

MEMBERSHIP SEMINAR

10.03.2020 - ZOOM

Bunny Pratt | D5910 Membership Chair

bunny@bcins.net | 979.571.9826





AGENDA

@10:00 am - Welcome – Bunny Pratt

@10:05 am - Practicing Flexibility & Innovation – Tom Gump

@10:35 am - Break-Out Rooms – District Membership Team

@11:05 am - Bio-Break

@11:10 am - Plan for Follow Through – Bunny Pratt

@11:20 - Support District Expansion – Julie Martineau & Ruth Suhler

@11:40 - Fellowship & Hospitality in a Pandemic – Rose Austin

@11:45 - Wrap Up

Membership Learning Objectives



PRACTICE
FLEXIBILITY & INNOVATION



CONNECT
PEOPLE & IDEAS



GROW ROTARY
ENGAGEMENT & REACH



TOM GUMP

Practicing Flexibility & Innovation

MEMBERSHIP TRAINING SEMINAR

1

Rotary
District 5910



Rotary Opens Opportunities

PRACTICING FLEXIBILITY & INNOVATION

ALTERNATIVE MEETINGS, NEW CLUBS, SERVICE & INVOLVING FAMILIES

Presenter: Tom Gump; Date: October 3, 2020; Time: 10:00 a.m. to 10:30 a.m.

ALTERNATIVE MEETINGS

MAKE YOUR CLUB APPEALING

TIME

Weekends

(Better for families)

Evenings

(Better for young professionals, managers, public company employees)

PLACE

Places of Worship

Parks

(Families)

Hotels / Bars

(Young professionals)

FORMAT

Service Project

No Speaker / Program

Brief Business Discussion

Followed by a Social

ROTARY.ORG/FLEXIBILITY

Rotary
District 5910



ALTERNATIVE MEETINGS

TREE PLANTING EXAMPLE



ALTERNATIVE MEETINGS

MEET AT A DIFFERENT TIME AND/OR PLACE



Rotary
District 5910



ALTERNATIVE MEETINGS

HAVE LESS STRUCTURED MEETINGS



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District 5910



ALTERNATIVE MEETINGS

TRY A DIFFERENT FORMAT

ON SITE VISITS

- **Rotary In-the-Workplace**
(Have meetings at members' businesses) or
- **Conduct a Service project at a Local Grant Recipients' Location**



FORMING NEW CLUBS

REACHING OUT INTO YOUR COMMUNITY



CLUB & MEMBERSHIP TYPES

SOMETHING FOR EVERYONE

CLUB MODELS

- **Cause-Based**
- **Satellite**
- **Rotaract**
- **Passport**
- **E-Club**
- **Corporate**
- **Alumni-Based**
- **Traditional**

MEMBERSHIP TYPES

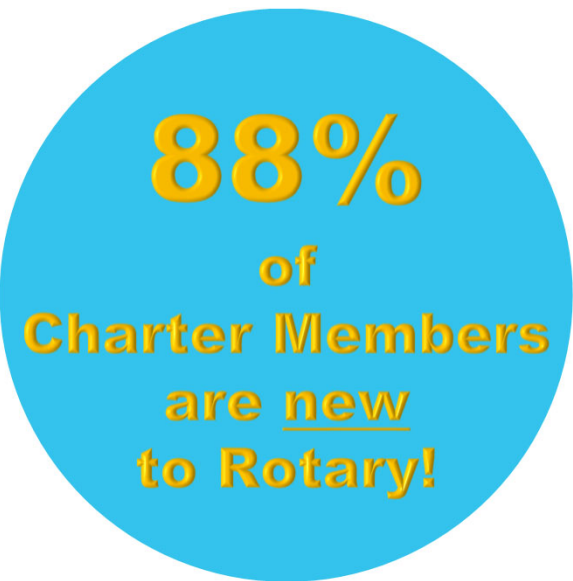
- **Corporate** (Partnership with local business)
- **Family** (Alleviates costs for family members)
- **Associate** (Offers a trail period to allow engagement)
- **Younger Professional** (Discount)



WE ARE NOT POACHING

MYTH DEBUNKED

An analysis of all new clubs formed in the last five years found that 88% of charter members were actually new to Rotary!



Brian King, RI Director of
Membership Development

Rotary 
District 5910





Alternative meetings vs.
the creation of new clubs

THREE WAYS TO GROW

SOME WAYS ARE EASY & SOME ARE HARD

WAYS TO GROW

1. Add members to existing clubs
2. Retain members in existing clubs
3. Start new clubs

WHAT IT TAKE

1. Takes a change in culture, which means you have to change people (this is hard)
2. Takes a change in culture, which means you have to change people (this is hard)
3. Accept a culture (this is much easier)





Service brings in new members & retains them!



86%

of children volunteer when
they have parents and
siblings that also volunteer
**NationalService.gov*



How can adding young families benefit my club?

ADD YOUNG FAMILIES

IMPACT OF ADDING YOUNG FAMILIES TO YOUR CLUBS

- Increases energy and growth
- Allows quality time with family
- Expands social connections, networks and resources
- Fosters a new generation of ideas



ENGAGE YOUNG FAMILIES

HERE'S HOW . . .

Make the first
conversation easy for
parents

Collaborate with your
community & clubs

Let young people
design with you

Consider a less
structured meeting &
offer childcare

Meet at a
different time and
location

Support their causes


Plan your gatherings
to be kid-friendly

Partner with a
nearby club

Create a
Family membership

CREATE FAMILY MEMBERSHIP

MAKE SURE IT HAS OPTIONS



Scotia Rotary Club

Weekly Meetings held Tuesdays at the Turf Tavern at 12:15pm

Alternate meetings held the 2nd and 4th Thursday of the month at varying locations

Scotia Rotary P.O. Box 2029 Scotia, NY 12302

www.facebook.com/scotirotary

2020-21 Membership Options

Primary Membership - \$90.00 semi-annual dues

- Full Rotary Member
- Voting Rights
- Can Hold office within the club
- Can Attend all club meetings/ fundraisers and social events
- Can add discounted memberships under a family or corporate plan

Additional Full Memberships (up to 3)
Family or Corporate Plan - \$75.00/ea. semi-annual dues

- Full Rotary Member
- Voting Rights
- Can Hold office within the club
- Can Attend all club meetings, fundraisers and social events

Additional Auxiliary Memberships (up to 3)
Family or Corporate Plan - \$15.00/ea. semi-annual dues

- Can Attend all club meetings, fundraisers and social events

Application Fee - \$50.00/membership

*The club will allow other dues payment frequencies upon request ie: Quarterly or Annual Dues collection

**The Corporate/ Family may change the designees at any time by informing the club secretary in writing. An additional Application Fee of \$50.00 must be paid for a new person named by the Corporate/Family

Corporations may apply for membership to the Club through a primary member, who becomes the contact person for the corporation.

Families may apply for membership to the Club through a primary member, who becomes the contact person for the family. A family is defined by Grandparent, Parent, Adult Child, Spouse, or Significant other living in the same domicile.

Service Above Self

Additional Full Memberships (up to 3) Family or Corporate Plan - \$75.00/ea. semi-annual dues

- ★ Full Rotary Member
- ★ Voting Rights
- ★ Can Hold office within the club
- ★ Can Attend all club meetings, fundraisers and social events

Additional Auxiliary Memberships (up to 3) Family or Corporate Plan - \$15.00/ea. semi-annual dues

- ★ Can Attend all club meetings, fundraisers and social events

Application Fee - \$50.00/membership

Rotary
District 5910



QUESTIONS

THERE ARE NO BAD ONES!



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District 5910



THANK YOU DISTRICT 5910!

[ROTARY.ORG/MEMBERSHIP](https://rotary.org/membership)





MEMBERSHIP TEAM

Break Out Q&A



BREAK-OUT Q&A (15/15)

1. How does your club engage with **Rotaract & Interact & RYLA** participants in your area? *Lead by Jerry Springfield.*
2. Describe the **culture** or personality of your Rotary Club. *Lead by Ruth Suhler.*
3. Name 1 club project or program that has been most **meaningful** to your Rotary journey? (Current or Historically). *Lead by Demetress Harrell*
4. Share an **international relationship** that only exists because of Rotary. *Lead by Micah Leonard*
5. Describe a program/project that you have done that involved a **partnership** with another Club, Non-Profit, School, or Organization. *Lead by Tim Andrews*



BIO-BREAK

5 Minutes



BUNNY PRATT

Plan for Follow Through



CONNECT & FOLLOW THROUGH

Who are we
missing?



CONNECT & FOLLOW THROUGH

Follow up your
[MyRotary.org](https://myrotary.org)
Membership
Leads

The club's president, secretary, and membership committee chair get an alert to review the lead and take the next steps

[Home](#) | [Manage](#) | [Club & District Administration](#) | [District Administration](#) | [Manage Membership Leads](#)

WE KNOW IT WORKS

Since 2001, inquiries from qualified candidates have increased by 400%. Of the screened leads we forward to districts, 63% of referrals and 60% of members relocating or changing clubs join a Rotary club within six months.





CONNECT & FOLLOW THROUGH

Why do you want to get involved?

I want to stay involved with Rotary. I participated in Interact throughout high school and became secretary my senior year. I was also selected to attend RYLA, and I was awarded a rotary scholarship by the PA-Rotary club.

~ Vicky, Port Arthur

Why do you want to get involved?

There is always a need for a helping hand...I would like to be that hand.

~Justin, Lufkin

Why do you want to get involved?

I want to become more involved in my local community and be a member who can help enact change for the betterment of the local and larger community.

~Elliott, Magnolia

Why do you want to get involved?

ring bells for the Salvation Army at Christmas, collect food and funds for the Montgomery County Food Bank, and improve an area home for a needy family.

~Jiaxuan Tang, Conroe



CONNECT & FOLLOW THROUGH

CONNECT TO MEMBERSHIP LEADS



Membership leads route prospective members to you to help you grow your membership. By signing in to your My Rotary account, you can see a list of your prospective, referred, and relocating or returning members all in one place! It's one way we're helping clubs connect with prospective members in their community who want to create positive change.

A PROSPECTIVE MEMBER'S PATH TO MEMBERSHIP



I want to join



Matched with club



Contacted by club



Invited to join



I'm a member!

HOW TO MANAGE MEMBERSHIP LEADS (FOR CLUBS)



ROTARY.ORG > MY ROTARY | Sign in/Register Club Finder Location/Language

Rotary My Rotary Exchange Ideas Take Action Learning & Reference Manage The Rotary Foundation Member News

CLUB & DISTRICT ADMINISTRATION

- Club Administration**
- District Administration
- Contributions
- Reports
- Club Invoice

TOOLS

- Community Marketplace
- RSS Feeds
- Mobile Apps
- Member Data Integration

Go to Rotary.org and sign in to My Rotary. Then go to **Manage**, then **Club Administration**.

1

Rotary My Rotary Exchange Ideas Take Action Learning & Reference Manage The Rotary Foundation

Home | Manage | Club & District Administration | Club Administration

CLUB ADMINISTRATION



CLUB FINANCES

★ Club Invoice

View your club's invoice, pay dues with a credit card, or update invoice preferences

[Club invoice](#) | [Daily club balance report](#) | [Edit invoice preferences](#) | [About the club invoice](#) | [Rotary exchange rates](#)

CLUB & MEMBER DATA

★ Manage Membership Leads

Review your online membership leads for prospective, referred, and relocated members. Then assign and track your candidates through the membership process – from introduction to initiation.

[View or manage leads](#) | [About the membership leads program](#)

Select **View or manage leads**.

2



If you don't have any leads, you'll get a message that explains why.

MANAGE MEMBERSHIP LEADS

View and manage your membership leads. You can filter or sort leads. Scroll down to see more pages.

You are viewing membership leads for

Active and historical membership leads report

SHOW LEADS BY:

PROSPECT TYPE

Any

STATUS

Any

[FILTER](#)

SUBMISSION DATE	PROSPECT TYPE	PROSPECTIVE MEMBER	STATUS
29-Oct-2015	Prospective member	John Smith	District assigned candidate to club
2-Nov-2015	Referral		Manage status
2-Nov-2015	Relocating or returning member		

View your leads here. Select a candidate's name to see more information.

SUBMISSION DATE	PROSPECT TYPE	PROSPECTIVE MEMBER	STATUS
29-Oct-2015	Prospective member	John Smith	District assigned candidate to club
			Manage status

PROSPECTIVE MEMBER

FIRST NAME
John

LAST NAME
Smith

EMAIL
Personal
johnsmith@hotmail.com

PHONE
Home
555-555-5555
Antarctica

PROFESSION
Sales Manager

EMPLOYER NAME
XYZ Company

AGE RANGE
40-49

GENDER
Male

LANGUAGE
English

CLUB MEETING LOCATION
ABC city, Antarctica

CLUB MEETING DAY
Wednesday

CLUB MEETING TIME
Morning

MEMBER ID

Referral leads show:

- Details about the candidate
- Who made the referral

Prospective member leads show:

- How they heard about Rotary
- Alumni and program participation

Rejoin or change club leads show:

- Current or previous clubs and positions held
- Previous club and district

4

All current officers can manage membership leads. Incoming and immediate past officers can only view them.

MANAGE MEMBERSHIP LEADS

View and manage your membership leads, including prospective, referred, and former or current members who are rejoining or changing clubs. It's an effective way to keep clubs and districts informed about the progress of your candidates.

You are viewing membership leads for the Rotary Club of ABC

Active and historical membership leads report

When you select **Manage status**, you can officially admit the member by selecting **Club admitted candidate**. Select the **ADD** button, complete the additional details, and hit **Submit**.

CURRENT STATUS

District assigned candidate to club

FEEDBACK

Feedback from district

Edit

CHANGE STATUS *

Club admitted candidate

DATE ADMITTED *

ADD

MEMBER ADDRESS *

ADD

SPONSOR

- Select -

By selecting submit, you will be removing this candidate from your membership leads. You can still see the lead in your historical leads report.

SUBMIT

STATUS HISTORY

DATE	STATUS
2-Nov-2015	District assigned candidate to club
29-Oct-2015	Staff assigned candidate to district

1234

Some statuses will require you to leave feedback. Other statuses are considered the final step of the process and will move the lead to the historical lead report.

If you admit members using your own database (i.e., ClubRunner), confirm the member ID before adding the member to avoid creating duplicate records.

For members changing clubs, the secretary of their old club must terminate their membership in Rotary's database before they can be admitted into their new club.

Status history shows the progress of active leads and any feedback left by clubs, your district, or staff.

MANAGE MEMBERSHIP LEADS

View and manage your membership leads, including prospective, referred, and former or current members who are rejoining or changing districts informed about the progress of your candidates.

You are viewing membership leads for the Rotary Club of

[Active and historical membership leads report](#)

You can view reports by selecting this link for inactive leads or selecting **View reports** as shown below.

REPORTS

 PAGE GUIDE

INDIVIDUAL REPORTS

Contributions & Recognition

★ Donor History Report

View your contributions to The Rotary Foundation

[View report](#) | [Give online](#) | [Mail your check](#)

The **View reports** link leads to two reports:

- **Membership Leads Report** — List of active and historical leads and all associated data, by individual lead
- **Membership Leads Executive Summary** — Analysis of how your leads have heard about Rotary, their progress and demographics, and the average time to contact, assign, and admit them

CLUB REPORTS

★ Membership Leads

Find a list of active and historical leads in the Membership Leads Report. Review demographics of your leads, and see the average time to admit them in the Membership Leads Executive Summary.

[View reports](#) | [About the membership leads program](#)

For more information about membership leads, see [Connect to Membership Leads](#). Questions? Email membershipdevelopment@rotary.org.



CONNECT & FOLLOW THROUGH



HOW PROSPECTIVE MEMBERS HAVE HEARD ABOUT ROTARY

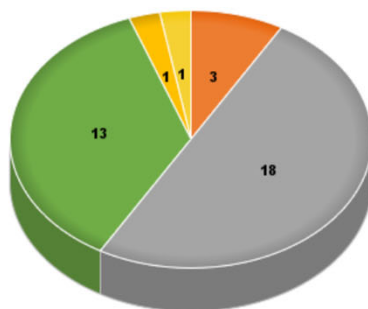
Submitted between 01-Jan-2020 and 30-Sep-2020

District 5910

My district

How did you hear about Rotary

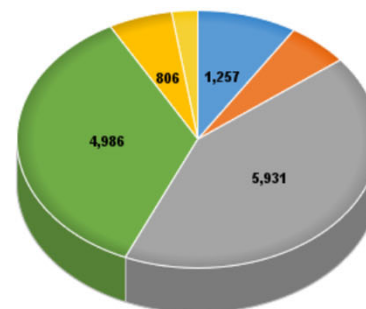
- I attended a Rotary event
- I participated in a Rotary program
- Through a personal connection (friend or family)
- Through the media
- Not Specified
- Through Toastmasters



Worldwide

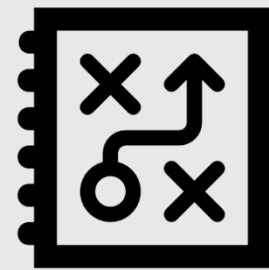
How did you hear about Rotary

- I attended a Rotary event
- I participated in a Rotary program
- Through a personal connection (friend or family)
- Through the media
- Not Specified
- Through Toastmasters





CONNECT & FOLLOW THROUGH



Membership Leads

- Establish an internal communication **plan** (email/phone/mail)
- Remember follow up and invite them **personally** to an upcoming club meeting, service project, or to meet for coffee.
- **One size does not fit all.** If your club isn't a good fit, recommend another. Ask for help from your Assistant Governor.
- Circumstances change, so circle back around to past leads & past members
- Speakers, Non-Rotary Volunteers & Donors are prospects.



Connect & Follow through

Club Membership Committee Checklist

- Establish & Communicate membership levels
- Develop Club FAQs & publish to website ([sample](#))
- Evaluate or Implement New Member Orientation & Red Badge or Mentorship Program
- Review membership statistics & demographics
- Learn Club Runner Admin Tools: Member Dashboard, New Member Activity Tracking, Custom Contact Groups



CONNECT & FOLLOW THROUGH

Have a bias towards action –
let's see something happen
now. You can break that big
plan into small steps and
take the first step right away.

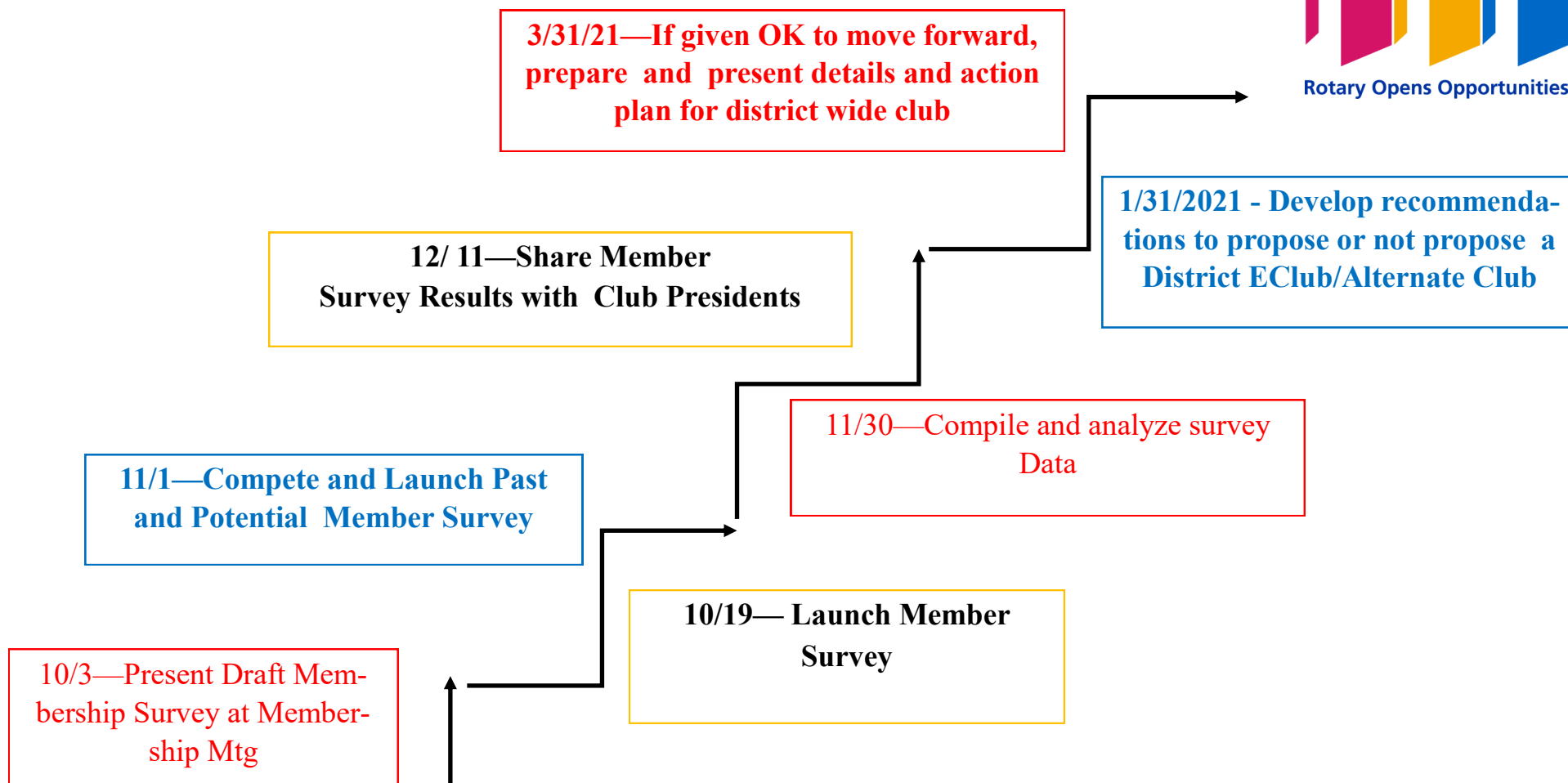
~Indira Gandhi



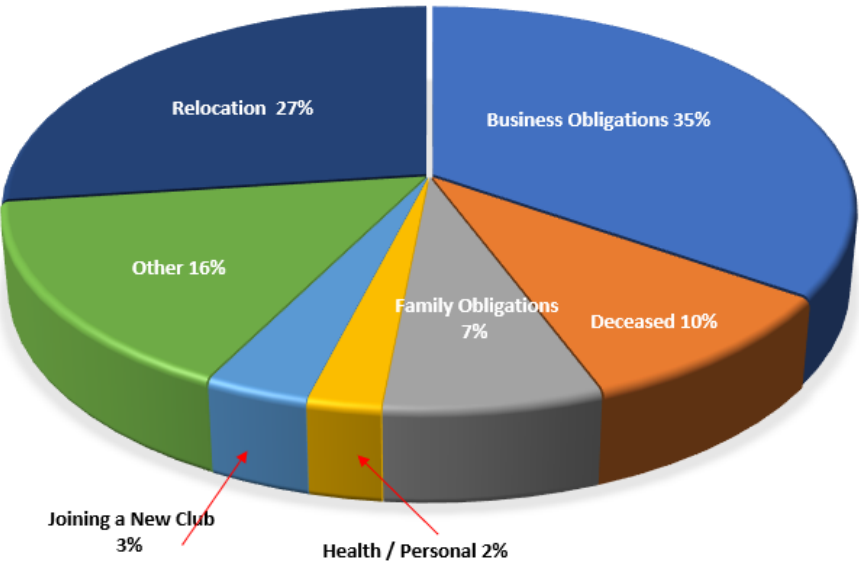


JULIE & RUTH

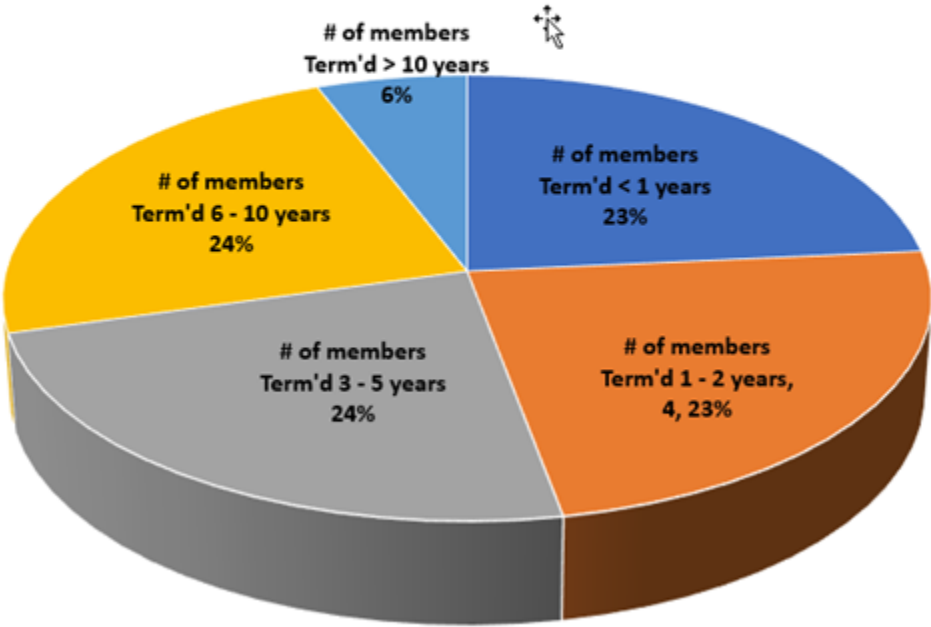
Exploring District Expansion



REASONS CLUBS LOSE MEMBERS N=980



YEARS OF MEMBERSHIP BEFORE TERMINATING MEMBERSHIP
N=1593





ROSE AUSTIN

Fellowship & Hospitality
(during a *Pandemic*)



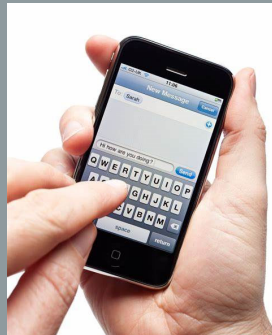
FELLOWSHIP AND HOSPITALITY DURING A PANDEMIC

District 5910 Membership Seminar
PDG Rose Austin, Fellowship and Hospitality Chair
October 3, 2020



FELLOWSHIP AND HOSPITALITY DURING A PANDEMIC

How are you keeping in touch with your family during this pandemic?





FELLOWSHIP AND HOSPITALITY DURING A PANDEMIC

You can use the same techniques in your Rotary club:

1. Call members.
2. Text members.
3. Hold a Zoom (virtual) gathering.
4. Hold a small social distanced in-person gathering.





FELLOWSHIP AND HOSPITALITY DURING A PANDEMIC

Fellowships increase membership engagement.

1. Build Connection
2. Provide Additional Value
3. Attract and Retain Members



FELLOWSHIP AND HOSPITALITY DURING A PANDEMIC

Fellowships Held by Some Rotary Clubs





FELLOWSHIP AND HOSPITALITY DURING A PANDEMIC

Virtual “Catch-Up” Social Time

(During Scheduled Meeting Time)

- No Speaker
- Eat, Drink, or Not
- Go “Round Robin” highlighting what’s going on in their lives
- “Good News” Chat

Rotary Club of Lake Conroe

Rotary Club of East Montgomery County

College of Governors



Coffee & Chat



FELLOWSHIP AND HOSPITALITY DURING A PANDEMIC

Virtual Casual Happy Hour

- Own drinks and snacks
- Good, guided conversation
- Try to avoid Rotary and work-related topics (Speak on food, hobbies, entertainment, art and culture, family)
- Can play games

District Conference

Zone Institute

Rotary Class Reunions





FELLOWSHIP AND HOSPITALITY DURING A PANDEMIC

Virtual Themed Socials (with background)

Note: Send invitations, any recipes, and needed instructions in advance

- Beach (Wear beach gear, share favorite summer drink recipe, play beach tunes)
- Fiesta (Wear fiesta attire, send margarita and taco pairing recipes in advance, music, activity)
- The 70's or Retro (attire including hair, music, quiz)

2020 District Conference





FELLOWSHIP AND HOSPITALITY DURING A PANDEMIC

Virtual Game Night

- Charades
- Jeopardy (<https://www.jeopardyapp.com/>)
- Trivial Pursuit
- Make Your Own Game

Rotary Club of Lake Conroe
District Conference





FELLOWSHIP AND HOSPITALITY DURING A PANDEMIC

Special Virtual Socials

I. Wine Tasting

- Invite wine consultant to discuss 2-3 wines
- Participants purchase wines in advance
- Participants purchase light food for pairing
- Consultant guides the process of wine tasting



Rotary Club of Galveston



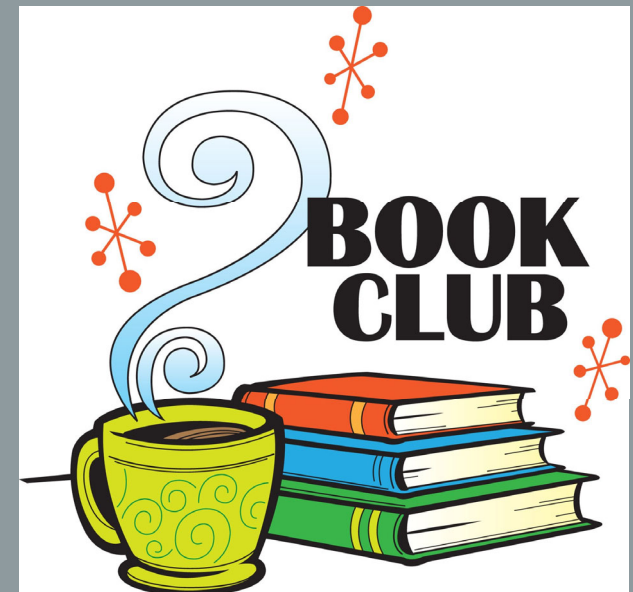
FELLOWSHIP AND HOSPITALITY DURING A PANDEMIC

Special Virtual Socials

2. Book Club

- Casual, little time commitment
- Book selection and date
- Select food that ties in to the book
- Guided book discussion (questions)

Rotary Club of Palestine



TOGETHER, WE

GROW

District
Rotary
5910

