



## 16 Ideas for Breathing Life into Your Club

RESOURCES TO HELP OUR CLUBS GROW AND PROSPER

By Anabella Q. Bonfa, District 5320 membership chair

How do you breathe new life into your Rotary club? We held a young professional summit recently in southern California, USA, attended by 52 members of Rotary and Rotaract — some new and some with many years of experience — who came together for half a day to share their thoughts. Everyone had fun, and many creative ideas surfaced. Here are just a few:

### Plan events that are family-friendly to engage members with young children.

1. Plan your events in locations where kids are welcome. A few examples would be a

- cleanup day at the beach or park. Or hold a picnic followed by dessert at a nearby restaurant
2. Give children of members duties to do at club events like collecting money or arranging cans at a food drive
3. Reward children for taking part in your community service work. A little recognition now may plant the seed for a life-long love of service

### Share the value of Rotary. “What’s in it for me?”

4. Explain how Rotary offers a chance to make new friends
5. Prompt club meetings as an opportunity to spend

# Membership District 7090

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## April 2017

- time with nice people who share a similar mindset and a desire to serve
6. Show how your members can make a difference and have a direct impact on your community
7. Explain how members build business connections that grow their careers.
8. Advertise the opportunities to develop leadership skills

### Come up with ways to decrease the cost for emerging young leaders

9. Offer sliding scale meals.
10. Consider options of meetings without food, coffee, or dessert

11. Offer corporate memberships
12. Subsidize young leaders by pairing them with more established members who can pay part of their costs for a period of time

## Allow, don't discourage, members to promote their professional life

13. Schedule minute-long vocational talks for members to share about their business during a meeting
14. Invite speakers to talk about innovations in business and technology
15. Hold club networking events
16. Encourage newer members to share trends in their line of work

All these came out of one half-day seminar. Hold your own young professionals workshop, and see what great ideas you come up with!

(This article was posted by in the RI blog, *Rotary Voices*, on May 31, 2016.)

## Great Resources for Membership

There are many great resources available from RI and other sources to assist clubs with their recruitment and retention strategies. In each of these

newsletters, we'll feature a few of these.

One of the best publications from Rotary International is called "Be a Vibrant Club." It provides a roadmap for ensuring that your club is engaging your current members and is appealing to prospective members. You can download a copy at <https://my.rotary.org/en/document/be-vibrant-club-your-club-leadership-plan-north-america-245-a>

Did you know that Rotary International has its own YouTube channel? Go to this link:

<https://www.youtube.com/user/RotaryInternational>

Here you will find all sorts of videos about Rotary, including short recruitment videos, educational videos, and videos of presentations done at RI Conventions by great speakers.

You'll also find a series of short, provocative videos called "Rotary Minute" with topics like "How Can Rotary Stay Relevant to Its Younger Members?" and "Is Your Club Family Friendly?" Perhaps you could show these short videos occasionally at your club meetings to stimulate discussion of these important issues.

## Invitation to contribute to this newsletter

Do you have some good ideas about how clubs can develop membership? Perhaps it's something your club has

had success with. Perhaps you read about something being done by another club or district. Perhaps you came up with a clever idea all on your own!

If you would like to write an article for this newsletter, please contact me. I know we have a lot of smart Rotarians in our district and I'd like this newsletter to be a platform for sharing good ideas and best practices for membership development.



This is an excellent recruitment brochure from Rotary. I recommend that you purchase a supply for members to give to prospects. You can order them from <https://shop.rotary.org/>. The cost is 5 for \$1.25 US.

**Questions or Comments?** Contact IPDG Kevin Crosby, 2016-17 Membership Director, at [kevin@d7090.org](mailto:kevin@d7090.org).