

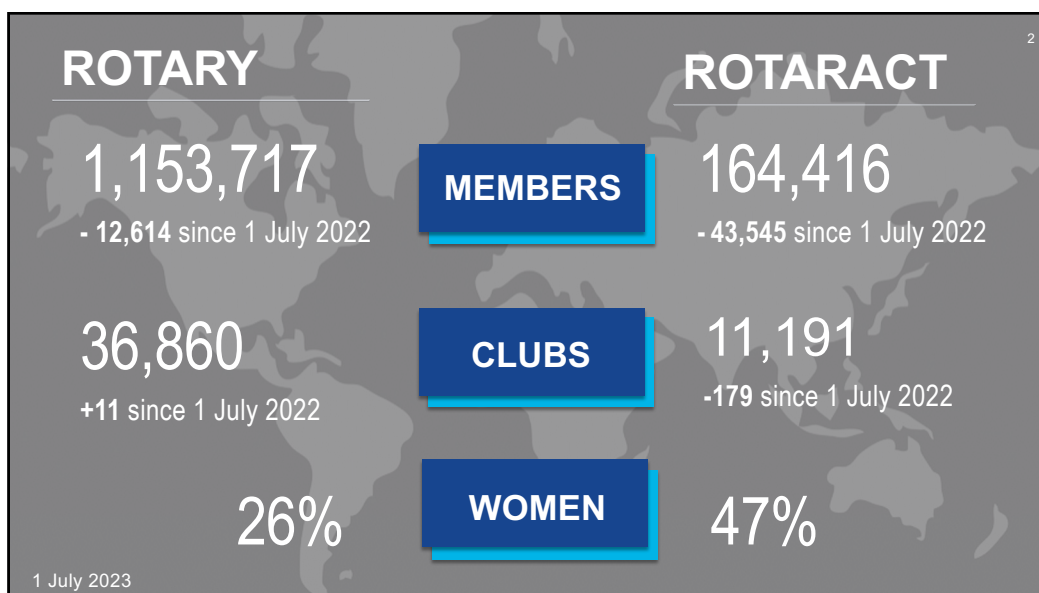
2023 FALL LEARNING EVENT
D6440

MEMBERSHIP

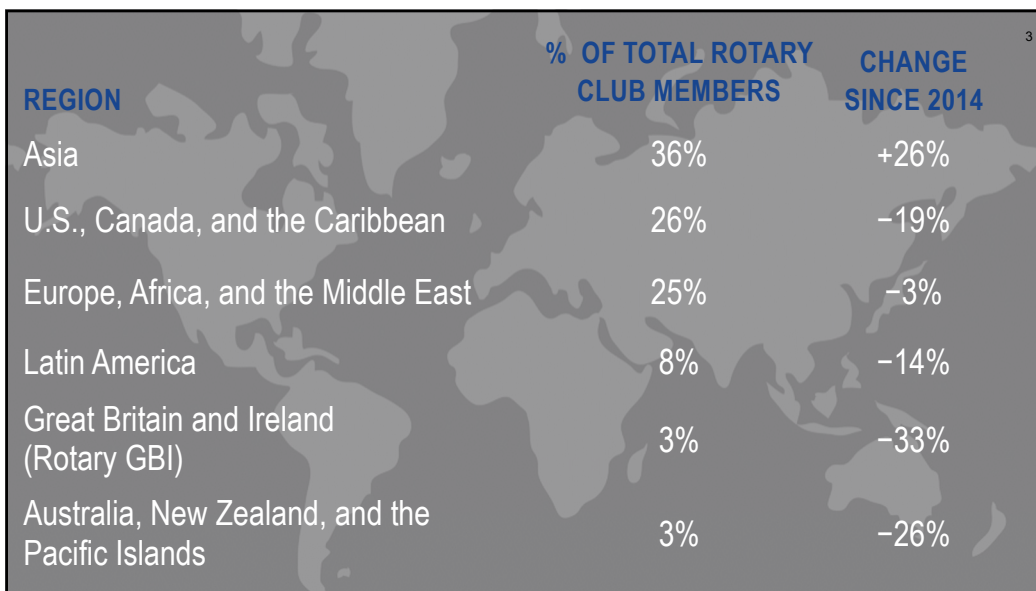
LYLE STAAB
JOE MUSOLINO

Rotary   **CREATE HOPE**
in the **WORLD**

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REGION	% OF TOTAL ROTARY CLUB MEMBERS	CHANGE SINCE 2014
Asia	36%	+26%
U.S., Canada, and the Caribbean	26%	-19%
Europe, Africa, and the Middle East	25%	-3%
Latin America	8%	-14%
Great Britain and Ireland (Rotary GBI)	3%	-33%
Australia, New Zealand, and the Pacific Islands	3%	-26%

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DISTRICT 6440	1862 MEMBERS -229 from RY20 +46 from RY23	65 CLUBS - 2 from RY20
TREND, AS OF 9/30/23	DISTRICT	WORLDWIDE
Men, women	64%, 36%	74%, 26%
New member retention	91%	88%
Existing member retention	86%	87%
Members under age 40	3%	8%
Age not reported	39%	24%

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CLUB EXPERIENCE

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WHAT MEMBERS WANT



Local community service



Connecting with others



Professional & leadership
development opportunities

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WHY MEMBERS LEAVE



Club environment &
club culture



Unmet expectations



Financial &
time commitments



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THE CLUB EXPERIENCE MATTERS MOST

Members have
confidence in club
leaders and their focus

Members **enjoy**
meetings

Service opportunities
make a difference
in the world and
local community

Members feel
comfortable with
each other

Members make
meaningful friendships
and personal connections

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

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LEAD TO SERVE

Create a club environment that adds value to your members' lives.

Devote time to understand their needs and how they'd like to be involved in your club.

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

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IMPROVE OUR MEETINGS

Now more than ever, we can connect with each other differently.

We can offer more opportunities for people to attend our meetings, support their communities, and grow personally and professionally.

[ROTARY.ORG/FLEXIBILITY](https://rotary.org/flexibility)



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SERVE IN MEANINGFUL WAYS

Start by asking yourself what is the **positive, lasting change** that will be the ultimate impact of your work.

Then determine what activities will lead to that result.

[ROTARY.ORG/
PROJECTRESOURCES](https://rotary.org/projectresources)

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CREATE AN INCLUSIVE CLUB CULTURE

Our members want and expect Rotary to be a diverse, equitable, and inclusive organization.

Although the Rotary experience may differ from country to country, issues of diversity, equity, and inclusion are globally relevant.

[ROTARY.ORG/DEI](https://rotary.org/dei)



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PRIORITIZE TIME FOR MEMBERS TO CONNECT

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“The foundation upon which Rotary has been built is friendship; on no less firm foundation could it ever have stood.”

- PAUL HARRIS

[ROTARY.ORG/JOIN](https://rotary.org/join)



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TAKE ACTION

- Lead to serve
- Improve our meetings
- Serve in meaningful ways
- Create an inclusive club culture
- Prioritize time for members to connect

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Exercise

1. Form into groups of three or four (and be diverse – different clubs)
2. Each identify which of the five Club Experience Elements you believe is the most pressing one for your club to work on
3. Brainstorm on what you could do to make a change

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RESOURCES

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Membership Assessment Tools Brochure



**GETTING TO KNOW
PROSPECTIVE AND
NEW MEMBERS:
MEMBER INTEREST SURVEY**



**ENGAGING AND
KEEPING MEMBERS:
A RETENTION
ASSESSMENT AND ANALYSIS**



**UNDERSTANDING
HOW YOUR CLUB
REPRESENTS YOUR
COMMUNITY:
A DIVERSITY ASSESSMENT**



**ENHANCING THE
CLUB EXPERIENCE:
MEMBER
SATISFACTION SURVEY**



**FINDING PEOPLE
TO INVITE:
A PROSPECTIVE
MEMBER EXERCISE**



**UNDERSTANDING
WHY MEMBERS
LEAVE:
EXIT SURVEY**



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Club Membership Committee Basics Learning Plan



Getting Started With the
Learning Center
E-learning | Duration 15m



Best Practices for Engaging
Members
E-learning | Duration 45m



Get Ready: Club Membership
Committee
E-learning | Duration 15m



Strategies for Attracting New
Members
E-learning | Duration 15m



Working With Your Club
Leadership Team
E-learning | Duration 30m



Rotary Club Central Resources
E-learning | Duration 15m



Leading Effective Committees
E-learning | Duration 15m



Online Membership Leads
E-learning | Duration 30m



Is Your Club Healthy?
E-learning | Duration 1h

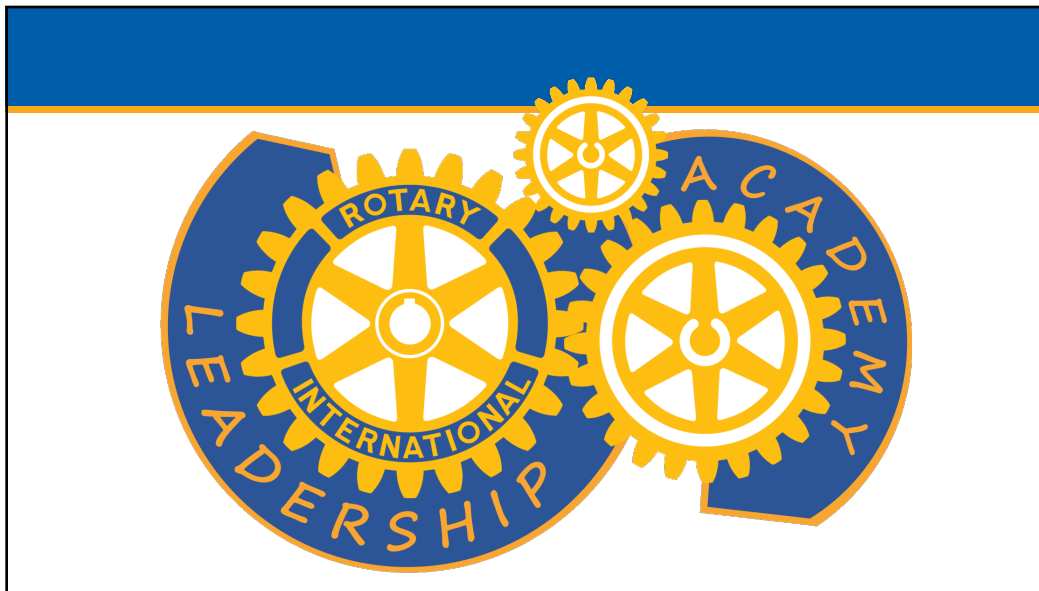


Committing to Diversity,
Equity, and Inclusion
E-learning | Duration 15m



Creating an Inclusive Club
Culture
E-learning | Duration 15m

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What is the DLA?

- The DLA is an online learning program, lasting seven months, giving the participants a broad understanding of how Rotary works and how they can be more effective in their Club and in the District.
- Facilitated by experts from 6440, most of whom are DLA grads
- Modules include: Cornerstone, Public Image, Youth Service, Organization, Foundation and Fundraising, Grants.....AND MEMBERSHIP



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DLA Membership Module

Assignments			
#1. REVIEW ALL COURSE REFERENCE MATERIALS & COURSE ASSIGNMENTS	Not available until Jan 1 at 12:00am Due Jan 5, 2024 at 11:59pm 5 pts	✓	⋮
#2. "FIRST IMPRESSIONS MATTER" VIDEO	Not available until Jan 1 at 12:00am Due Jan 5, 2024 at 11:59pm 5 pts	✓	⋮
#3. RI LEARNING CENTER - MEMBERSHIP COURSES	Not available until Jan 1 at 12:00am Due Jan 10, 2024 at 11:59pm 15 pts	✓	⋮
#5. PLAN TO ESTABLISH A SATELLITE CLUB OR ALTERNATE MEMBERSHIP TYPE	Not available until Jan 1 at 12:00am Due Jan 16, 2024 at 11:59pm 15 pts	✓	⋮
#4. CLUB MEMBERSHIP SATISFACTION AND RETENTION SURVEYS	Not available until Jan 1 at 12:00am Due Jan 22, 2024 at 11:59pm 20 pts	✓	⋮
#6. CLUB MEMBERSHIP ACTION PLAN	Not available until Jan 10 at 12:00am Due Jan 27, 2024 at 11:59pm 20 pts	✓	⋮
#7. MEMBERSHIP MODULE FINAL QUIZ	Not available until Jan 22 at 12:00am Due Jan 31, 2024 at 11:58pm 20 pts	✓	⋮

All Club Membership Chairs and their Committee members are invited to enroll in just the Membership Module, scheduled for January 2024!

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Angela Walker District Membership Chairperson	Al Oller Waukegan Rotary Club	Joe Musolino Arlington Heights Rotary Club	Andy Vass NorthBrook Rotary Club
			
Nancy Shepardson Lake Zurich Rotary Club	Alan Kirk Elgin Breakfast Club	Dr. Zenobia Tantra Northeast Chicagoland Passport Club	Sonja Martin North Chicago Rotary Club
MEMBERSHIP COMMITTEE			Rotary 

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Resources from the Membership Committee

- District Membership Team Quarterly Meetings
- 1st Monday monthly membership drop-in sessions:
detail on District Website
 - “Morning Joe” – 8:30AM
 - “Happy Hour” – 5:30PM
- Rotary Talks Podcast
- New Member Orientation at One Rotary Center



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“DIFFERENT” CLUB CONCEPT

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Service Companion Clubs

Ask Yourself...

Does your Rotary Club need more members?

Would your club like to have more service projects?

Does your club want younger members?

Would your club want more women?

Does your club want to look more like your community?



If you answer YES to any of these questions, you should consider a Service Companion Club!

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Service Companion Clubs

- **A satellite club, that is solely or primarily focused on community service, often on a single theme or objective**
- Embraces participation by community members and their families
- Allows more individuals to have a positive impact on their community
- Offers an alternative for people unable to attend regular meetings
- Has its own meetings, plans its own events
- Has minimal bureaucracy

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Service Companion Clubs

Case Study 1: Rotary Club of Boone

Population 12,000, Rotary membership was 30

The Companion Club meets at 5:30 p.m. twice monthly. Since several members of the Companion are teachers who cannot attend a noon meeting, literacy was a natural focus. The Club finds sponsors for a book each month for all second graders in Boone County. It also distributes books at Trunk or Treat and has established a preschool take-home library for each preschool program in the county.

Rotary and Companion Club Membership now : 53

Case Study 2: Rotary Club of Marshalltown

Population 27,000, Rotary membership was 111

A companion club was started in fall of 2022, whose mission is to create opportunities for Rotarians to improve their mental, emotional, and behavioral health. It's spearheading District 6000's mental health initiative.

Rotary and Companion Club Membership now: 130

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Service Companion Clubs

Keys to success:

- **Roots and Wings – “Go Your Own Way”**
 - Need at least two Rotarians to lead the development of the Companion Club, to:
 - Invite non-Rotarians to projects and meetings
 - Provide orientation and onboarding to Rotary
 - Facilitate identification of a service focus and projects
- **“Hold On Loosely”**
 - You'll have ONE Rotary Club with two meeting times with **different objectives and different approaches**. Embrace it!
 - When they do meet, 5:30 seems to be the sweet spot.
- **"Resistance is futile, prepare to be assimilated"**
 - Companion Club must have Board representation (by-laws change)

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Exercise

1. Form into groups of three or four again
2. Brainstorm on how your clubs might add a companion, and what objections you might get from your club members.
3. Discuss how you might be able to collaborate with another nearby Rotary club to jointly charter a companion.

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TELL US HOW WE DID!

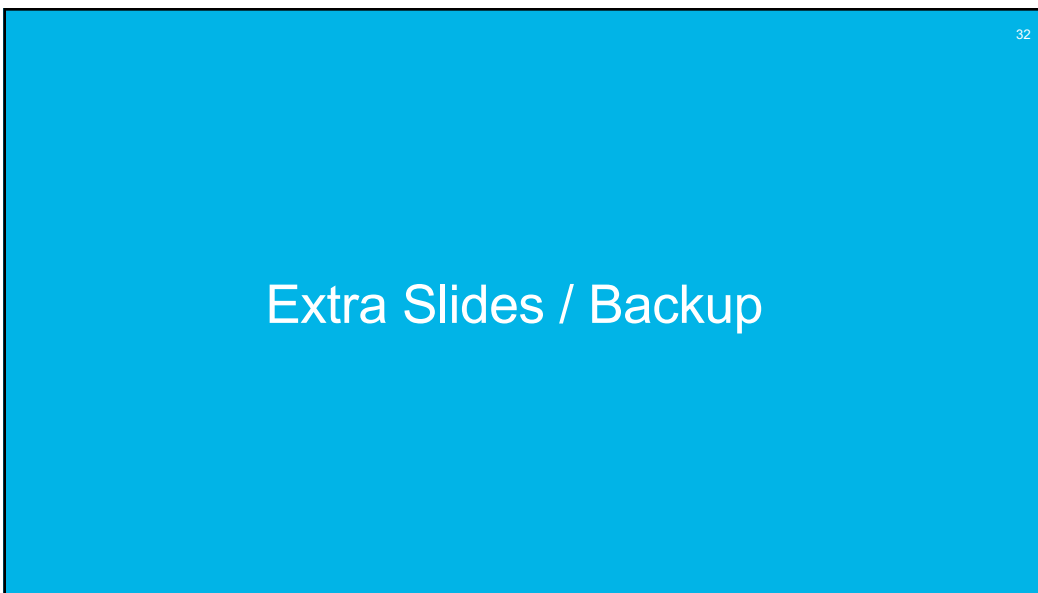


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Extra Slides / Backup

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