OFFERING VALUE TO EXISTING MEMBERS

How do we better engage current members?

Rotary's research confirms that the most important factor in member satisfaction is the club experience. Try your best to offer an experience that keeps members engaged and excited. Engaged members participate in club activities, meetings, events, projects, and club leadership. They also feel a strong attachment to their club because they enjoy the friendships and connections that are part of being a member. They're motivated to put extra effort into club activities and projects and are proud to tell others about the impressive work their club is doing.



ON YOUR OWN:

Complete the Best Practices for Engaging Your Members course. This will help you develop strategies to keep people engaged. Learn more about flexible options for clubs and the different experiences you can offer to members, such as alternative membership types and meeting formats.

WITH CLUB OFFICERS:

Review the Engaging and Keeping Members guide to understand how to involve people at each phase of their membership. Then, use the exit survey in Understanding Why Members Leave to help you determine why people resign from your club.

WITH YOUR CLUB:

Discuss what makes up the club experience. Have a discussion about what works well and what could be improved. Then use the member satisfaction survey to get additional feedback about each factor.

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OFFERING VALUE TO EXISTING MEMBERS

What can we do to make our meetings more fun and interesting for everyone?

While inviting someone to a social event or a service activity before they come to a meeting might be a better way for prospective members to learn about your club, the club meeting is often their first Rotary experience. Attending a meeting lets someone experience what it's like to be a member and observe the club's culture. Whether your meetings have a similar structure from week to week or vary every time, it's good to regularly analyze your practices and the components of the meeting. This helps you determine what's working and what you might change to ensure that everyone is engaged and the experience is meeting or exceeding their expectations.



ON YOUR OWN:

Think about your club meetings and how they can be improved. Explore the speakers from recent Rotary events on the Club Programming Channel and consider how you can incorporate content like this into your meetings.

WITH CLUB OFFICERS:

Remember that many people join Rotary to develop friendships and expand their networks. Are you giving members enough time to focus on and strengthen their relationships? Also discuss how your club's practices might affect its image in the community. Use materials from the Brand Center to promote your club and explore the different club types, meeting formats, and models that can make your club more appealing.

WITH YOUR CLUB:

Review the member satisfaction survey results and have an honest conversation about your meetings, what parts members like more, and what they like less. Try other formats and ideas to find what works best. This could be focusing on service projects, leadership development activities, committee work, social gatherings, member professional talks, or vocational visits to local businesses and organizations. Find an effective balance between new ideas and important traditions.

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OFFERING VALUE TO EXISTING MEMBERS

How do we raise awareness about Rotary and our club?

Building an appealing public image is vital to any organization's success. Promoting Rotary and your club in your community builds understanding and recognition of its contributions, both locally and worldwide. Research indicates that people are more likely to give time and money to an organization with a proven record and evident results. You can raise awareness of your club's successes and activities using Rotary's resources and through compelling storytelling.



ON YOUR OWN:

Learn more about how people perceive your club. Talk to friends and family members to find out what they know about Rotary and your club. Ask someone you know to find basic information about your club using its Facebook page or website, or with Rotary's Club Search tool. Ask them how easy it was and what impression they got of your club.

WITH CLUB OFFICERS:

Ensure that your club's meeting time and place and other information is current on My Rotary, on your website, and on your social media pages. Assess your promotional materials and discuss how to make them more compelling. Use the Brand Center materials to help you plan an event, find compelling images and videos, and discover customizable items including a club brochure.

WITH YOUR CLUB:

Talk to members about how they can tell Rotary's story in your community. This might be through one-on-one conversations, events, news stories, your website, or social media. Use tips from this webinar to learn more about effective storytelling. Make sure your audience knows how it can learn more or find more information.

PAUSE AND REFLECT

Do you share on social media about the opportunities your club offers to the community? If not, why not? If you do, how can you use your posts to attract prospective members? Think about activities that are relevant to your community, such as service projects and social events. Consider making your posts shareable and including a link to your club website so people can learn more.

How well does your club publicize its events and opportunities for partnership with others in the community?

OFFERING VALUE TO EXISTING MEMBERS

How can we share our stories in a compelling way?

Every club member has a story. Think about your own: Why you joined, why you stay, and how your involvement, your service, or your friends in Rotary improve your life. Why tell your story? It gives participants a chance to learn what Rotary or Rotaract means to you. You can strengthen your bonds with other members and deepen your club's sense of community by telling a story that affects everyone. You can share Rotary's impact more effectively if you share a powerful narrative about why the funds we raise matter.



ON YOUR OWN:

In considering your Rotary or Rotaract story, what moments best illustrate the satisfaction you've gotten out of your experience? Consider how you would tell the story succinctly to someone you just met. Then, share your story on your personal and the club's social media pages with a link to the Join page.

WITH CLUB OFFICERS:

Ask your club public image committee to use resources on the Brand Center, such as these social media tips, to promote your club.

WITH YOUR CLUB:

Encourage members to think about their Rotary or Rotaract stories and the impact Rotary or Rotaract has had on their lives. One way to do this would be to dedicate the first 10 minutes of each meeting to a member speaking about why they joined or an experience that affected them. Everyone has a different story to tell!

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OFFERING VALUE TO EXISTING MEMBERS

How can we make our club more appealing to the community?

Creating and sustaining a club that community members want to join involves several factors. Clubs with a clear purpose that align their activities with their values can be more appealing than clubs that have practices that are no longer relevant. Clubs that are engaging, that consider the needs of members and nonmembers, and that act on the feedback they receive are also more appealing.



ON YOUR OWN:

Complete the Vibrant Clubs in Action course to learn tips to appeal to prospective members and keep current members engaged. Identify ways your club can improve. Continue sharing stories on social media to raise awareness about the work your club does in the community.

WITH CLUB OFFICERS:

Use the Leveraging Local Events to Grow Rotary guide to raise awareness about Rotary before a large local event. You can also survey the community about your club. Consider hiring a professional to conduct focus groups with nonmembers or asking if club members know an expert who would donate their services to do so.

WITH YOUR CLUB:

Evaluate your club service projects and assess how you're helping your community. Meaningful service projects that make a difference prompt more interest from prospective members. You can also encourage members to print the What's Rotary wallet card to give to people they meet.

NOTES

OFFERING VALUE TO EXISTING MEMBERS

How can we balance tradition with innovation?

Your club's success depends on its ability to evolve and stay relevant. Members are more likely to stay with Rotary if they believe their club is stable but also willing to accommodate their interests and evolving work, family, and personal needs.



ON YOUR OWN:

Consider what has changed since you joined and if there are ways the club can better accommodate you and other members. Talk to members from other clubs to learn what they do to innovate.

WITH CLUB OFFICERS:

Assess the experience that your club offers members and think about what you can change. Consider varying your meeting times and locations, holding virtual meetings, reducing fees for members, varying your service projects, and offering different kinds of membership. Think about club practices that may deter people from joining, such as meal costs, recitations and songs, or attendance rules.

WITH YOUR CLUB:

Develop a vision for your club and decide what you want the club to be like in the short and long term. Use the Strategic Planning Guide to help you convey the vision and plan what to do next. Articulating this vision will give members an understanding of the club's goals, the motivation to work together, and a sense of belonging.

PAUSE AND REFLECT

Think about your club and answer these questions:

What is our club good at?

What would I like our club to be known for?

How would I like a newcomer to describe our club after a visit?

OFFERING VALUE TO EXISTING MEMBERS

Why are our members leaving?

When members leave your club, it's important to understand whether it's because of something the club can control. Knowing how long members tend to stay in your club and understanding why members leave can help you focus on specific areas in your membership plan.



ON YOUR OWN:

One reason people leave a club is because their expectations aren't being fulfilled. Think about what your club expects of members and how to be clearer about those expectations. This might be the cost of membership, participation at meetings, or other ways members get involved.

WITH CLUB OFFICERS:

Discuss the process you use when a member leaves. If you don't have one, ask the membership committee to implement one. Make sure someone talks to the departing member about whether the club could have better accommodated them. Use the exit survey to learn more, and be sure to act upon the results.

WITH YOUR CLUB:

Ask members to share what they wish they had known about your club before they joined. This will help you understand anything you should be clearer about to better meet people's needs and expectations. Then, ask members to suggest specific strategies and activities to keep people engaged and involved.

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Record your ideas from this section in the Your Membership Plan worksheet.