

Membership Workshop Notes- District 7910

March 30, 2017

Tasks

Session I

- ❖ Define the first steps the club must take prepare for a membership improvement action plan.
 - Meeting venue, meals dues?
 - Agenda, Speakers?
 - Visioning and Club Objectives?
 - Public Relations, social media, brochures?

- *We would consider 1 dinner meeting per month to encourage young busy professionals to become Rotarians.*
- *Recommend a private room at the diner and try to get local officials-Police, Fireman, town manager to speak and encourage becoming members.*
- *Solicit input from the members to prepare for visioning.*
- *With 13 members we would do a visioning exercise with all members to see where we want to go.*
- *Need a Facebook page and website. Recruit interns from local HS, Colleges, Interact club and RYLA students to create and assist with technology, recruit a new member that can do technology.*
- *For the marathon starting line partner with the community to hand out water bottles labeled with Rotary club info, buy tee shirts with Rotary club info for all to wear. Put a 6x8 banner near the starting line with the water bottles to raise awareness.*
- *Create a brochure for the club that lists ALL the activities the club has done ever even if not a current one. These would be mailed to new homeowners and businesses in the town.*

Session II

- ❖ Define the types of members Hopkinton should target.
 - What classifications should the Hopkinton Club search for?
 - What types of members do they want and need?
 - What sort of members should be brought in at the early stages?

- *With EMC in town we would encourage corporate membership.*

- *Approach town manager and municipal employees to speak and join as corporate members.*
 - *Look for empty nesters that no longer have school age children with many activities the parents would be involved with.*
 - *Target new residents, maybe a welcome wagon type approach, send brochure too.*
- ❖ Define the sources of potential members.
- How can the club begin to research the sources of potential members?
 - Where will they get the names of folks?
 - How will they rank order the names?
 - Develop a target list of potential members.
- *See above*
 - *Expand Service projects, smaller incremental ones to raise awareness*
 - *Look at the competition-Lions, School activities to partner for service projects*
 - *We would not rank them.*

Session III

- Develop a strategy for contacting potential members
 - What is the rate the club should plan on bringing in new members?
 - How do they phase in changes to their club structure and activities?
 - Develop a process to introduce, approve, induct, welcome, engage, educate and develop new members.
 - Develop a long term retention plan.
- *Host a new member night*
 - *5 per year*
 - *After visioning determine how to phase in*
 - *Have new members be greeters, fireside chat activity, at their induction make a big deal- post to social media and get their photos in the local press.*
 - *Get them involved in committees. Ask them what types of service projects or events they want to do.*