

Rotary District 7910
Membership Workshops – October 2016
Summary of Participant's Comments

Session One:

Membership Goals

- 5-10%
- +5 in 2-3 yrs
- 10%
- +2-3/yr
- Depends on size

Why Grow?

- Broad range of people
- Sustain clubs
- Raise energy
- Raise \$
- Execute projects
- Fresh ideas
- Insure future
- Different age groups

Hindering Factors

- Weak membership Committee
- Attrition
- Same stuff-different days
- Cost
- Lack of enlightened members
- Time
- Location
- Members pushback
- Lack of focus
- Young too involved with children and careers
- Waste too much time
- Less local business owners than past
- Competition
- Less time
- Lack of committees
- Only 20% active or doers

- Older members have a heart but can't do the work

Club Features

- Didn't address
- Open communication
- Disorganized clubs turn off new members
- Reduce the number of challenges to invite new and different challenges
- Need mentors
- Membership plan
- On boarding of new members key
- Happy/Sad dollars

Club Vision/Story

- Do visioning session
- Need better understanding of Rotary
- Be relevant in community
- Use tri-fold brochures
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Session Two:

Why Diversity?

- Different perspectives
- New ideas
- Balance
- International organization
- Clubs should reflect community
- Exchange ideas form diverse groups
- Difficult to extract from immigrant groups
- Patriotic activities can be a turn off to immigrants
- We all know it is important
- Represent community

Classification Study

- Gender
- Age
- Race
- Business
- Don't really focus on it
- Not diverse

- Search for minority businesses
- Age is a struggle
- Do not understand diversity of community
- Invite new businesses – make welcome
- Most club clubs do not study
- Not being done

Skill Needs

- Individual to clubs
- No one has done it
- What are members good at
- Engage at their skill level
- Look at what benefits of Rotary can do for you
- PR
- Accounting

Member Wants & Needs

- Recruit members to fill needs
- Younger members for all clubs
- Look to fill needs

Session Three:

Sources of Names

- Follow our money
- Meetings to list names
- 5 names from each member
- No limits – everyone you meet
- Business relationships
- Chamber of Commerce members
- Brainstorming with members
- Speakers
- Rotoract parents
- Every member responsible
- Target businesses
- Asked each member to write list of people they do business with
- Draw them in by asking them to join activity or project
- Speakers are prospects

Who is Responsible?

- Membership Chair

Vetting

- Those willing to work

Priority

- High
- Use club needs to prioritize
- Not as high as it should be

Coordination of Process

- President/Board/Membership Chair

Session Four:

Alternative Approaches

- Phone calls – no emails
- Invite to meetings
- Free lunches
- Invite to projects
- Social events first
- Make emotional connections from someone impacted by Rotary
- Invitation cards

Contact Records

- Constant Contact app
- Ask sponsors to keep track of prospects

Who Should Approach?

- We do not do it well
- Use a salesperson
- No one is good at this
- Start slow – do not overwhelm
- Use elevator speech

What information?

- Basics of Rotary
- Have to be invited to be a member
- Financial responsibility
- Do not overwhelm

- Accentuate the positive
- Why it is important to me & might be important to you
- As much as possible

Process

- Sponsors
- Visit club 3 times
- Depends on prospective member
- Invite guest to give information about self

Engaging Process

- Welcoming
- Everyone should know names
- Recognition
- Assign tasks
- Find member passions
- Make Rotary like a hobby with enjoyment
- Free speakers from podium with wireless mikes
- Find talent and use it
- Mentoring
- Have fun