Hopkinton Club – Session I: Preparing for membership improvement action plan.

The Hopkinton Club is 30 years old, has 13 members, ages range from 40 – 70.

Meeting at a local diner for a breakfast meeting.

No social media or website in place.

Club has seen a trend of losing members after 1 or 2 years.

Meetings need to be changed up. Focus on getting speakers, and having a venue that can accommodate speakers. Introduce social events in the evening. Host a key speaker event. Organize an outdoor / active event. Work on changing our meeting space. The lack of privacy and room for a speaker and meeting format is greatly lacking. Recognize that people can get breakfast whenever they want and they need a better reason to stay in the club.

Meetings need a set agenda that is currently lacking.

Involve the community, and find ways to help by knocking on the doors of the high school, the chamber of commerce, the city hall social worker.

Seek out membership from clergy members in town.

Work with high school / technical high school to recruit an intern or two who can launch social media presence and build a web-site. Start an interact club within the school.

Work with other non-profits to organize a non-profit fair in town.

Focus on why we are losing members after year 1 or 2. Tap into why they joined Rotary. What is their passion? What do they want to accomplish?

Focus on Visioning – where do we want to be in 1 year / 3 years / 5 years? Develop a road map, and name a champion who can move things forward.

Session II: Who are we targeting for members?

Focus on specific classifications: ex. Clergy members, Technology professionals.

Focus on life cycle classifications: ex. Recent empty nesters, newly retired people, In-home business owners.

Once an individual is identified, send a member to meet one-on-one. Ask that person for three things: 1. Ask for an ad / sponsorship / buy tickets to an event - 2. Ask them to be a guest speaker - 3. Ask them to join the club.

Offer and develop a joint membership with the Chamber of Commerce – Rotary becomes a

member of Chamber and Chamber gets a corporate membership to the Rotary club.

Research Rotary International for classification list.

Host a Rotary night and invite these prospects. When there, ask them how the club can support community programs or needs that they are involved in. For example – host a wine & cheese night with a short meeting followed by socializing / networking.

Session III: Strategy and Goals for Membership Growth and Retention.

First, have a face to face meeting with the prospect to invite them to a meeting or a service event. Then follow up with a phone call, and match people with personal contacts.

Use a phrase that emphasizes that it is an honor and a privilege to be a Rotarian such as "You have been recommended by *whoever* as someone who would make a great Rotarian!"

Invite them to a meeting for a specific speaker to engage them. Encourage all members to engage our visitors and potential members.

Phase in the changes to the club to gently get the senior members on board.

Identify a "fire starter" who has the ability to get people behind them and implementing changes.

If the club is primarily male and is intimidating toward women, work on getting a small group of women to join together.

Develop a process to introduce, approve, induct, and welcome new members and ask them to give a bio and introduce themselves to the club.

Educate new members by encouraging use of the following tools:

- RLI
- Youtube / internet
- Information sessions
- Fireside chat

Community or international focus? Find out which area new members are most inspired by and cater to them.

Long-term retention plan:

Start a mentor or buddy program where 1 person is responsible to reach out and keep in touch with new or newer members.

Give new members a job or a responsibility. Get every member on a committee! Membership has to be far more engaging than just getting together for breakfast or lunch.

Session IV: Summary and highlights

- Reach out to the active members of the town.

- Develop your road map.
- Latch onto another club to share resources that are needed
- Follow the 3 meeting rule: 1. Introduction, 2. Fireside Chat, 3. Close the deal
- New member introduction – let them talk about themselves and give bios
- Get new members on a committee right away
- Expose them to **RYLA!**
    - Sponsor RYLA students, then invite parents to a meeting
    - No fundraising during introduction period