

Rotary District 7910

Membership Workshops – October 2016

Introductory Notes for Workshop Moderator

- Membership growth and development is vitally important for the long term health and vitality of Rotary and our district.
- Enhances our ability to more good for communities and world.
- New members bring in new ideas, technology and energy.
- Increases development of new leadership opportunities.
- Some clubs very successful in membership development while others have stalled. What are key success factors?
- The world is changing rapidly and Rotary needs to adjust to change. We need to examine our internal processes and assess alternatives to legacy practices.
- The purpose of this workshop is to assist you in developing long term membership plans for each of your clubs
- It is clear that good intentions, discussions and talk will not yield measurable results – only a clearly developed plan achieved by member consensus in the hands of a committed action oriented team will succeed!
- There are many issues we may want to discuss during this workshop but the principal focus will be on improving and growing our membership. Please try to stay on the subject with your table moderator.
- We will conduct brainstorming sessions on four different aspects of membership.
 - Growth Objectives
 - Value Proposition
 - Classifications
 - Prospective Member Target List
 - Finally – Action Plan
- The table facilitators will present the topics, ask for your opinions and summarize the findings.
- A summary of all the inputs from the four area workshops will be sent to all participants.

Session One – Objectives for Growth and a Rotary - Value Proposition

- What are reasonable and achievable goals for net membership growth over a 2-3 year period?
- What are the reasons for increasing the size of any Rotary Club?
- What are the hindering factors in your club which have limited your membership growth plans?
- What are the features of your club's organization, meetings, venues, social climate, Rotary knowledge, etc. which affect attraction and retention of members?
- How do you assess member satisfaction?

- How do you define your club's goals and vision?
- What is your club's story?
- How do you define a Value Proposition for your club and Rotary?
- What tools do you use to promote Rotary?

Session Two – Rotary Classification

- Why is diversity one of the fundamental strengths of Rotary?
- How does your club reflect the diversity of your community?
- How do you conduct a classification study of your club?
- What are the skill, diversity and ability needs of your club?
- How would you develop an analysis of “who do you want and who do you need” as additional members?

Session Three – Prospective Member Target List

- What are the sources of names for prospective members?
- How will you develop a list of prospective members?
- How will you vet and prioritize your prospective list?
- What is the priority of membership in your club?
- Have you considered corporate membership alternatives?
- Are Friends of Rotary an alternative for your club?
- Who has the responsibility to coordinate the membership process in your club?

Session Four – Taking Action

- What are alternative ways of approaching prospective members?
- How do you maintain contact records of prospective new members?
- Who should approach prospective members?
- How much information should be communicated?
- What should be said?
- What is the process for introducing prospective members to your Rotary club?
- How are prospective members introduced in your club?
- What is the process for vetting and accepting new members?
- How are new members inducted, introduced, welcomed and engaged in your club?
- What actions will you take to increase retention in Rotary?