

Rotary District 7910

Membership Workshops – October 2016

Session One – Growth and Value Proposition

- Club growth. Dependent on size. Smaller clubs (10 -20) may aim at 30 level within 3 years; midsize clubs (20 – 30) may aim at 40: larger clubs (30 -50) may aim at 60; much larger clubs (60 – 80) may aim at status quo and replace attrition. Most important factor is to develop a target level, time frame and plan to achieve.
- Why grow clubs? Long term viability of Rotary; do more good for community and world; develop future leadership; spread the workload; more fellowship and networking opportunity; new ideas, technology and energy; more exciting agendas.
- Hindering factors? Dues, venues, agendas, excitement level, fun, meeting times, lack of focus and objectives, leadership, member reluctance, legacy issues.
- Improving attraction and retention features. Fresh, vibrant, welcoming environment. Social events, exciting agendas, active member participation, hands on projects, strong community connections, Rotary education, good communication, PR and social media branding.
- Member satisfaction. Periodic member satisfaction surveys. What do members want? Open feedback sessions. Effective use of club assemblies.
- Goals and vision. What is clubs reason for being? Primary focus – community development, youth, veterans, needy, international, sick, elderly. What is club's vision? Next year; next three years. How has vision been reached - club leadership or member consensus?
- Club story? Concise statements describing your club and its objectives/achievements. "Elevator speech"
- Value Proposition. Statement or brochure describing key reasons why people would want to join Rotary and your club.
- Promoting Rotary. How are websites, social media, emails, newsletters, local TV, Facebook, brochures, newspapers used to promote Rotary and your club activities/image.

Session Two – Rotary Classification

- Diversity as Strength? Second object of Rotary recognizes the worthiness of all useful occupations and the opportunity to serve society. Clubs should reflect the community in terms of age, gender, race, skills, abilities, ethnicities. Diversity provides Rotary the unique ability to discern, analyze and improve almost any situation in our communities and the world. We should strive to be a multi-dimensional organization.

- What is your classification analysis? Determine the diversity of your club. What is it? Where is it sufficient/insufficient? Do you conduct periodic biographical sketches of your members?
- Who do you want/need as members? Analyze the key needs of your clubs in terms of your focus and objectives – what are the skills and abilities you need to accomplish your goals

Session Three – Target List of Prospective Members

- Where to search for names of prospective members - Chamber of Commerce, local charitable organizations, yellow pages, local newspapers, member inputs, friends, neighbors, clergy, rabbis, ministers, government officials, school administrators, teachers, doctors, nurses, business owners, local corporate managers, financial planners, sales people, computer science folks, media pros, car dealers, lawyers, builders, CPA's – i.e., all occupations. The key is to prioritize based on your wants/needs. Of course, clubs can also be opportunistic to take advantage of occasional walk-ons and chance meetings.
- There are folks who would like to participate in Rotary activities but may not be ready to commit. Consider them as Friends of Rotary - Invite them to meetings and projects.
- There are hundreds of corporations and companies within our district – approach them for corporate membership.
- Brainstorm the list for names and contacts. Conduct an initial vetting and prioritization.
- Following member input, the key responsibility for follow up and contact is the membership chair and committee

Session Four – Taking Action

- The final and most important stage of a membership development process is “taking action”. It is vital that a dedicated and action oriented chair be appointed. Club leadership should ask for periodic updates against the plan and objectives.
- Develop a contact follow up chart with numbers, emails, dates, status and who contacted.
- Contacts should be made in person or by phone by members who are the most outgoing personalities. Two person teams may be most effective.
- Initial contact is simply to introduce Rotary with a brief information exchange and invitation to a meeting or introduction to a few more members. A club brochure and general Rotary brochure can be given.
- How to enter into a conversation – “It was suggested by one of our members that you may be interested in learning about our Rotary Club”. “May we have a few moments of your time to talk to you?”
- The next step is to meet with a few members of the club in a social setting and/or to introduce the prospective member as a “guest” at a meeting. Or to invite the

prospective member as a speaker. Copy the prospective member on the weekly bulletin. Give them the website, Facebook, RI website information. Rotary International general information brochures should be made available.

- Introductory meetings are very important – we do not get a second chance at first impressions. We need to know who the person is, clear name pronunciation, occupation, background, place of business/home. Take the person around the room and introduce to many members enthusiastically.
- Have the prospective member visit more than once. Finally, ASK them if they would like to become a member of the Rotary Club. Fill out the new member form, present it to the board for approval, have the members review, and vote on acceptance.
- Conduct a formal induction ceremony and quickly get the new member engaged in a Rotary activity.