

Rotary District 6000 Membership

Welcome & Introductions

Rotary District 6000 Membership

Subjects to be Discussed

- Attracting Members
- Engaging Members
- Retaining Members
- Mentoring Members
- Club Extension Opportunities
- Alternative Meeting Types
- Membership Olympics
- Managing Membership Leads

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Attracting and Retaining Members

By D6000 Membership Tri-Chair
Jennifer Chittenden

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Highlight the Value Proposition

- We Are People of Action
- Gain Leadership and Connection
- Have Local and Global Impact

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Share About Community Impact

- Tour Club Projects
- Describe Rotary International Causes
- Invite to Hands-On Service



**PEACEBUILDING AND
CONFLICT PREVENTION**



**DISEASE PREVENTION
AND TREATMENT**



**WATER, SANITATION,
AND HYGIENE**



**MATERNAL AND
CHILD HEALTH**



**BASIC EDUCATION
AND LITERACY**



**COMMUNITY ECONOMIC
DEVELOPMENT**



ENVIRONMENT



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Find Members Where They Already Are

- Seek From a Variety of Events
- Be Present in Diverse Communities
- Ask About Young Professionals Looking to Grow



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Offer Options for Involvement

- Meetings
- Service Projects
- Socials
- Committees
- Events and Learning
- Virtual (where applicable)



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Create a Welcoming Culture

- Communicate Logistics in Advance
- Plan for First Impressions
- Facilitate the Introductions
- Thank and Follow-Up



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Connect to Rotary's Global Reach

- Over 1.2 Million Members
- Share Stories of Global Impact
- Explain Local, District and International



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Communicate the Why

- Learn What Appeals to Them About Rotary
- Share How They Make a Difference
- Talk About Service Above Self



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Membership Retention and Engagement

By D6000 Membership Tri-Chair
Jennifer Chittenden

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Why Membership Retention Matters

- More Ease in Growth
- Greater Fellowship
- Increased Service Impact
- Financial Stability
- Stronger Leadership Pipelines
- Rotary International's Global Impact

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Time for Family
Time for Work
Time for Community

Rotary



Time to make
A DIFFERENCE
Time for Rotary



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5 Common Reasons Members Leave

1. Lack of Engagement or Connection
2. Time Constraints and Competing Priorities
3. Financial Concerns
4. Uninspiring or Ineffective Meetings
5. Unclear Value or Impact



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Strategies to Influence Member Engagement

- Build Strong Membership Committees
- Improve Member Onboarding Processes
- Add Vibrancy to Meetings, Service and Socials
- Enrich the Personal Experience
- Monitor With Data and Be Proactive



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Mentoring Members
Club Extension Opportunities
Alternative Meeting Types
Membership Olympics
Managing Membership Leads

By D6000 Membership Tri-Chair
Steve Wieneke

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Mentoring Members

- Selection of mentors vs. sponsors
- Roles and responsibilities of mentors
- New Member Orientation/Fireside Chat
- Mentoring checklist
- Red Badge Program

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Rotary Club Extensions and Best Practices

- Use creativity and imagination to think outside the box
- Don't be afraid to try something new to attract excitement that new prospective members may find irresistible to be part of
- Think of prospective members that you may not have involved in the past



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- Meet people where they are at, that is more convenient for their lifestyle
- Strategies to make meetings and events more appealing
- Dates/Times/Places and What prospective members are passionate about (What Jazzes them up?)
- Cost savings when members have the option of NOT paying for a meal



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Alternative Club Model Types Cause and/or Interest Based Clubs

CLUB MODELS – What approach serves our members best?

- Homeless, Outreach, Prevention, & Education (HOPE)
- VETERANS
- MENTAL HEALTH
- PASSPORT

➤ District and/or International Online

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- HYBRID
- COMMUNITY CORPS
- CORPORATE
- ALUMNI BASED
- SERVICE BASED

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Club Membership Olympics Challenge

- Appoint a Club Membership Chair
- Appoint a Club Membership Committee
- Conduct New Member Orientation/Fireside Chat Program
- Submit an Annual Club Membership Goal
- Participate in "Each One, Bring One" lead challenge
- New Members assigned a mentor

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Club Membership Olympics Challenge

- Survey Club Members
- Conduct Fun Member Engagement Activity
- Conduct Program to Address Retention of Members
- What did the club do new to grow membership?
- Complete Membership Basic Learning Plan
- Sponsor and nurture a Club Extension, Interact, or Rotaract Club

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Managing Membership Leads

- Roles and responsibilities of club and district leaders
- Action steps club and district leaders are responsible for completing

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THANK
YOU!

