

Membership Seminar

District 7850 January 12th 2013



**Architect.
Mother.
Poverty Fighter.**



Join us.

rotarysmiles.org

Membership Committee:

Sonny Holt - Chair

Marsha Hoffman - Retention

Gilles Gravel - Recruitment

Bill Thompson – Club Extension

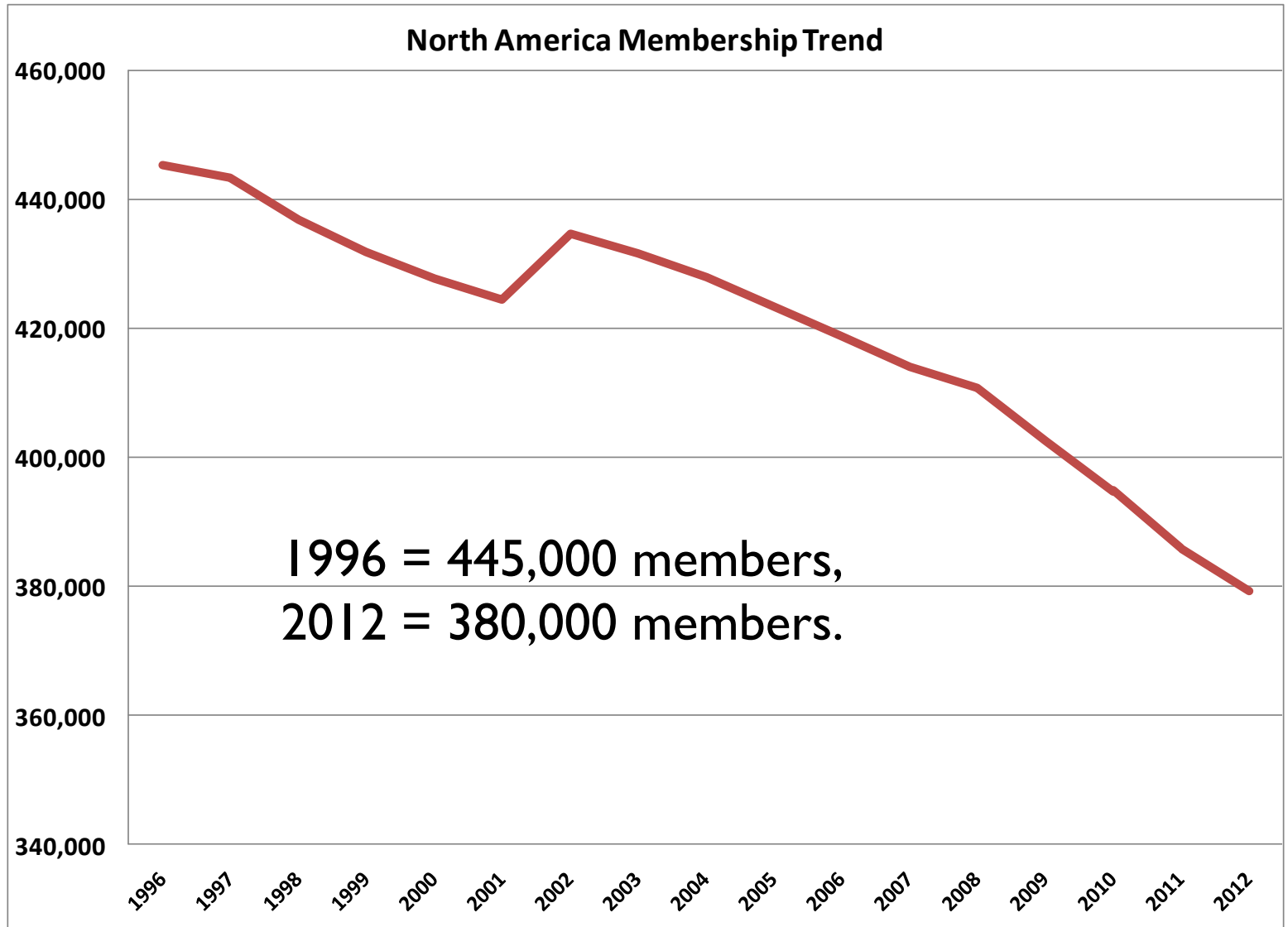
Earl Wertheim – Public Relations



Outline

- The Problem
 - Losing members faster than we can recruit.
- Fixing the Problem
 - Understanding why we are losing members.
 - The “Value Proposition”
 - Building Strong Vibrant Clubs
 - Thinking Outside the Box
- Building your ‘Action Plan’ for sustained Membership Growth

The Problem



Losing Members in North America

- Past 4 years.
 - Brought in 40,000 new members per year
 - But lost 50,000 members per year
 - **Net loss of 10,000 members per year.**
- Conclusion
 - **A membership strategy based primarily on acquiring new members does not produce sustained membership growth.**

Why Members Leave Rotary

- 25% = **Uncontrollable** losses
 - death, illness and relocations
- 75% = **Controllable**
 - **Club activities and club environment**
 - **Cost**
 - **Personal**

Controllable Losses

- **Club activities and club environment:**

- Boring
- No fun
- Poor programs
- No meaningful service projects
- Not feeling welcome



Controllable Losses

- **Cost:**

- Expensive dues & meals
- Fund raising takes time & money
- Constantly asked for money



Controllable Losses

- **Personal:**
 - Attendance is difficult
 - Inconvenient meeting time
 - No networking opportunities
 - Job/family commitments
 - Seems like a Good Ole Boys club
 - Very cliquey





Evaluating Your Club

Inside Problem Indicator

- **Attendance:**
 - 70-80%+ You're doing great. Don't change.
 - 50% What's keeping the other half away?
 - 20-30%- You've got real problems.
- **IMPORTANT:** *Use attendance only as a measure of how you are doing. If you compel members to attend something they see little value in – they'll quit.*

Inside Problem Indicator

- **Member Retention:**

- Best Indicator of an Effective/Engaging Club
- Club A recruits 10 members and loses 5
 - $\text{NET GAIN} = 5$
- Club B recruits 5 members and loses 1
 - $\text{NET GAIN} = 4$
- Club A beats Club B in membership gain.
- Club B beats Club A in being the more effective and engaging club by retaining more members.

Outside Problem Indicator

- **Web Site/FaceBook**
- Your Window to the World
- If Kept Current with Action Photos of Service Projects – You're Doing Great
- If Last update = 13+ mos. ago. Photo of past president. Mostly text. Outdated links.
 - Prospective members will think, "You Got Problems!"

Club Member Survey

- Find out what's good, what's wrong, and what could be done better.
- **Recommended Survey* Actions**
 - Strive for 100% (especially non-attendees)
 - Mail to Home Address – with stamped return envelope.
 - Return to Club Secretary or Membership Chair
- **Conduct Exit Interviews**
 - One on one – over lunch
 - Find the real reason for leaving
- * Use Survey at Appendix 9. of Membership Plan

The Value Proposition

- Whether buying a business or shopping for bargains:
 - People weigh the time, money, and effort expended against the value received.

time,
money,
effort




If value received weighs more, then it's a good "Value Proposition."

The Value Proposition


- Provide value:
 - For Time and Energy Freely Donated
 - Meet members' needs by:
 - Providing opportunities to serve
 - In an atmosphere of friendship, fellowship and camaraderie.



Building Strong Vibrant Clubs



*Strong, vibrant clubs with
excellent programs,
opportunities to serve, and good
public relations will act as
magnets for attracting and
keeping potential members.*



**How is a Successful Rotary Club
like a Successful Business?**



A Successful Company :

1. Knows its customers **and keeps them!**
2. Understands its customers' needs
3. Provides a superior product/service
4. And good value for the money

What does Rotary have to Offer?

- Is Rotary a good brand?
- If we were called “The Thursday morning friends” would we be as successful?
- Are we proud of the ‘product’ we offer?
- Is our “Value Proposition” attractive?
- Could we improve the product?



What do people really want???

1- Make friends and network?

2- To be engaged?

3- To be nourished by the organization?

4.- To be recognized for the work they do?

Why people would join a Rotary Club?



ARE WE ATTRACTIVE?



Our “Product”

- Is our club nourishing for our members?
- Do we have interesting or boring weekly programs?
- Do we always do the same routine week after week? Year after year?



Our “Product”

- Is the day and time of our meeting still the best?
- Are people receiving enough for their money?
- Are we offering service activities that meet the needs and preferences of our members?

Retention

Businesses succeed or fail by how well they create value for their customers.

- **Treat** Rotarians as customers you can't afford to lose.
- **Assess** club practices, then implement changes to maintain strong, vibrant clubs.
- Over-riding concept: **“We will do everything possible to satisfy the needs and provide value for our ‘customers’.**



Retention

Marsha Hoffman

Retention

The largest loss of new members happens within the first three years of joining a Rotary Club.

**Need to Change Our Way of Thinking
Retaining Members → Engaging Members**

Some Words for Engagement

- **Interested**
- **Active**
- **Excited**
- **Involved**

One club members Testimonial:

***“I joined for friendship, fellowship and fun.
I stayed to make a difference in my community and the world.”***

Engaging



Mentoring

- Pair new members with more experienced members.
- Sit together at meetings
- Discuss Rotary history, club history, past projects and encourage to join current and future projects



Web Connected

- The website is the fastest way to let new members know who we are, where we are and what we are
 - Every club member's name and information should be on the website
 - Add link to member's business website
 - Make it easy to pay dues on-line

Engaging New Members



Quick Hands-On Projects

- Conduct a single or multi-club 'hands-on' community project – no longer than two hours
- Introduces new members to the excitement and satisfaction of doing service and seeing Rotarians in action
- Document with pictures and/or videos

Leadership Training

- New members should be informed, encouraged and financed by their club to attend the Rotary Leadership Institute.
- Encourage groups of club members (old and new) to attend together and then to report back to the club one proposal for innovation and/or a new project.



Interacting



How Do You Interact?

- Start an Interact Club with Middle/High School students (age 12 and up)
- Encourage new members to participate in starting a club
- If club already established have them attend a meeting

Career Share

- Organizing and conducting a single or multi-club "Career Fair", or "Career Day", or "Job Shadowing" event for local Middle School, High School
- Encourage new members to participate in leading this event



Joint Meetings & Projects

- Clubs doing the following with good success:
- 2-4 clubs have Joint Rotary meetings (share excellent speakers, fun, & fellowship)
- Assistant Governor has Joint Lunch/Dinner meeting with Presidents (good ideas shared)

Joint Meetings & Projects

- Clubs Join to work the same service project
- Join with Interact/Rotaract on common project or fund raiser.
- Clubs combine with other organizations for joint projects (PR + potential members)



Revamp Your Organization

- Allow Newer Members to Chair Committees
- Infuse New Blood into Your Board of Directors
- Example:
 - Pigeon Cove Rotary - New Board of Directors

Pigeon Cove's New Board of Directors





In short:

- Do everything we can to keep current members
- Make sure all members are **involved** and that we meet their **expectations**
- Change what has to be changed to be “**attractive**”
- Be able to define simply and shortly who we are



Recruitment

Gilles Gravel

RECRUITMENT – SUCCESS STORY



- CLUB ROTARY DRUMMONDVILLE MALOUIN
- FIRST MEETING: SEPTEMBER 23RD 2011
- CHARTERED JUNE 29TH, 2012
- 29 MEMBERS - Average age of 41
- Young professionals and company owners

- *Based on classification*
- *References from other Rotarians*
- *New members involvement*
 - *Networking*

RECRUITMENT APPROACH

- *Local newspaper*
 - *Proposed list of names – profession every week*
- *Follow-up with members – 100+ emails*
 - *Mind set*
- *Invite candidates to our meeting*
 - *Inform candidates on Rotary*
 - *Inform on cost (\$/per week)*
 - *Have them sign the membership form*

RECRUITMENT MILESTONES

- *April 4th - 17 members - Need 25 + members to get chartered*
 - *Recruitment campaign to end May 15th before the District conference*
- *By May 16th – 25 members*
- *Official New Club Application: June 1st with 29 members*
- *Chartered: June 29th, 2012*
- *Charter Celebration Night: November 16th*

RECRUITMENT - SUCCESS

CLUB ROTARY DRUMMONDVILLE MALOUIN





Club Extension

Bill Thompson

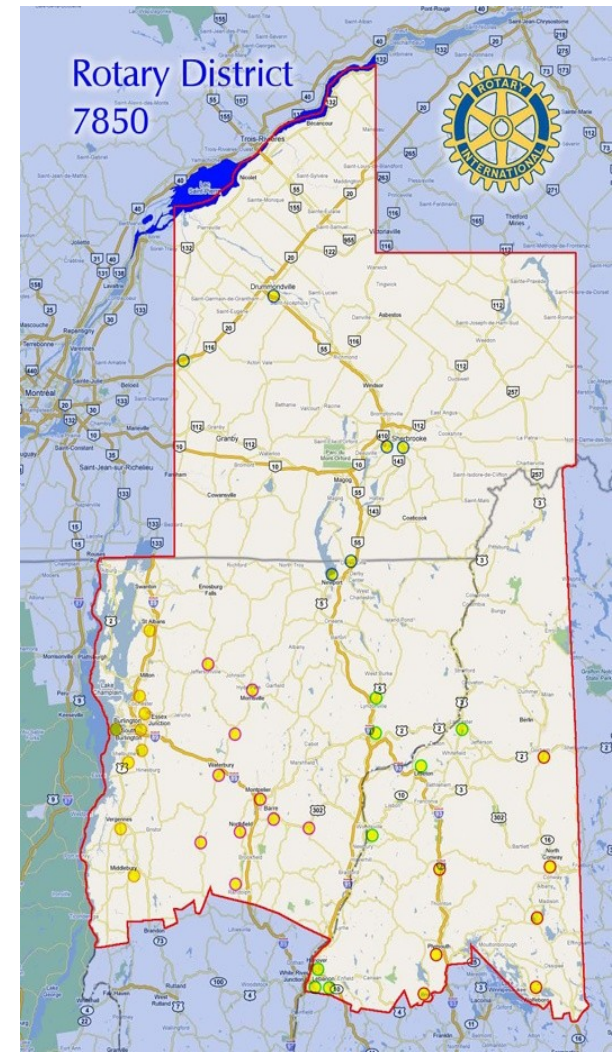


Club Extension

- *Population (including surrounding area)*
- *Economic strength of community*
- *Other service clubs*
- *Proximity of other Rotary clubs*
- *Availability of meeting place*
- *Local contacts*
- *Previous attempts*
- *College or University*

Club Extension

- *In big communities without a club, or:*
- *Relevant to Specific Target Audiences*
 - *Alternative meeting times and formats, no meals, etc.*
 - *Weekend Clubs – Service Oriented, Supports Other Non-profits*
 - *E-Clubs*
- *Extension Committee Goals:*
 - *3 new clubs: Quebec, VT, and NH*
 - *1 E-club*
- *Action Officers:*
 - *Bill Thompson – Chair*
 - Quebec _____
 - Vermont _____
 - New Hampshire _____
 - E-Club _____





Public Relations

Earl Wertheim

Best Approach to PR

- Think Locally, Act locally
- Rotary's public image is the responsibility of every single Rotarian
 - Wear your Pin – *get the big pin!*
 - Tell your Rotary Story
 - Wear your “Rotarian at Work” Shirt on Service Projects

Public Relations



**Architect.
Mother.
Poverty Fighter.**



Join us.

rotarysmiles.org

- ***An aggressive Public Relations program can be one of the most important tools for recruiting new members.***
 - ***Rotary Material in Public Places***
 - ***Publicize Service Projects***
 - ***Develop Facebook Page***
 - ***Promote Work with Young People***
 - ***www.RotarySmiles.org***



Some Ideas for Public Relations

- Develop and Maintain a Rotary Web site or Facebook Page
- Solicit third-party endorsements of club projects
- Ask the beneficiaries of Rotary service to speak on behalf of your club
- Publicize member participation in club and district activities
- Produce a video of club activity

Some Ideas for Public Relations

- Seek opportunities for Rotarians to speak at community events and in schools
- Promote Rotary's work with and for young people



*Personalized
Story Books for
1st Graders*



Cite Rotary's International Presence





Rotary's International Presence





Outside the Box Ideas

Thinking Outside the Box


- “We need to ask questions and we need to open ourselves to the answers. We cannot say ‘No, we will not do this,’ just because it has never been done before. Why not have child care at a meeting? Why not involve families in projects? Why not make attendance requirements less strict or meet less often?” *Sakuji Tanaka, President, Rotary International*

Adaptive Clubs



- Katie Ischkin's club - *South Metro Minneapolis Evenings*
 - 2 Evening meetings – no meals.
 - 3rd meeting -happy hour/networking event at different locations
 - 4th meeting is a hands-on volunteering opportunity.
- First Year Results
- Matching Grant and International Service Project
- 10 community service or hands-on volunteer efforts.

The “Family Plan”

- Additional member(s) of same household join Rotary at reduced cost.
 - Savings accrued as 30 member club grows to a 60 member club – “bigger is better”
 - 30 member club  60 member club

No Family Plan

RI Magazine = \$12 (16)

District Dues = \$42

Club Admin Dues = \$44

PETS & Ldr Trng = \$18

Total = **\$116**

Family Plan Member

RI Magazine = \$0

District Dues = \$21

Club Admin Dues = \$22

PETS & Ldr Trng = \$9

Total = **\$ 52**

Savings = \$64 or 55%



Action Plan' for Sustained Membership Growth

A Check List for Building Membership

Engagement - Retention

___ 100% Member Survey - using Appendix 9.

___ Correct Problem Areas

___ Implement Improvements

___ Don't be afraid to think "Outside the Box"

___ Exit Interviews (one on one over lunch)

___ Close the back door (Rule of 85)

Attraction - Recruitment

- _____ Mix, Match and/or Tailor best Recruitment Approach (Appendixes 2, 3, 5,)
- _____ Have Members Wear Rotary Pin in the Community
- _____ Tell Our Story – Visit Shops and Businesses
- _____ High Visibility Service Projects (Rotary at Work T-shirts)

Attraction - Recruitment

- ____ Press Releases, Radio/TV/Facebook Ads, Humanity in Motion Signs
- ____ Invite Speakers Back for Two Free Meals
- ____ Ask Family Members to Save Money by Joining Rotary under the District's and Club's Family Member Plan
- ____ Keep Website page Updated and Appealing
- ____ Place Weekly Ad in Newspaper (cost effective)

Build New Clubs

___ Give Your Community More Options

Hanover Sunrise (People who can't make a Lunch Meeting)

Hanover Weekends (Service Oriented but Busy During Week)

Hanover New Generations (Young Professionals – Adaptive Meetings – Lower Costs - Networking)

Hanover E-Club – Allowed 2 per District

___ New Club in Community Without One

Have Your Club be the Mentor Club

Have One of Your Members be the District Governor's Representative

Rotaract and Interact Clubs

- **Interact Active**

- **Central Vermont**, Bob Spaulding
- **Lincoln-Woodstock**, Joel Bourassa
- **Mad River Valley**, Pat Pinkston
- **Milton**, Corey Gottfried
- **Northeast Kingdom**, Doug Spates
- **Northfield**, Nicole DiDomenico
- **Randolph**, Scott Sorrell
- **Sherbrooke**, Philippe Leblond
- **Stowe**, Emily Pound
- **Wolfeboro**, Bob Simoneau

- **Interact Creating**

- **Montpelier**, Dawn Provost
- **Plymouth**, Don Englebert
- **St. Johnsbury**, Jim Jung

- **Rotaract Active**

- **Hanover**, Carol Olwert
- **Northfield**, Nicole DiDomenico
- **Plymouth**, Don Englebert

- **Rotaract Creating**

- **Lebanon-Riverside**
_____?

- 
- We have to show the

PRIDE

we have as Rotarians
Because our goal is:

- **“To Make Life Better for People”**





**Rotarians Building a Dam in
Chahalka, India**

Be Proud and Inspire Others

- A Good Company has a Good Product
- What is our Product?
- **Service** – *Service above all else*
- **“Service above Self”**
- The following Video was produced for Rotary in Great Britain and Ireland - it tells our story.
 - http://www.youtube.com/watch?feature=player_embedded&v=Ubqc7_MnBeE (Rotary – Make a world of difference 2:25)
 - **Note: Stop video at 2:10 and exit Internet**