

Before we begin...

How's my club doing??

Score your club but don't
share with anyone else.

Put your total score on
the tally sheet at the
front of the room.



Getting & Keeping Members

Kevin Crosby, Rotary Club of Buffalo - Sunrise

Rotary



BE THE
INSPIRATION

Why are you here?



What will you leave with?

Action Plan to grow your club in 2019-20



Assumptions

- Everyone here has good ideas to share



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- Every club is unique – so your membership plan has to be customized to fit your club





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• **Why is Membership Development so important?**

- Attrition happens
- More members = more energy, more ideas
- More members = more horsepower & lower cost per member
- Your club needs future leaders
- Other?



4 Pieces of the Puzzle

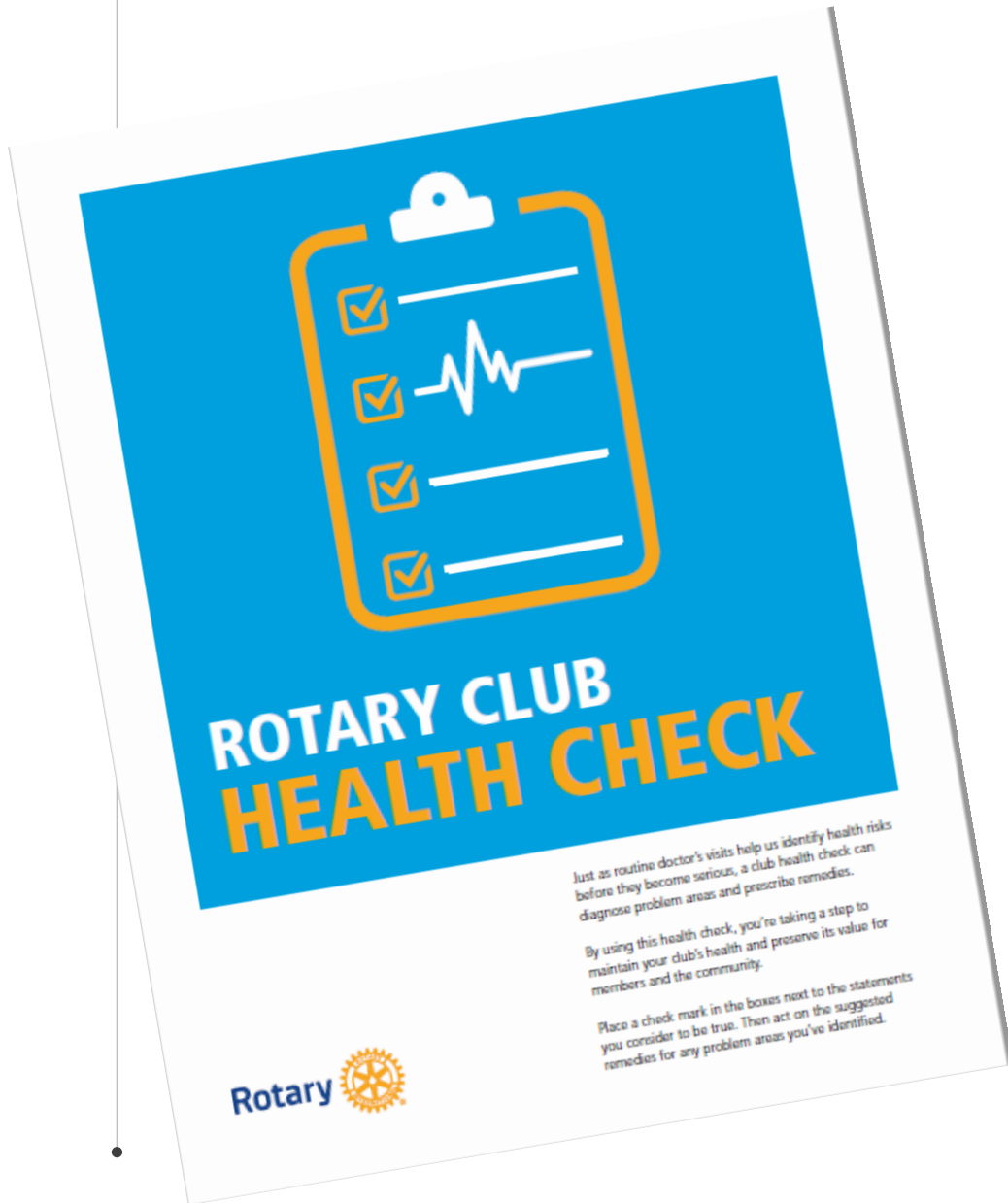


4 Pieces of the Puzzle

1. **Assess club health & vitality**; address issues that will enhance the engagement & enjoyment of your members



- Available from Rotary International





Or, online member satisfaction survey...



Contact Pene Hutton

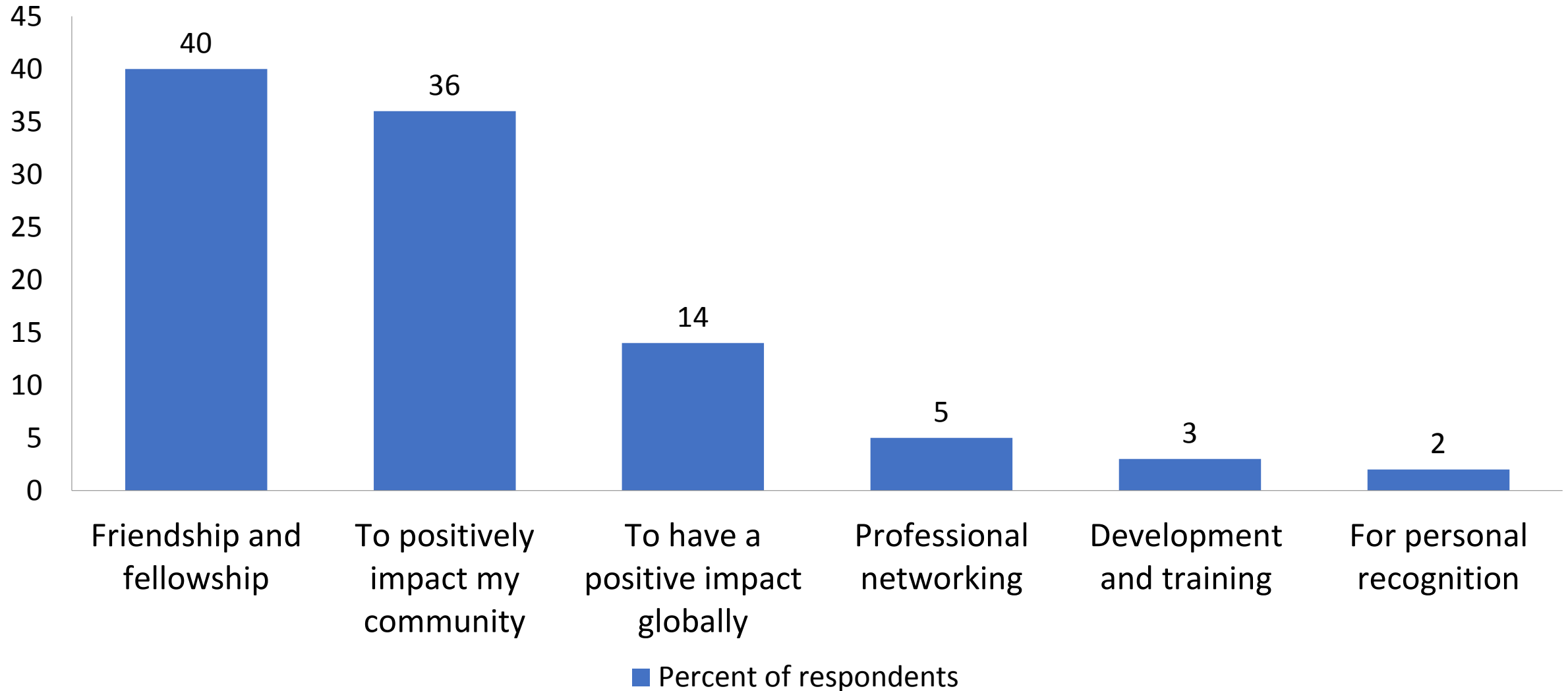


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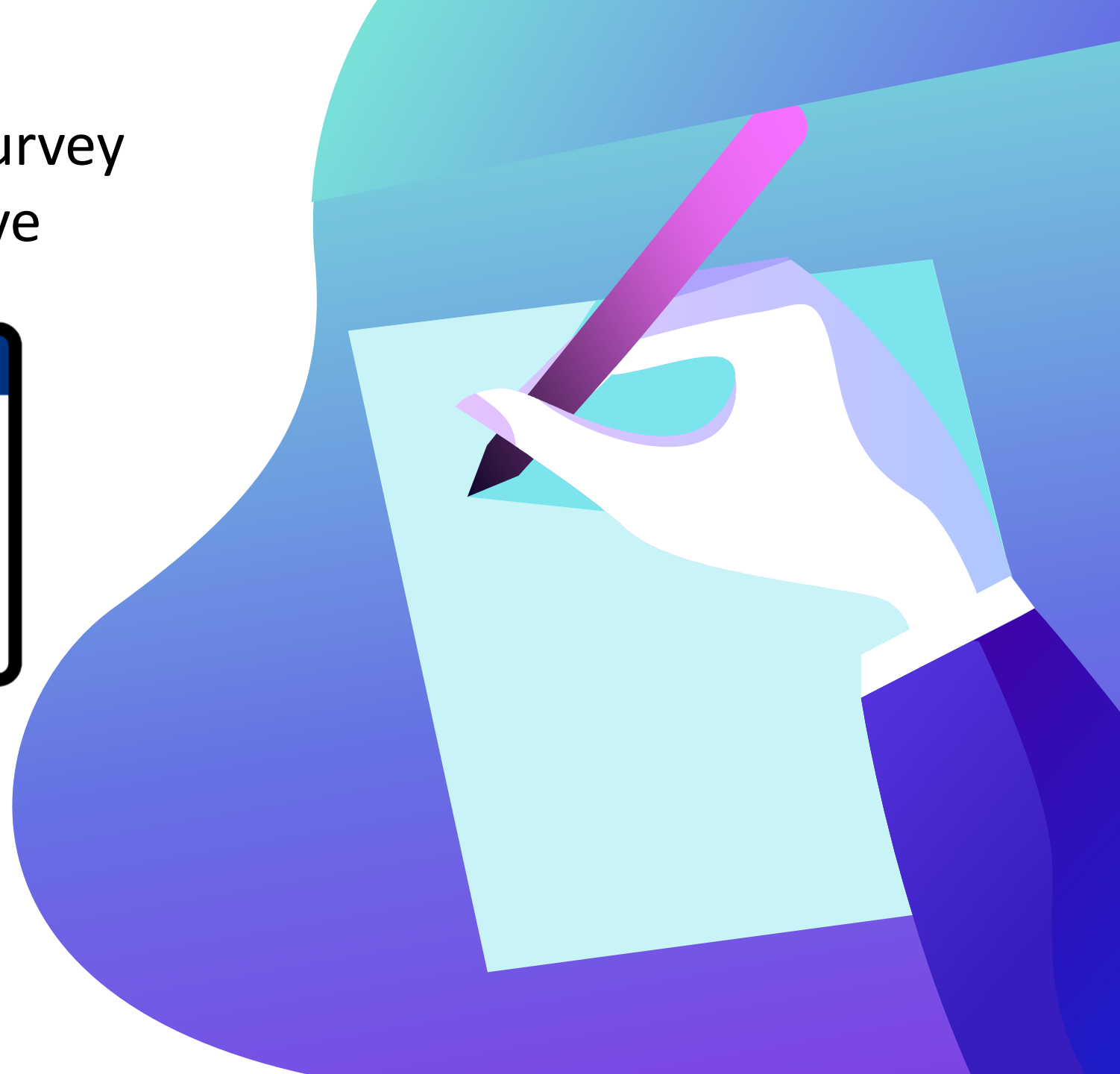
Why do members stay in Rotary?



If possible, do an Exit Survey
with members who leave



Contact Pene Hutton



4 Pieces of the Puzzle

1. Assess club health & vitality; address issues that will enhance the engagement & enjoyment of your members

Keeping the members
you have is as
important as getting
new members.



Action Plan

What steps will you take to help your club assess its health and member satisfaction?

How will you help to ensure that issues are discussed and addressed?

How will you implement the practice of doing exit surveys?



4 Pieces of the Puzzle

2. **Assess your club's curb appeal & commitment to doing what's necessary to attract new members**



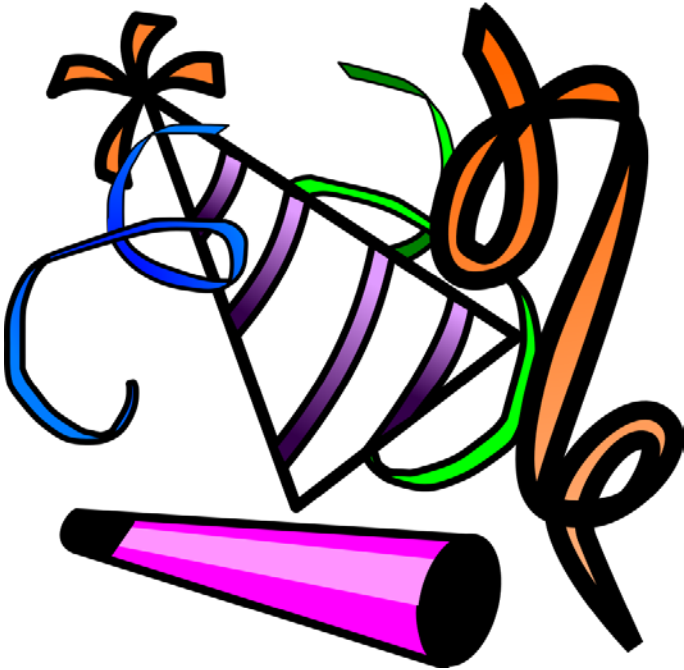
When a visitor comes to your club, what
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VS



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VS



Do you have rituals or traditions that might be confusing or unwelcoming to guests?



Do you have rituals or traditions that might be confusing or unwelcoming to guests?

What is the upside to these rituals & traditions?

What is the downside?

How resistant would your club be to leaving some of these behind?



4 Pieces of the Puzzle

2. Assess your club's curb appeal & commitment to doing what's necessary to attract new members



4 Pieces of the Puzzle

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Attendance requirements vs
Engagement expectations



4 Pieces of the Puzzle

2. Assess your club's curb appeal & commitment to doing what's necessary to attract new members



Options for meeting frequency?



4 Pieces of the Puzzle

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Options to lower cost of membership?



4 Pieces of the Puzzle

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Options for membership types?
(e.g., corporate, family, associate)



Action Plan

What steps will you take help your club assess your curb appeal, club culture, meeting rituals, etc.?

What steps will you take to help your club consider flexibility in meeting frequency, attendance requirements, cost, membership types?



4 Pieces of the Puzzle

3. Address adequacy of your website, use of Facebook, LinkedIn, Twitter and other social media and overall public image efforts



Social Media

Pair off:

- Share ideas about your club's website, use of social media – e.g., Facebook, LinkedIn, Twitter, Instagram
- How are these being managed?
- Are they used effectively?
- What should be changed/added?



Public Image



Public Image

- Consider developing public image initiatives in collaboration with other Rotary clubs in area



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- Associate Rotary with other high-profile events



Public Image

- Consider developing public image initiatives in collaboration with other Rotary clubs in area
- Associate Rotary with other high-profile events
- Use “People of Action” themes and images





Go to My Rotary
Brand Center

Use extensively



Action Plan

What steps will you take help your club address the adequacy of your website, use of Facebook, LinkedIn, Twitter and other social media and overall public image efforts?



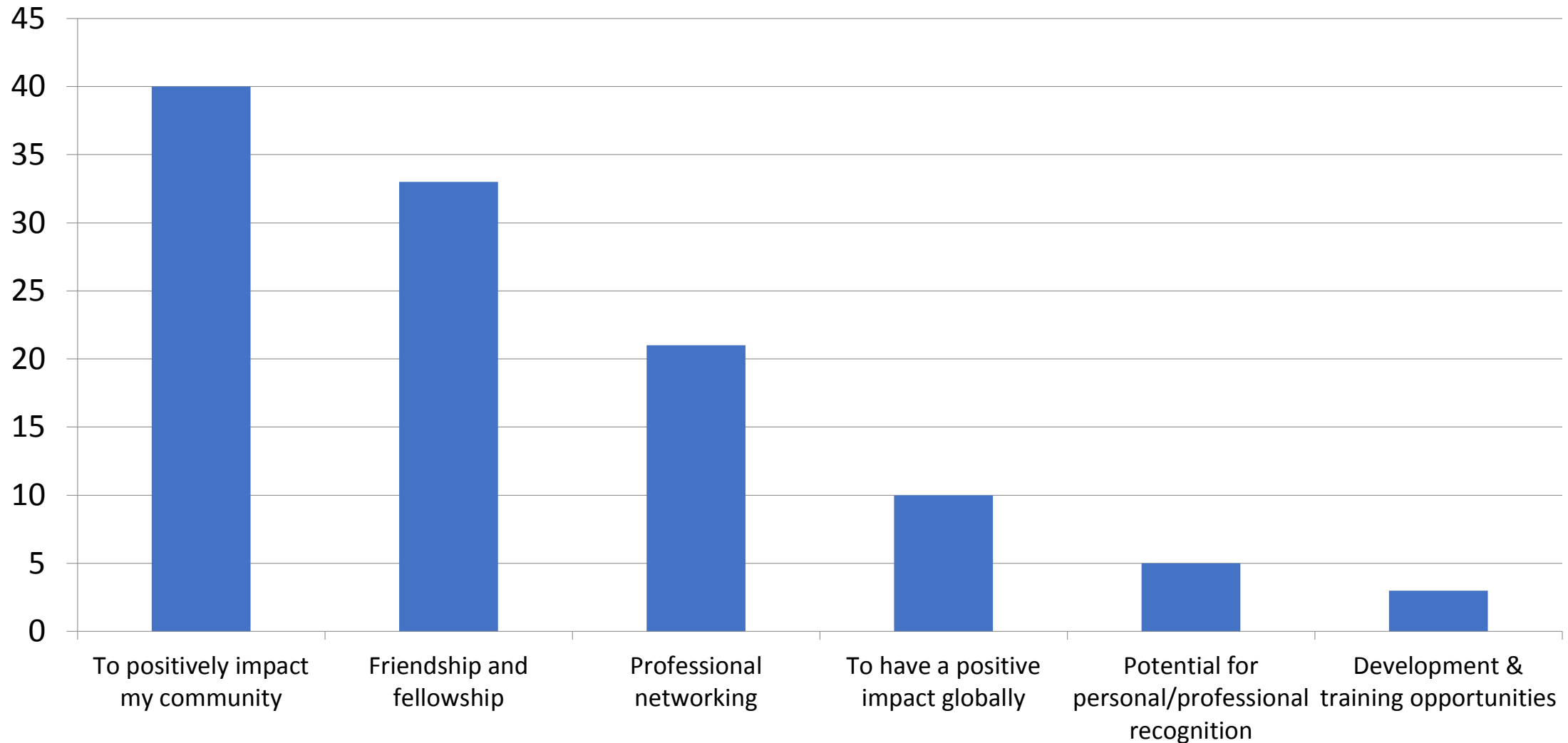
4 Pieces of the Puzzle

4. Develop and implement a deliberate and comprehensive plan to recruit and onboard new members



Why do people join Rotary?

Percent of respondents



Who do you want to recruit?



Who do you want to recruit?

- Demographics to achieve diversity goals:
 - Ethnic diversity?
 - Age span?
 - Gender parity?



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 - Age span?
 - Gender parity?
- Desired occupations?
- Satellite option – group that meets at different time & place?



**Who has had a successful
recruitment campaign?**



How do you want to recruit?



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- **Invitations to programs?**



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Is collateral material (e.g., brochure, business card) up to date?



**How do describe
Rotary to prospective
members?**

“So what is Rotary??”

**Consider devoting a
club assembly to
discussing how
members can explain
Rotary to prospects.**



4 Pieces of the Puzzle

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Why is onboarding process important?



Onboarding



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- Inspiring induction (include family?)
- Assign willing & qualified mentor
- Engage in activities immediately
- Learn about club
- Learn about Rotary beyond club
- “Check up” at 3 and 6 months



Action Plan

What will you do to help your club develop and implement a deliberate and comprehensive plan to recruit and onboard new members?





Pair off.
Share your Action Plans
with each other.



Thank You