

5 Key Elements of an Effective Club Membership Development Plan

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What I can do

- Stimulate thinking about “membership”
- Suggest 5 key elements of your plan/strategy
- Describe several valuable resources

What I can't do

- Give you a one-size-fits-all plan
- Tell you what your club policies & procedures should be
- Do your self-assessment for you

Why is membership development critical to your club?

- Every club loses members – for a variety of reasons



Why is membership development critical to your club?

- Every club loses members – for a variety of reasons
- If your club shrinks, you will:
 - Have less resources for doing the work of Rotary
 - Increase the cost per person for fixed costs
 - Burn out your current members

How I used to think about membership



Not your *father's* Rotary

Then...



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

Not your *father's* Rotary

Now...

Then...



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- Senior execs & professionals
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- Long lunch hour was normal

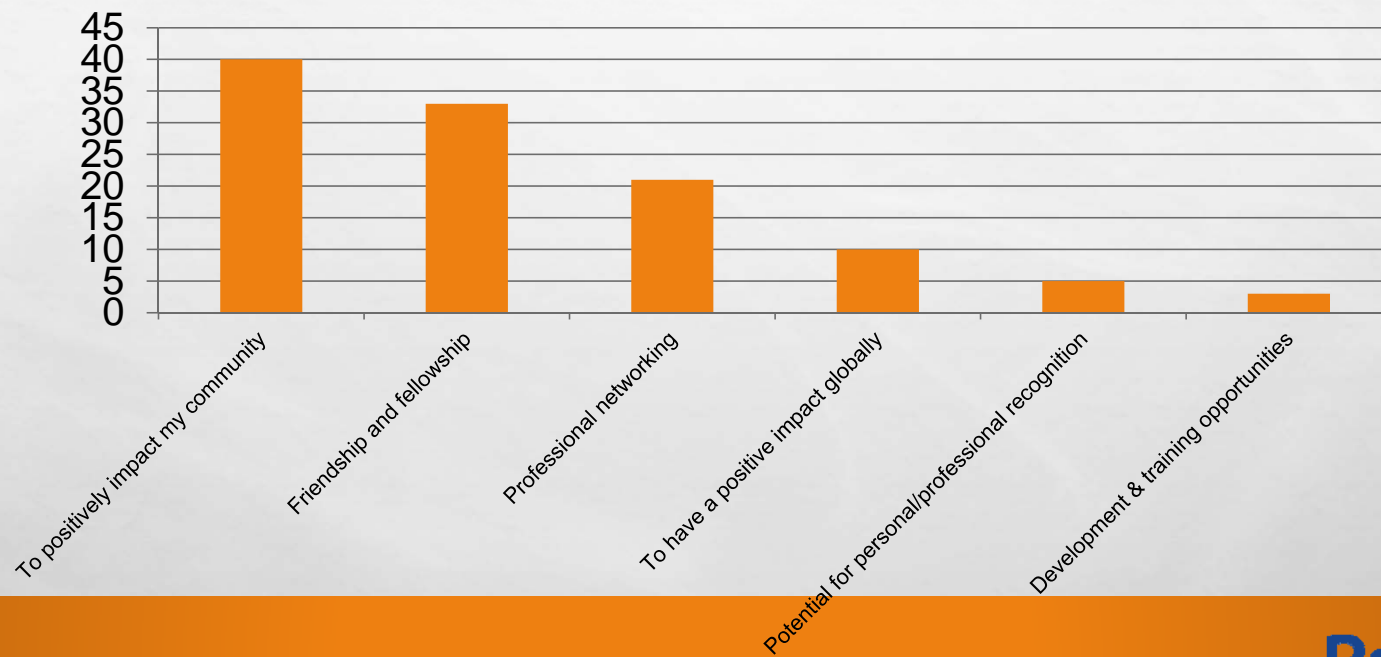


- Men & women
- Ethnic/cultural diversity
- Members paying themselves
- Diversity of vocations & positions
- No time for long lunches
- Many have young families
- Both partners work

Why people join Rotary

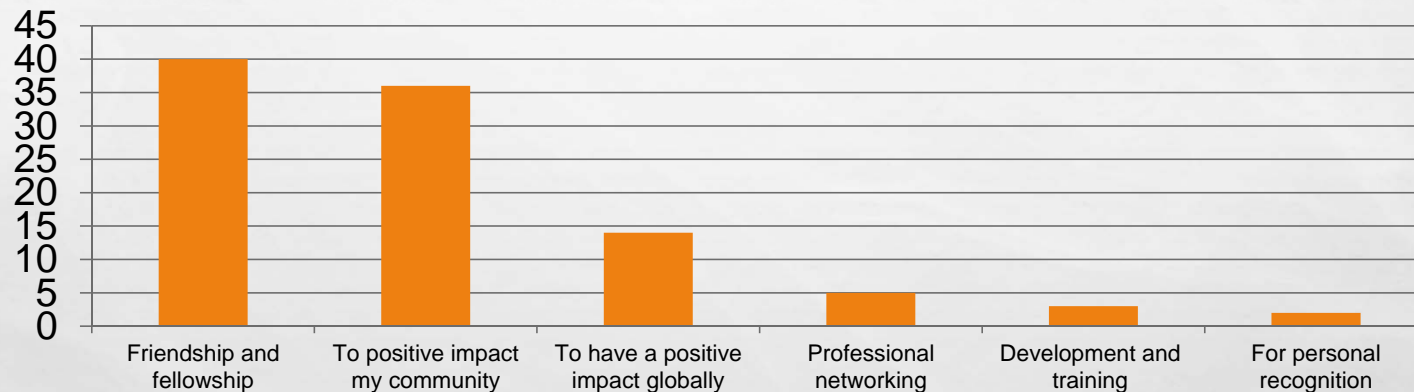
Siegel + Gale Survey (2014)

Percent of respondents



Why people stay in Rotary Siegel + Gale Survey (2014)

Percent of respondents



Speculation about motivation

Member Motivation



1



5 Key Elements of Your Plan

1. Club Readiness

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- All members should be motivated & prepared

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- Membership Committee, not just Chair

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- All members should be motivated & prepared
- Membership Committee, not just Chair
- Curb appeal (culture; customs)

5 Key Elements of Your Plan

1. Club Readiness, continued

- Cost structure? (meals are highest cost)

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1. Club Readiness, continued

- Cost structure? (meals are highest cost)
- Expectations for attendance/participation

5 Key Elements of Your Plan

1. Club Readiness, continued

- Cost structure? (meals are highest cost)
- Expectations for attendance/participation
- New membership categories?

5 Key Elements of Your Plan

1. Club Readiness, continued

- Satellite club?

5 Key Elements of Your Plan

1. Club Readiness, continued

- Satellite club?
- Enough non-meeting activities? Collaborate with other clubs on projects?

2



5 Key Elements of Your Plan

2. Public Image

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- Website & Facebook

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- Adequate PR & signage at events

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- Website & Facebook
- Adequate PR & signage at events
- Pool resources with other clubs?

3



5 Key Elements of Your Plan

3. Recruitment Strategy

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- Who are you targeting?

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- Strategy for recruiting, e.g., targeting groups?

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- Who are you targeting?
- Strategy for recruiting, e.g., targeting groups?
- Joint recruitment events with other clubs?

4



5 Key Elements of Your Plan

4. Systematic On-boarding Process

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- Starts with exploring interests of prospect

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- Starts with exploring interests of prospect
- Clarify expectations (both directions)

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4. Systematic On-boarding Process

- Starts with exploring interests of prospect
- Clarify expectations (both directions)
- Make induction meaningful

5 Key Elements of Your Plan

4. Systematic On-boarding Process, continued

- Get new member involved in a meaningful way

5 Key Elements of Your Plan

4. Systematic On-boarding Process, continued

- Get new member involved in a meaningful way
- Orient to club AND Rotary beyond the club

5 Key Elements of Your Plan

4. Systematic On-boarding Process, continued

- Get new member involved in a meaningful way
- Orient to club AND Rotary beyond the club
- Expose new member to Rotary beyond club



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5. Retention Strategy

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- Do member satisfaction surveys regularly

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- Don't take existing members for granted
- Do member satisfaction surveys regularly
- Do club “visioning” activities every few years

5 Key Elements of Your Plan

1. Club Readiness
2. Public Image
3. Recruitment Strategy
4. Systematic Onboarding
5. Retention Strategy

Useful Resources

- District and RI websites
- Strengthening Your Membership (booklet)
- www.GreatIdeasToShare.com
- www.video.rotary.org



