

Membership Meeting Notes

3/28/17

Weston, Wellesley, Needham and Brookline represented

Session 1:

- Meeting time and venue may not be attractive for new members.
- Diner may not promote fellowship or speakers
- Breakfast clubs have strict time constraints for those working
- What happened to the 17 members who left? Try doing some exit interviews
- Dinner meeting may not work either in a bedroom community
- Need a time that would appeal to younger members
- Talked about but never did a Visioning and this might help focus the club
 - What does the town need ; not just what is the club currently doing
 - Young people use different forms of communication; is the club using the most appropriate media
- Speakers is a way to attract new members and the speakers themselves are a potential source of members
- Talk with neighboring clubs and see how you can do joint meetings/activities
- Look for a dynamic champion

Session 2:

- No need to focus on traditional classification
- Also don't worry about meeting attendance; concern with showing up for service
- Focus on projects where people can get their hands dirty
- Is there a place for corporate members in Hopkinton
- Also look at over 40 age group for membership as they have the time and money more than younger people with young kids
- Need to survey members and non-members to find best meeting time
- Send more kids to RYLA as they are a source of future members and their parents are source of current members
- Look for members in the town management/police/fire/etc
- Look for service opportunities that will attract volunteers who may be potential members
- Look for skills such as tech skills in potential members
- Look for someone who already has a project that fits into Rotary's avenues of service and who needs volunteers and funding

Session 3:

- What is the club's "Value Proposition": What is in it for me and what do I need to give up?
- People are looking for service projects and not dinner
- Fun needs to be part of it
- When a guest shows up, someone needs to be point and take interest in that person, introduce him/her, get data and follow up.

- Need to continuously survey current members, past members, potential members.

Summary:

Needs:

- Data collection
- Visioning
- Dynamic Champion
- Elevator speech/ Value Proposition for club