



New Ways of Thinking about Rotary

District 9500



The Challenges

- Declining club numbers
- Increased average age of membership
- Finding it harder to recruit new members
- Especially 'younger' and more diverse members
- Hard to retain newish members?
- Where are the leaders?
- Mostly fund raising projects
- Resistance to change



STRATEGIC THINKING

“Decline in membership is not the problem. It is a symptom,”

“So rather than rushing to develop recruitment strategies, we want people to start thinking, ‘OK, what else is really happening here?’”

The core idea is to get people thinking strategically about what they need to do to make their clubs more attractive to members.



- Service projects
- Meeting format / fun
- Meals / cost
- Committee structure
- Programs
- Fundraisers
- Socials
- New member orientation
- Language / inappropriate humour
- Public image efforts
- Youth initiatives
- Singing / Grace
- Inclusivity



Recruiting



Stephen J. Sasson
Internet History Podcast

INSANITY: doing the same thing
over and over and expecting
different results.

- Unknown

You won't get resistance if you aren't creating change.

How can you make your club irresistible?



District Membership Seminars plus more!

9465 WA Membership Voice – Webinars and Forum Discussions

9465 WA PR/DMC Business Networking Nights for Clubs

Combined District topical forums – Women In Rotary
D9500-9520



A traditional club that managed change

Rotary Club of Adelaide

30% decline in membership in 15 years
86% male, 76% > 60 years old



Predominately an aging, male, anglo-saxon membership





A HOLISTIC APPROACH

“The 5 Steps”

- 1. Awareness and commitment**
- 2. Getting the club ready**
- 3. Finding potential new members**
- 4. Getting them to join**
- 5. Welcoming and retaining them.**

THE RESULTS:

The changing membership demographic since 1st July 2015 - 25 months

	1-Jul-15	31-Jul-17	Change	% Increase
TOTAL no. of members	173	199	26	15.0
Members under 50	22	43	21	95.5
Female Members	23	37	14	60.9

NOW:

21.6% of all members **are under 50** - was only 12.7% in July 2015

18.6% of all members **are FEMALE** - was only 13.3% in July 2015

CHANGE they did, look at them NOW!





Flexible Membership Types

District 9810 Organisational Membership

ORGANISATIONAL MEMBERSHIP

Guidelines have been developed to assist clubs in their approaching businesses or other organisations to consider membership of their Rotary Club. The Package is in word format to enable personalisation to your club. The two files are:

- a. Organisational Membership for Clubs – D9810*
- b. Organisational Membership Guide for Clubs (What to do)*

Family Membership

Associate Membership

Flexible Meetings

Rotary Club of the Ponds - NSW

D9685

Dispense with the usual traditions associated with regular Rotary Clubs, but to still achieve the goals of Rotary.

Meet 1/3/5 Sunday Month

Over coffee – Woolworths Cafe

Low cost

Diverse membership - 50/50

Projects: Helping handbags for the homeless, used spectacles for Sri Lanka



Non Traditional Clubs

E Clubs

- meet online
- mobile or geographically separated
- flexible and convenient meetings
- personal or group projects
- no longer 'E'



Service above Self

First Sunday of month and 3rd

Monday at 8:00 pm online

We meet using ZOOM



Non Traditional Clubs

Cause Based Clubs



E-Club of WASH
D9980

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About Us

A new Rotary e-club focussed on Water, Sanitation and Hygiene



WHAT IS A SATELLITE CLUB?



Satellite Clubs

Non Traditional Clubs - Passport Clubs



Our d9560 Passport Rotary is focussed on service, but if our team cannot make the suggested 30 service hours annually, they can choose to make a donation to our Rotary Foundation instead. It's a win win whichever way you look at it!



New Clubs

Rotary Club of Seaford

Rotary Club of Varsity Lakes

Rotary Club of Wyndham Harbour

Rotary Club of Baldivis



Commonality?

Leadership

Enthusiasm

Reflecting the community and their needs at the time

Just like your club did

WHAT REALLY WORKS?

- A Club that wants to strengthen and grow its membership
- Follows proven best practices
 - Involves all members
 - Club Visioning
 - Develops a membership plan
 - Has engaging community projects
- Utilises Rotary International Resources – learning centre, Rotary Club Central, published resources

WHEN ALL ELSE FAILS.....

Rotary Club on eBay | Seriously, We Have Rotary Club

www.ebay.com.au/rotary club ▼

Ad Free Shipping Available. Buy **Rotary Club** on eBay. Money Back Guarantee!
From local designers to boutique treasures, here are eBay's fave fashion finds. They ...

ROTARY ON THE MOVE



Rotary Coordinators' Newsletter

March 2019

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In this issue:

- 1 Get Off Your Ask!
- 2 Regional Membership Officer Update
- 3 To Corporate or Not To

“GET OFF YOUR ASK!”

Article by RC PDG Tim Moore

Just recently one of our seniors, well respected Rotarian, reminded me of this adage – why don't we just get off our ASK and ASK people to join our clubs? This has worked surprisingly well in the past and present-day Rotarians have all sorts of reasons not to ask others to join us.



I am too old, I have no business contacts anymore, I have asked all my friends – everything except the dog ate my homework. Sorry that last one was from a previous life.

Yet, most likely, that is how we were introduced to Rotary. We all still have contacts – the local pharmacist, our family members, our children's friends, the GP – the list goes on. It seems so simple, why don't we do it? Ask your club who has introduced a new member in the last 20 years, how about the last 2 years? Why not, whose job is it if it's not each of us? Have you been through your alumni – past Foundation recipients, Group Study Exchange team members, Youth Exchange students (Rotary Club Central can get you reports on these), teachers from local schools that your club has helped, aging out Rotaractors, recent retirees, corporate partners – I am sure you can now think of many.



To subscribe please email tim@cinet.com.au

2019

thankyou

OUR TOOLBOX

- Changes to the Rotary Club constitution and rules at Council on Legislation – more flexible than ever
- Best Practices in Clubs and Districts – membership leads, visioning, membership plans
- Rotary International Resources –learning centre, Rotary Club Central, published resources

Barriers to success

- Club's willingness to self evaluate
- Apathy of members
- Club's ability to engage members to implement change