

BECOMING A VIBRANT CLUB



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DISTRICT 7090 WEBINAR
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AGENDA

- **Why does membership matter?**
- **Vibrancy & Innovation: A Discussion**
- **Key RI Resources**
- **Q & A**



WHY IS MEMBERSHIP IMPORTANT TO ROTARY?

WHY IS MEMBERSHIP IMPORTANT

**Low(er) public image =
Reduced interest in
joining and declining
membership**

Membership

**Most donors are members
Declining membership =
fewer donors**

Public Image

Foundation
Giving and
Programs

**Unfunded or poorly
funded programs and
projects =
Reduced public image**

**Fewer donors =
Bigger contributions
required to avoid
funding shortfalls**

BECOMING A VIBRANT CLUB

What does
the word
vibrant
mean to
you?

What does the word
vibrant mean in your
Rotary club?

engaged friendly service fun welcoming energetic
committed passionate active young
passionate engaged active young
welcoming energetic
diverse vibrant
dynamic
growing generous
dedicated professional interesting enthusiastic
close-knit
social fellowship white community-minded lively
family formal
established community giving successful
older involved philanthropic international
organized traditional unique inviting caring
small
old

BECOMING A VIBRANT CLUB

- Evaluate club culture
- Create a vision for attracting new members
- Engage current members
- Support club through Rotary resources and tools



EVALUATING YOUR CLUB

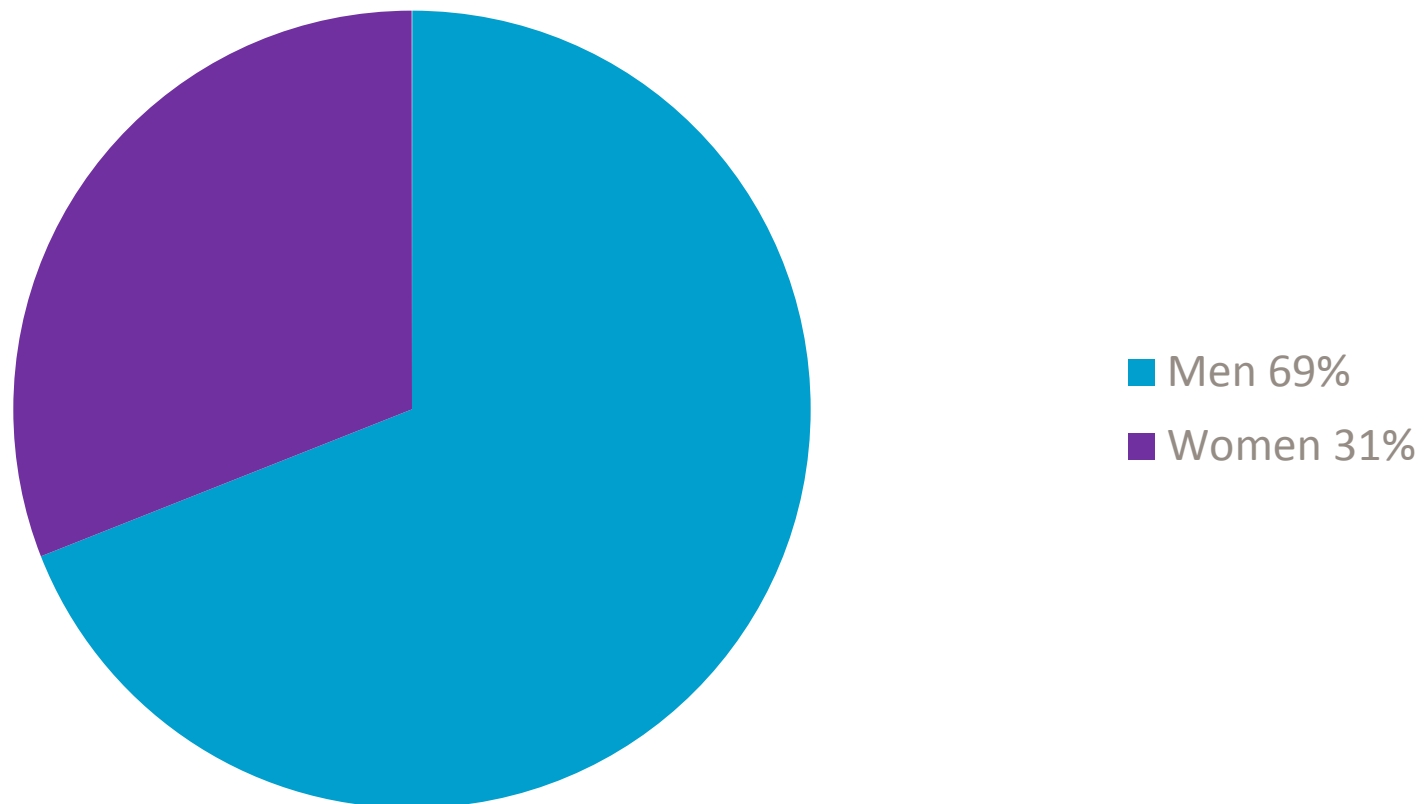
EVALUATE YOUR CLUB

Is your club diverse?

- Business, profession, and type of community service
- Gender balance
- Ethnic makeup
- Younger professionals
- Difference in perspectives
- Innovative and flexible



District 7090 Gender



District 7090 Age Trends

Age Trends

[View Details ▶](#)

	2013-14 TOTAL	2014-15 TOTAL	2015-16 YEAR TO DATE
29 and under	0% (10)	1% (12)	0% (11)
30 – 39	3% (65)	2% (54)	2% (51)
40 – 49	6% (139)	5% (119)	5% (117)
50 – 59	10% (240)	9% (221)	9% (212)
60 – 69	12% (304)	12% (286)	12% (284)
70 and over	13% (306)	12% (279)	12% (274)
Unreported	56% (1,372)	58% (1,359)	59% (1,381)

BECOMING A VIBRANT CLUB

Is there a strong awareness of Rotary in your community?

- Rotary club known in community
- Members identify as Rotarians
- Online presence
 - Club website
 - Facebook page



CREATING A VISION FOR YOUR CLUB

BECOMING A VIBRANT CLUB

Things to keep consider:

- Choose a fun and new location
- Consider asking a professional to assist you
- Include a wide variety of perspectives
- Consider all ideas.
- Use the [Strategic Planning Guide](#)



What do you want your club to be in 3-5 years?

- We want our club to known in the community for_____.
- Short-term AND long-term goals
- Recognize strengths and weaknesses
- Monitor progress



The importance of members

- Put members first
- Listen to what your members are saying
- Get to know them
- Ensure members experience the benefits promised



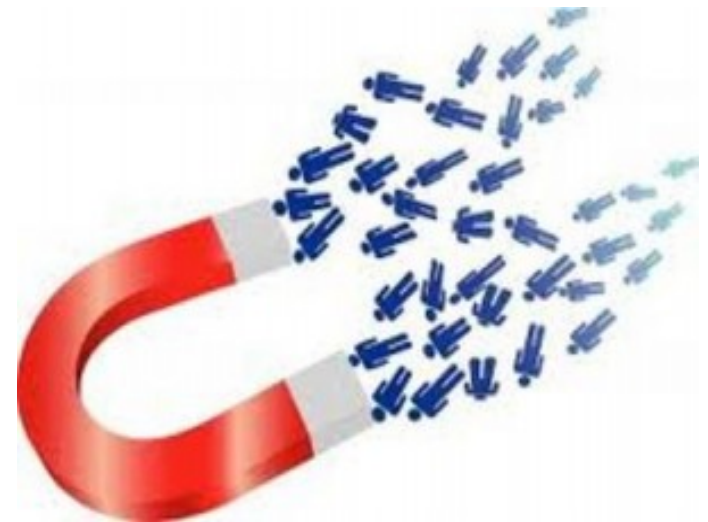
Great ideas to share:

Attracting New Members

- Engage Rotary Alumni in service projects, social gatherings or holiday parties
- Collaborate with other non-profits (welcome packets)
- Target new home owners
- Sponsor membership of key community figure

Engaging Members

- Classification talks
- Mentorship
- New member orientation
- Promote leadership
- Conduct member satisfaction survey
- Start Satellite Club
- Rotary Moments



MEMBERSHIP RESOURCES

MEMBERSHIP RESOURCE GUIDE

- Produced by the RMO Team
- Updated Quarterly
- Live links
- Great resource for your Club Membership Chair



MEMBERSHIP RESOURCE GUIDE

The names of hyperlinked resources appear with an underline and usually in a blue font and can be downloaded on www.rotary.org by clicking on the hyperlink, or ordered on shop.rotary.org with the SKU number provided. If you experience any trouble when placing your order, please email membershipdevelopment@rotary.org or shop.rotary@rotary.org.

PUBLICATIONS			
Name	Description	Audience	Available
Strengthening Your Membership: Creating Your Membership Development Plan	This guide explains the process of creating a membership development plan and provides strategies and tools you can use to attract and engage new members.	Club presidents, district membership chairs, and club membership committees	http://shop.rotary.org/ (SKU: 417)
New Rotary Clubs Quick Start Guide	This guide describes a nine-step process to create a new club, from the initial idea to the charter celebration, and beyond.	District governors	TBD
New Member Orientation	This guide offers recommendations for developing each stage of your club's orientation program, from prospective member education to new member orientation.	Club leadership	http://shop.rotary.org/ (SKU: 414)
Be A Vibrant Club-Regional Leadership Plans	Regional guides can help you to develop a leadership plan for your Rotary club. Find information and ideas customized to your region.	Club leadership	http://shop.rotary.org/ (SKU: 245A)
Connect for Good	Colorful, eight-page guide shows how to get involved and connect with Rotary. Provides an updated overview on Rotary for all members.	Current members	http://shop.rotary.org/ (SKU: 595)
Membership Assessment	Learn how to create an effective		

MEMBERSHIP ASSESSMENT TOOLS

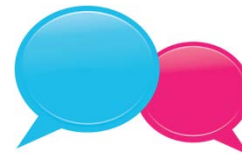
MEMBERSHIP ASSESSMENT TOOLS



- Variety of assessment instruments available
- Can be modified based on the need of the club
- Collaborate with Membership Officer/Committee
- Involve club members in determining goal and future of club

MEMBERSHIP ASSESMENT TOOLS: TABLE OF CONTENTS

1. [Representing Your Community's Professions: A Classification Assessment](#)
2. [Diversifying Your Club: A Member Diversity Assessment](#)
3. [Finding New Club Members: A Prospective Member Exercise](#)
4. [Improving Your Member Retention: A Retention Assessment and Analysis](#)
5. [Enhancing the Club Experience: Member Satisfaction Survey](#)
6. [Understanding Why Members Resign: Exit Survey](#)



MEMBERSHIP ASSESMENT TOOLS: THE CLUB EXPERIENCE

What does your club experience look like?



QUESTIONS



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