

OPEN DOORS – “*Grow Rotary – Emerging from the pandemic*”
4/23/21 6:30-8:00PM

DG Diana welcomes all and accentuates that to Grow Rotary is not only about membership, it's about awareness and understanding, and growing our service, the impact of our projects, and growing our membership will ensure bigger and better service and achievements. Rotary is not just a club to join, it's an invitation to endless opportunities and they are only limited by our own imagination. Our time is now, we are ready for this

Special Guests Recognized Bill Wittich and Diana Edwards from RI. Panelists from Clubs of Clinton, Weston-Wayland & Southborough -Special Mention Brookfield Club made Open doors their weekly Meeting.

RYLA - Pat Doyle is very excited about the upcoming event. They are collecting extra theme pins. Please donate if you have available. (Christine, Pat, Diana)

What have our clubs done to Retain & Grow membership?

Elliott - Emphasized why we grow membership.” We Grow it because we need other Rotarians to do bigger & better Impactful service projects.” Need to overcome the age diversity issue. This is a GREAT TIME To be a Rotarian!

Introduced Bill Wittich from CA– Speaker, Consultant & Author in the field of leadership development and a fellow Rotarian.

- 10 & 5 Rule – 10 feet you smile, 5 feet you say hello
- Attract from 4 categories 1) young professionals 20's, 30's and 40's 2) Families 3) Chamber of Commerce 4) Your friends are the BEST Group
- Don't invite anyone to meeting... invite them to lunch on you or with you & your friends while enjoying a speaker at the “Rotary Place”
- Talk about what you do in your town 1st – then Polio
- Listen for the word “Try” ... if you hear Try say nope I'll pick you up and take you to lunch.
- Make sure everyone brings a friend so they have someone similar with them and they feel it is their club.

Introduced Diana Edwards a Regional membership officer at RI

- Emphasized that clubs need to keep putting out there what they are still doing that is positive and amazing.
- Zoom has opened opportunities for pp from all over to visit other meetings.
- Some ways
 - o Satellite clubs formed
 - o Changing how often and how clubs meet – not 4 times a week. Not for meals. It is ok to mix up meetings - hybrid ...use technology to stream and promote speakers
 - o New membership types. Corporate, associate, family, cause based
 - o Reminded Clubs to use the membership satisfaction survey.
 - o Do the community assessment survey
 - o Use Rotary showcase to get ideas on projects and add yours.

Ron Bott – District 7910 Membership Chair – Introduces the 3 Clubs that have grown their membership. Clubs need to retain and attract members. They received a CASH award toward supporting a service project chosen by a new member. The idea is that engaging newer member early with help to retain them for many years.

Clubs need to be open to change in order to grow.

PANEL DISCUSSION with the 3 Clubs that grew membership during COVID – Bill Moderator
Southborough +5, Acacia Warren
Weston/Wayland + 8, Jan Luchetti
Clinton +4 – Trish Aponte

How are clubs doing meetings?

- Hybrid meeting – with Zoom & in person. Often folks log in early to chit chat before the formal meeting.
- Clubs used service projects – such as selling Christmas trees as an opportunity to meet during a project.
- Some clubs are waiving dues for the 1st year or having members re join because Zoom is more convenient. (under 35 member)

How will clubs move forward?

- Many clubs doing all of above. Change it up every week.
- Clubs keeping Zoom.

What is working & isn't working - Changes

- Only happy dollars collected (no FINES)
- Clubs donate the dollars to a specific community need
- Clubs designating a Happy Dollars coordinator
- Using a vision board with post it notes to let members engage in process
- Clubs have kept an abbreviated version of Rotary song long term members
- not saying pledge unless specific occasion (Flag Day-Vets day) to not exclude international or any member feeling like an outsider.
- no prayers - yes on inspirational or spiritual message

What was successful and not successful in growing membership.

- They don't recruit they "attract" using Club runner for drip campaign.
- Networking breakfast
- Invite pp all the time
- Communicating
- Invite pp with the zoom links and to the service projects.
- Suggest members to forward the list
- Be at community event as support staff with rotary shirts. Help pp carry boxes or welcome & check in tables
- reducing number of formal meetings helps with attendance and lessens the burden on Presidents.
- make sure you engage visitors and ask them questions, making them feel welcome & invite them back
- Preservation project – Weston &Wayland
- Using caused based memberships to attract members – 2 new members attracted that way – Newton RC

ELLIOTT – In Conclusion – Thank you to the Guest Speakers, Panel & Ron for role in growing membership.

Please Review how your club operates and make sure your club is attractive to new members and existing members. There are many options for positive change. Resources are available including help with how to hold a Zoom meeting, different membership models and any other help you need to do more service and attract more members.

Open discussion till the end

Yours in Rotary,

Diana Nestorova

District 7910 Governor 2020-2021
Rotary Club of Acton-Boxborough
m. 425-442-9302