, do you accept the role of a Rotarian? Please respond – I Do.

I present to all gathered here,----- , the newest member of the Rotary Club.

Sample 3

Rotarian , will you please bring forward your nominee for membership in our Club.

, you have been selected by the members of this Club to hold active member- ship and are hereby loaned the classification of .

The principles, responsibilities, and obligations of Rotary have been explained to you, and you have expressed your willingness to become a Rotarian. No one is eligible to become a Rotarian unless, in his or her business or professional life, he or she endeavors to practice the principles of goodwill and service.

The members of this Club have invited you to join them because they believe you are already actuating these principles. In electing you to membership, we are doing more than taking you into our fellowship — we are making you a trustee with us of Rotary's ideals. Knowing you to be a Rotarian, the world will henceforth judge Rotary by your conduct.

Membership in Rotary is an honor and privilege, and every privilege has its corresponding obligations. One of the special obligations of membership is regular attendance at the weekly meetings; it is the basic method of fulfilling the principle of fellowship as well as a way of representing your vocation.

Every member is expected to perform his or her share of Club and community service, and the committees of the Club will afford you opportunities to serve. For the rest of this Rotary year, I would be pleased if you would serve on the committee.

Last, but by no means least, is our ideal of friendship. As you expect to receive, so give. May you be stimulated by the friendship you find here, and may we in return know you to be an added source of strength to our Club.

Will the members please stand.

It is my privilege and honor to induct you as a member of the Rotary Club of . I also have pleasure in pinning on the emblem of our worldwide association. Wear it always and with pride.

Fellow Rotarians, I present to you Rotarian , and I charge you not to fail in your duty by giving your friendship and helping to make his/her membership useful and happy.

District 5580

Potential Rotary Clubs of the Future 2016-17

Canada -Fort Francis

Minnesota North Dakota

Silver Bay	New England
Grand Marais/Grand Portage/Cook/ore	Mandan
Bayfield	New Salem
Iron River	Killdeer
Carlton	Washburn
Tower/Sudan	Garrison
Solan Springs	Beulah
Argyle	Linton
Steven	Hettinger
Climax	Rugby
Fisher	Bottineau
Roseau	Carrington
Warroad	Harvey
Hawley	Belfield
Gwinner	Tioga
	Stanley
	Burlington

New Town

Richardton

Beach

Grafton

Mayville

Casselton