Membership Workshop—District 7910

Notes for Case Study: Fictional Rotary Club in Hopkinton, MA

Objectives
- Significantly improve morale, fellowship and Rotary Spirits
- Increase membership from 13 to 30 during the next three years

Steps to Get New Members
- Go through a Visioning session
  - Have a Membership Chair lead this activity
  - Target younger members
    - Employ social media to engage them
    - Use 'hooks' that address their needs—not just what Rotary does but rather how Rotary can help them
    - If the club has younger members, have them set up the social media platforms and actively manage them
    - Ask members if they have interns in their company who can help with the social media activities
  - Have Fellowship events, Fireside chats, etc. to bring candidates into informal get-togethers rather than just invite to meetings.
  - Get members involved with community so they become known by non-members as 'good' people to associate with
  - Employ PR around club activities, member accomplishments, etc.
  - Simply ASK people to come to events/meetings
    - Have the guests give the club their contact information so Membership Chair can make sure there is follow-up.
  - Ask club speakers to consider joining the club

Define the types of members to target and sources to look for them
- Corporate memberships
  - E.g. Schools, library, town employees
- People who are already active in other organizations in town e.g. Chamber of Commerce
- Empty nesters
- Interact club
- Young professionals
- Early retirees

Strategies
- Have a clear process
- Every member brings a guest
  - Use a special event
- Every candidate has a point person to
  - Invite them back after the 1ˢᵗ meeting
  - 2ⁿᵈ meeting,: give them take-home information packet
  - 3ʳᵈ meeting: have a pre-meeting chat to address questions, make them know they would make a good member
  - Follow-up along the way with handwritten notes and phone calls
- Look for family members as a single membership
- Consider special deal for new members
- A potential new member has to attend 3 meetings before they can join
- If the candidate wants to join
  - Get BOD approval
  - Post candidate publicly to membership for a 10-day comments window
- New member induction
    - Give the new member 5 to 10 minutes to introduce themselves to the membership
- Engagement for New Members
  - Get new member into a committee or position
  - Conduct a new-member orientation
    - One-on-one
  - Announce them on the web site and social media
  - Have them go to RYLA
    - Great for new members
    - Club pays for having them attend
  - Assign a mentor for each new member

Retention requires engagement
  - Meetings
  - Projects
    - Provides an informal time to get to know each other
  - Not every meeting needs to be business meeting
    - Ex. ! meeting a month have a non-meeting maybe at a different time day