



Every club identified membership as biggest challenge



- Every club identified membership as biggest challenge
- ▶ Grow or die



- Every club identified membership as biggest challenge
- ► Grow or die
- ▶ We have a great product to sell



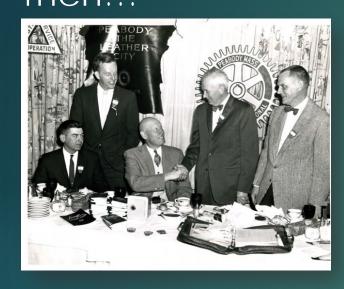
- Every club identified membership as biggest challenge
- ► Grow or die
- ➤ We have a great product to sell
- ► There is no shortage of prospective members



- Every club identified membership as biggest challenge
- ► Grow or die
- ➤ We have a great product to sell
- There is no shortage of prospective members
- ▶ We know why people join



Not Your Grandfather's Rotary...



- Men only
- Senior execs & professionals
- Membership paid by company
- Long lunch hour was normal



Not Your Grandfather's Rotary...

Then...



- Men only
- Senior execs & professionals
- Membership paid by company
- Long lunch hour was normal

Now...



- Men & women
- Ethnic/cultural diversity
- Members paying themselves
- Diversity of vocations & positions
- No time for long lunches
- Many have young families
- Both partners work



Schedule, continued

- Phase 1 Preparation (February)
- Phase 2 Implement Campaign (March, April, May)
 - Continue offering webinars, seminars & targeted communications
 - Continue bi-weekly communications with club membership teams
 - Recognize & promote achievements
 - Conduct recruitment events (especially multi-club events)
 - Conduct Public Image campaigns (especially regional activities)
 - Conduct regional service and fundraising activities



Schedule, continued

- Phase 2 Implement Campaign (March, April, May)
 - Continue offering webinars, seminars & targeted communications
 - Continue bi-weekly communications with club membership teams
 - Recognize & promote achievements
 - Conduct recruitment events (especially multi-club events)
 - Conduct Public Image campaigns (especially regional activities)
 - Conduct regional service and fundraising activities
- Phase 3 Reward & Recognition (June)
 - Areas with greatest growth (%)
 - Club with greatest growth (%)
 - ► All clubs achieving >5% growth



Principles of Our Membership Campaign

Rotary is a wonderful organization. Most people would find it appealing if they knew about it. Most people would be interested in being part of an organized effort to help others in need – especially in their own community.

Keys to bringing people in to Rotary

- Inform people about what Rotary is doing in their local community
- Explain that people from all walks of life are welcome to become part of Rotary
- Emphasize that the key qualification is a desire to help others and embrace "Service Above Self"
- ► Make it easy for people to learn about the Rotary club options in their community (as well as e-club)
- ▶ Provide opportunities for prospective members to experience Rotary through hands-on service or fund-raising activity

Keys to bringing people in to Rotary

- ► Ensure that the initial experiences with a Rotary meeting are positive:
 - ▶ They feel welcome and appreciated
 - ▶ Fun, fellowship, and mutual respect are obvious
 - Speakers/programs are interesting and enlightening
 - ▶ It is evident that the club is engaged in contributing to quality of life in the local community

