**Quarterly Membership Conversations**

***Monday, August 8***

***Breakout Session Notes***

***Conversation Question***

Since the 2018-2019 Rotary year, the percent of our district members under 40 has remained about 3.3%. *What can our clubs do to attract more and retain those under 40? What appeals to people in this category? What works and how do we know it does?*

Some say that service clubs are seen as full of older citizens and an old way of doing good in communities? *What have your clubs done about changing this image. How have you used public image efforts to help do this*

*Group Input*

* Membership tiers and alternative types of membership such as service clubs
* Social media that those under 40 use most frequently – insure it is regularly updated
* Who in your club can reach out to invite those under 40. If we welcoming, caring, and hospitable – that will increase the chances they join. Then they can reach out to their friends
* Lawrence Rotary Club has established a group called *Rotary Prime* which was started by very active younger members
  + Meet in various places after work in Lawrence
  + Some of their service projects are with the rest of the Lawrence Rotary membership and others they do on their own
  + Very informal structure
* West Kansas City Rotaract Club meets monthly and varies their meeting location – meet after work
* Manhattan Rotary Club wants to reach out to their chamber of commerce young professionals group

***Additional Input re how our district membership team can further help our clubs***

* It was noted that the Leawood Rotary Club had a large increase in members during 2021-2022 Rotary year. Would it be possible that they can share what they did/doing to increase membership? Leawood president John Meier answered – yes!
* Can these quarterly membership conversations be better publicize in our clubs? Maybe thru the district newsletter and web page. Note that emails do go to club presidents, PE’s and membership chairs
* Note that our District Membership Team will be placing information on the District Web Site. As we learn what best practices other districts are doing – this info will also be placed on our web site
  + After our District Conversation, Mandy Sheldon placed a two page handout re Membership Leads on the web site. Thank you Mandy!