***SUBJ:*** **Post May 8,** **2023 Quarterly D5710 Membership Conversation Notes**

Good day District 5710 Club Presidents, PE’s, Membership Chairs & other Rotarians,

Thank you so much for your participation and input while attending our May 8, 2023 Quarterly Membership Conversation. For those unable to attend – *the below link* will let you hear the Conversation recording.

[***https://us02web.zoom.us/rec/share/I\_Ri8XnIPst-2yZJTORvcaqrJX7z3hz8IMIAvznzC2xe--BX9ydokYJSz534xEbh.1HIJPnELk5KE1BGy***](https://na01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fus02web.zoom.us%2Frec%2Fshare%2FI_Ri8XnIPst-2yZJTORvcaqrJX7z3hz8IMIAvznzC2xe--BX9ydokYJSz534xEbh.1HIJPnELk5KE1BGy&data=05%7C01%7C%7C3a52a541000d46a570f408db5262a3f5%7C84df9e7fe9f640afb435aaaaaaaaaaaa%7C1%7C0%7C638194355834803339%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=ui75FhTKj59Me%2BVg0KOxYVH0l4g02hKQv9uXA7K3y10%3D&reserved=0)

I will indicate the time on the recording you can find each topic addressed below.

Thank you, *DG Stephanie Meyer* (starting at 45 sec), for your words of support as we wind up this current Rotary year and begin to get ready for the next.

*Rachael Cornell,* president of the Emporia Rotary gave us a few tips re how she manages her full schedule being a mom, a PT Therapist, and Emporia club president. She shared a few ideas to attract new members and retain all members (she starts at *3 minutes 24 seconds* into the recording). Some of Rachael’s thoughts attracting younger professionals and retaining them -

* As a club sell what you are doing locally and how you all give back to your community. Stressing local service gets potential members in the door.
* If they have an awesome experience, they can tell a friend.
* Once they join, assign them to be a greeter along with along with a mentor. This can help them to get to know members.
* Another thought is to ask newer members to serve on your club membership committee and learn why they joined.

Please refer to the recording for Rachel’s other thoughts. Rachael, we certainly appreciate you sharing with us. Thank you!

*Bill Musgrave,* district PI liaison to the district membership team shared the how to approach your local media (printed, electronic, social) so that you can get your story out. This guide along with a guest editorial template is in Attachment #1. Bill emphasized that this tool can be used to encourage people with good hearts to identify with Rotary and how they can get involved in their community. Refer to our conversation recording (he starts at *13 minutes, 55 seconds* into the recording) to hear Bill’s other thoughts to help spread the word about Rotary helping those in need. Thank you Bill for putting this all together.

Our featured speaker, *PDG* *Marcy Ullom* from District 6990 (Florida) was outstanding! She suggests sharing with prospective members what you are able to do thru Rotary that you would not have done otherwise. This includes not only helping and service to others but also leadership development and opportunities, and connections & net working. Her presentation starts at 23 minutes into the recording. Take a listen to learn more.

Since we had a full schedule at our conversation – we did not do membership team updates other Bill Musgrave’s. Attached are the other updates:

* Attachment #2: District 5710 *Membership Data* as of April 3rd
* Attachment #3: District *Membership Leads Status Report.* This is a new report

developed by Shari Hansen showing those this Rotary year who have reached out to Rotary to learn more about us and what we do.

In addition, two new membership tools have been developed by our team. You can find them by going to our District 5710 website Membership Tab under Membership Club Resources or click on the following links:

* *Suggested Steps to Increase Your Club’s Membership* <https://clubrunner.blob.core.windows.net/00000050021/en-ca/files/sitepage/membership-club-resources/suggested-steps-to-increase-your-clubs-member/Suggested-Steps-to-Increase-Your-Club’s-Membership-docx.docx>
* *Supporting Diversity, Equity, and Inclusion in District 5710 – Suggested Membership Growth Steps for Clubs to Consider* <https://clubrunner.blob.core.windows.net/00000050021/en-ca/files/sitepage/membership-club-resources/supporting-diversity-equity-and-inclusion-in/Supporting-Diversity--Equity--and-Inclusions-in-District-5710---Some-Steps-to-Consider.docx>

Note that supporting DEI is all about living The Four Way Test and helping to grow your clubs.

While this is our last Quarterly Membership Conversation for this current 2022-2023 Rotary year, please do not hesitate to reach out to our district membership team as you are going about planning for the 2023-2024 Rotary year.

And stay tuned to learn when our next conversation will be and its format!

Thank you all again for all that you are doing to *Grow Rotary to Serve More People!*

Warm Rotary regards,

***Chuck***

Chuck Udell, District Membership Chair

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