



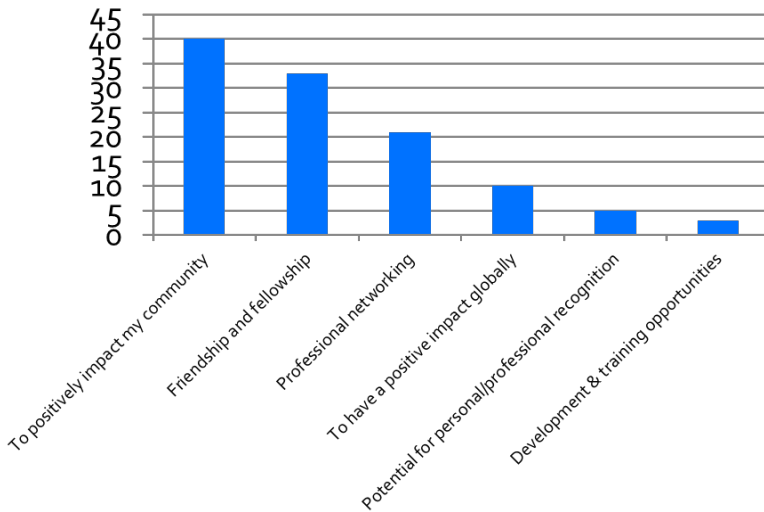
Kevin J. Crosby, Ph.D.
 District Governor 2015-16
 Kevin@D7090.org



**Keep It Growing: Approaches to Membership Development
 Club Leadership Training – May 7, 2016**

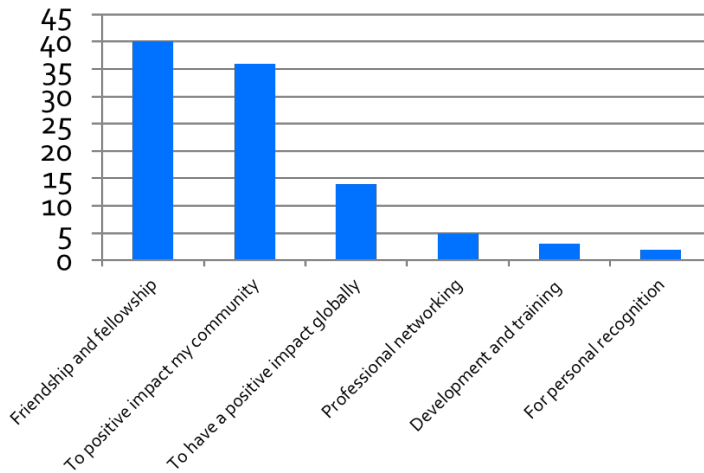
Why People Join Rotary (Siegel & Gale, 2014)

Percent of respondents

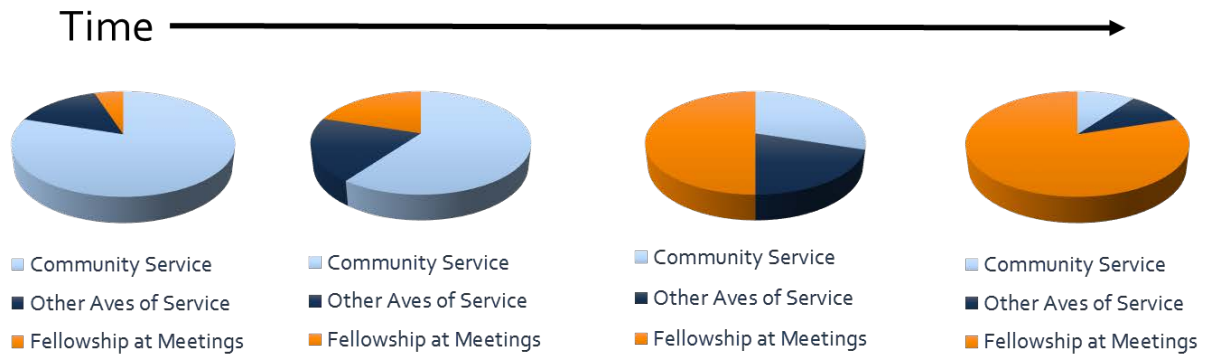


Why People Stay in Rotary (Siegel & Gale, 2014)

Percent of respondents



Evolution of Sources of Satisfaction & Engagement in Rotary (Crosby)



Winds of Change: Recent COL Decisions

ENACTMENT 16-21 : Flexibility in club meetings and attendance. Provide clubs greater leeway in

- When and how often they meet
- How often they cancel meetings
- What constitutes a meeting, as long as they meet at least twice a month
- Clubs can set applicable attendance requirements & can modify or eliminate termination policies for non-attendance

“Rotary clubs should be able to structure meetings, control costs, and modify attendance requirements in ways that enable them to be more attractive to qualified prospective members and better engage and retain current members. Clubs are in the best position to understand and determine financial and time commitments for current and prospective members in their communities while retaining the quality and value of Rotary membership. For example, a club might meet more or less than weekly if such regular meeting frequency meets their members’ needs. Without this flexibility, Rotary may continue to experience a declining and aging membership base in the coming years, potentially reaching a point of such dramatic demographic change that membership decline may become irreversible.”

ENACTMENTS 16-36, 16-38 & 16-40 Provide clubs with greater flexibility in membership:

- Clubs have option to eliminate the classification system
- Allow quality individuals to be considered for membership based on criteria that are representative of the community and best fits the club’s strategic vision; RI Constitution membership criteria will be changed to simple requirements that a member demonstrate good character, integrity, and leadership, possess good reputation within their business, profession and/or community; and are willing to serve the community
- Allow Rotaractors who meet the club’s criteria for membership to join a Rotary club while retaining their membership in Rotaract

“Individual clubs are in the best position to determine if the classification system helps or hinders membership attraction and retention in the community it serves.”

3 Phases of Membership Development

1. Courting & sparking (interest)
 - Recruitment strategy – who & how?
 - Making sure club is ready:
 - Website & social media
 - Collateral material
 - Good meeting programs
 - Members are prepped to be welcoming
 - Review of cost structure & meeting attendance expectations
 - Ample opportunities for hands-on experiences for recruits
 - Recruitment events (with other clubs?)
2. Popping the question; the wedding & honeymoon
 - When do you extend invitation & how do you do it?
 - How do you induct new members?
 - What are new members expected to do as part of their orientation?
 - How will they learn about Rotary beyond your club?
 - Do new members get special attention?
 - How do they get integrated with the rest of the club?
3. Keeping the spark alive
 - Importance of having good programs routinely
 - Importance of continuing to have regular opportunities for hands-on activity
 - Importance of getting together with other clubs

Links & Documents

- RI: Creating Your Membership Development Plan - <https://www.rotary.org/myrotary/en/document/strengthening-your-membership-creating-your-membership-development-plan>
- Zone 24/32 blog: <http://greatideastoshare.com/>
- "100 Ways to Recruit New Members" - <http://greatideastoshare.com/2011/10/11/100-ways-to-recruit-new-members/>
- Free short videos (for recruitment) - <http://video.rotary.org/>
- "Rotary Now" video - <https://vimeo.com/36307691>
- Club Assessment Tools - <https://www.rotary.org/myrotary/en/document/club-assessment-tools>
- Satellite Clubs - <https://www.rotary.org/myrotary/en/document/satellite-club-frequently-asked-questions>
- "Test Drive Rotary" Program - <https://rotaryzones24and32forum.files.wordpress.com/2012/08/test-drive-rotary.pdf>



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- Corporate Membership - <https://rotaryzones24and32forum.files.wordpress.com/2012/08/corporate-member-program-faqs.pdf>
- Associate Membership - <https://rotaryzones24and32forum.files.wordpress.com/2012/08/associate-member-program-faqs.pdf>
- Rotary Community Corps Handbook - <https://www.rotary.org/myrotary/en/document/rotary-community-corps-rcc-handbook>