



Making Your New (Rotary) Year Resolutions

RESOURCES TO HELP OUR CLUBS GROW AND PROSPER

By Kevin Crosby, IPDG & District 7090 Membership Director

Think about the way you feel on December 31 as you contemplate the start of a new calendar year. If you're like most people, you probably make resolutions to exercise more, eat healthier, spend more time with your family and friends, find ways to reduce stress in your life, pursue a new hobby or spend more time on the one you have, etc.

The start of a new year has a special psychological effect of renewing our optimism about what might be accomplished in the next twelve months. Even if we ultimately abandon some of our New Year's resolutions, the idea of focusing on our priorities and taking steps to make improvements can be very inspirational. If we are *really* committed, these resolutions can provide the impetus to change our habits.



As you know, July 1 is the start of a brand-new Rotary year. I encourage you to think of June 30 as Rotary New Year's Eve. I don't mean you should put on party hats, drink champagne and annoy others with noise-makers. (But, knock yourself out if you want to celebrate like this. Your outgoing club President may go this route.)

I'm suggesting that you and your club members put together a list of Rotary New Year's resolutions. What are the new habits you want to develop that will make your Rotary experience better and your club more vibrant?

Membership District 7090

Rotary



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Suggestions for Rotary New Year's Resolutions for membership development.

Since this newsletter is about membership, you shouldn't be surprised that I'm suggesting some resolutions directed at membership development.

Ultimately, you and your fellow club members should commit to resolutions that make sense to you and will be embraced by your members. Please consider the following suggestions as just that... suggestions. Some of these might be right for your club and some might not.

1. **Appoint a Membership Committee, not just a Membership Chair.** To be truly effective,

membership development involves many initiatives: e.g., recruitment activities; an effective on-boarding process; good public image activities; retention strategies; etc. This is too much for one person to manage alone.

2. **Take a hard look at how your club looks and feels to a prospective member.** What is the culture of your club? Are you warm, welcoming, and appealing to someone under 40, or *any* prospective member for that matter?
3. **Consider modifications to your meeting schedule, meal costs, and attendance requirements.** Have you explored how you might make changes in light of the 2016 COL resolutions in order to better meet the needs and constraints of your current members as well as prospective members?
4. **Plan enough hands-on service projects to keep current members engaged and to meet the expectations of new members.** We know most people join Rotary to do local community service projects. Is your club providing enough opportunities for new and existing member to participate in such projects on a regular basis?

5. **Re-examine your approach to public image.** How well are you using social media (e.g., Facebook) to keep folks in your community and personal networks aware of all your club activities? Are there ways you could pool resources with other Rotary clubs in your community to keep Rotary's name in front of the public?
6. **Devote at least one meeting each quarter to a discussion of membership development strategies for recruitment and retention.** Use this time to brainstorm ideas, discuss new initiatives, and build the idea that membership development is the responsibility of EVERY member of the club.
7. **Build an engaging on-boarding process for new members.** If you want to keep new members in the club, you will need an on-boarding process that gets them engaged in activities early and often. Also, you will need to expose them to "Rotary Beyond the Club" so they develop a sense of affiliation and pride in being part of a very large family of Rotarians.

These are just a few ideas for your Rotary New Year's resolutions. I'll

bet you can come up with several more.

Great Resources for Membership

There are many great resources available from RI and other sources to assist clubs with their recruitment and retention strategies. Here are two great resources from RI: (1) [Strengthening Your Membership](#); and (2) [Introducing New Members to Rotary](#).

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.

Questions or Comments? Contact IPDG Kevin Crosby, 2016-17 Membership Director, at kevin@d7090.org.