

Membership Meeting on March 21, 2017 in Auburn, MA

Present at our table: Carol Toomey, Nashoba Valley; Bill Lemke, Sturbridge; Christopher Gate, Worcester; Chet Lubelczyk, Brookfield; Larry McLeod, Northboro; Steven Jones D'Agostino, Auburn

Steve went over the fact sheets and then asked the appropriate questions.

First Session:

Change philosophy of club to 21st century

Include all members in deciding what to do.

Go back to visioning (more than just get new members)

Do a needs assessment and do service project that costs \$0

Offer to help other service association's project

Speakers are important, speakers make meeting more interesting, often join

Service is more important than meetings

Make meetings fun

Board has to get together and talk about what rotary is all about

After PETS, PE should meet with his successors and fill them in (mentor them in advance)

Visioning important

Discussion of adding 3 members a year is reasonable but not 20 in 3 years (getting to 30 minus attrition)

Exit interviews (even going back to members who have left a while ago)

Have new people take on leadership positions and get mentored by older members

Every member has vote so get them to change things

Fireside chat (or modern equivalent) a must before joining but don't overwhelm new prospects

Modern equivalent could be a webinar

Need facebook and modern communications for 21st century

Ideal members: Newly retired (one person national guard, service is in dna so rotary is natural progression)

PE should take older (long term) members aside and ask for help

Advisory Council made up of past presidents to give advice to PE and P

Rotary is not top down leadership

Need to find out who the club is and what we are about

Second Session: Defining

Classifications is old name for varying occupations in your club

Need: computer and media literate technically proficient

Those who know how to tell the story

Newly retired (some young 'uns) They want to help

Stay at home Moms and Dads (need an outlet to socialize)

Include families (and make welcome)

2 families begets 4 families, then 8 families

Web designer

Somebody who knows how to fundraise

Folks who have finances

Relax dress code, etc.

Invite speakers of 501C3s to speak and then help them with their projects. Some will join.

Open houses: members bring 2 or 3 people to social event

Powerpoint presentation about rotary at this event

Barside chat: bring prospect to house and tell them about rotary before they invite to a meeting

Every Rotarian is morally obligated to invite a member

Know that someone who says no is saying "not now"

Bring back previous members, invite them to social and service events

Chamber is a source of leads

If someone you ask to join cannot, see if someone else in their company can

Invite people to your fun events, having a good time together is binding

Talk to your prospects, make them welcome when they do visit your club

Newly moved into town people are great prospects

Aging baby boomers: 10,000 boomers are retiring every day, most not ready to stop altogether

Check out road signs on outskirts of town. Are they inviting or are they rusty and ugly?
Accurate?

What do members want/need?

Work

Mentored

Be involved in community

Involved with the club projects

Be part of the organization, have a job in the club

Need to feel welcome

Can say what they want

Be able to contribute

Rotarian visitors need to feel part of it

Large table instead of many small tables make better inclusiveness

Move people around but not every week, some look forward to seeing friends on weekly basis

#1 person to get involved with club: web and social media person

#2 person: Someone who can get the story out

10% inspiration, 90% perspiration

Remember so much going on, have to have things that cuts through the noise

Third session

Invite speakers to speak on what's happening in town or what service project is available by another organization

Ideas for speakers: Police dept, Fire dept., tree warden, other town officers to find out what town needs

Rotary Means Business: attend and then invite non Rotarians at that event to your club

Develop good sponsorship program that will help long term retention and inform new members

Establish two people system: One brings in member, one does the care and feeding of the new member (mentor)

Dress code (none and that's more inviting)

Still think that 7 new people per year is too many

New member takes attendance (SOA) and gets to know members that way

Nametags a must, friendly to new members

Assign new members to offices. The same people in the same offices year after year doesn't give new members a chance to develop leadership

Get board of directors on board and the club will work

Older (long term) members should be included. Institutional knowledge important to the success of the club.