

Session I

- Why Membership is going down?
 - Club is not replacing members
 - Club does not have good programming/does not have a vision
 - Club lost morale, it's not a fun club to visit
 - No motivation to bring new ideas/try new things
 - No speaker – club might be enjoying that they are doing and not willing to change.
- What club should do?
 - Club should implement a visioning session to identify the interest of its members which would help determine the projects they should be implementing
 - Club need to have the meeting more structured, because currently it is a “social” meeting. It does not has to have a hardline structure that has to be followed every meeting, however some structure will be crucial for more productive and engaging meetings
 - Club should be more visible in the community. As the community members will see the Rotary club more and more often, it will help naturally attract like-minded people to the club
 - Club should be more active in recruiting. It all starts with just asking people to join, which members are not doing.
 - Club should work with community leaders to identify important projects which would attract the most amount of people.

Session II

- Which types of members the club should bring?
 - One tactic is for each member to bring 1 quest/month
 - The classification model is outdated, as you can have a number of people in the same industry that have different specialties (i.e. attorneys working in different areas or accountants specializing in various tasks). The club need people of various specialties to function properly (for example Treasurer should be an accountant, or an attorney should be advising the club on drafting/changing bylaws and etc.)
 - Club should be looking for local and socially active people, who would be engaged in the club and would work on a project
 - Club should be looking for people who can give the greatest asset, which is time. Just showing up once a week for a social gathering, does not make it a productive club
 - Club should be partnering with local organization like Chamber of Commerce to partner on project and recruit potential members.

Session III

- Strategy for contacting potential members.
 - Initial target for member acquisition should be at least 1/month. Considering if each member will bring a quest
 - Working with local non-profits to promote membership
 - Get net members involved in a project right away. Ask for where their passion lay and find a committee/project that most appropriate, instead of forced placement on a committee

- Ask potential member to come to a meeting, help with one activity
- Conduct fireside chat, informational meeting
- The people in charge of membership should be a salesperson, someone who can close a deal and bring people in