

# Rotary

## Club of Adelaide



**“Turning things around”**  
**Changing the membership**  
**demographics at the RCA.**



D'Arcy Walsh – RCA President 2016-17

Heidi Unferndorben – RCA Membership Director

# **What was happening at RCA?**

**Like most Rotary Clubs in the developing world, back in May 2015 RCA had:**

- declining membership numbers;**
- an aging membership profile;**
- a very low % of female members; and**
- very few members with different ethnic backgrounds.**

# Almost 30% decrease

## MEMBERSHIP NUMBERS DECLINING

222



164



2000

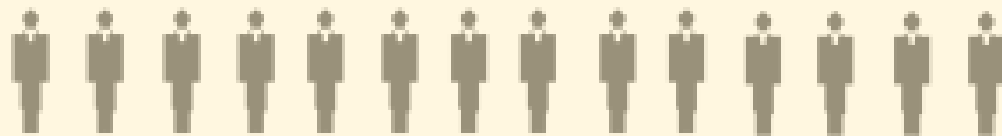
2015

**Where would this end?**

# Club Age Profile



10% aged under 50



14% aged 50 to 60



76% aged  
over 60



**18% over 80 - almost twice as many members over 80 years of age than under 50 years old**

# Gender Balance



86%  
Male



14%  
Female

**We were very lopsided and many female members felt marginalized**



**We were predominately an aging,  
male, anglo-saxon membership**



**Something had to be done**  
**– it was time for change**





**And change we did,**

**Look at us now !**





## RCA Membership Numbers from 1st July 2015

	1-Jul-15	2-Nov-16	Change	% Increase
Honorary Members	6	8	2	33.3
Active Members	158	164	6	3.8
Friends of RCA	9	22	13	144.4
Members under 50	22	41	19	86.4
Female Members	23	34	11	47.8
<b>TOTAL no. of members</b>	<b>173</b>	<b>194</b>	<b>21</b>	<b>12.1</b>

## ACTIVE MEMBERS since July 1st 2015

			Total	Under 50	Female
No. of new active members			27	19	10
No. of active members deceased			3		
No. of active members transferred to Hon or FOR			5		2
No. of active members delisted			2		
No. of active members resigned			11	1	3
TOTAL LOSSES			21	1	5

## Females and Under 50s - % of TOTAL

	<b>1-Jul-15</b>	<b>% of Total</b>	<b>2-Nov-16</b>	<b>% of Total</b>
Members under 50	22	<b>12.7</b>	41	<b>21.1</b>
Female Members	23	<b>13.3</b>	34	<b>17.5</b>
<b>TOTAL no. of members</b>	<b>173</b>		<b>194</b>	

# How did we get this turn around?

- Obviously we changed a lot of things and I am happy to share our experiences **BUT** are they all going to be relevant to you?
- All clubs are different so what we have done may or may not work for you;
- **HOWEVER**, what is relevant to everyone is the philosophy or logic behind what we did – **the 5 Steps in the process.**



# **The LOGIC BEHIND WHAT WE DID**

## **“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.**

# **Awareness and commitment**

**Getting all members to accept the problem and to agree to work together to resolve it.**

- **Speak openly about the problems associated with aging membership;**
- **Share the M. McQueen (District Conf) and M. Huddleston (District 9520) videos;**
- **Discuss what other Clubs are doing (Yass and Sydney RCs plus PAFC);**
- **Develop a Membership focus in your strategic or action plans.**

# RCA 2016-17 Action Plan

## **VISION** (long term objective):

To transform the RCA from a very good club to a great one with respect to member involvement and participation, public image, service provision and the enjoyment and satisfaction of its members.



## **PURPOSE** (the immediate focus):

To develop a more vibrant, effective and proactive club where members enjoy being actively engaged contributing their talents, networks, time and resources in serving local and international communities, the Club and one another.



## **OBJECTIVE 1:**

To grow, renew and actively engage the membership by attracting and retaining new business, professional and community leaders and re-invigorating current membership through making meetings more enjoyable and by the better use of member's vocational skills and abilities in the service of others.

### **RESPONSIBLE:**

VP Club Administration,  
Directors for: Membership, Club Administration and  
Communication Services



## **OBJECTIVE 2:**

To align, manage and coordinate service / support activities with the fundraising initiatives to ensure income from fundraising fully covers all the out-going commitments and support for our Youth, Community and International services.

### **RESPONSIBLE:**

VP Community Service,  
Directors for: Community Service, International Service,  
Youth Service, Communication Services and Fundraising

**VISION** (long term goal):

**To transform the RCA from a very good club to a great one with respect to member involvement and participation, public image, service provision and the enjoyment and satisfaction of its members.**



**PURPOSE** (the immediate focus):

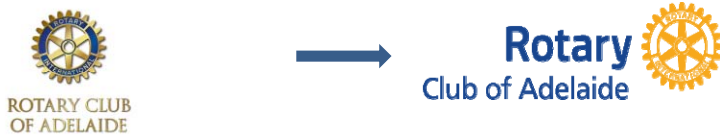
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## **OBJECTIVE 1:**

**To grow, renew and actively engage the membership** by attracting and retaining new business, professional and community leaders and re-invigorating current membership through making meetings more enjoyable and by the better use of member's vocational skills and abilities in the service of others.

# Getting the Club ready

Developing an attractive and welcoming environment for new members to enter

- **Survey potential members about Rotary and what would attract them to join;**
- **Make sure you are aligned with the RI brand eg. Logo**  


The diagram illustrates the update of the club's branding. On the left is the old logo, which consists of a blue gear-like emblem with a yellow center, with the text 'ROTARY CLUB OF ADELAIDE' below it. A blue arrow points to the right, where the new logo is shown. The new logo features the word 'Rotary' in blue, 'Club of Adelaide' in a smaller blue font, and the yellow gear-like emblem to the right.
- **Make meeting format more attractive;**
- **Make sure your website and social media sites are up to date and inviting;**
- **Prepare members to be open & welcoming.**

# **Finding potential new members**

**Finding and making contact with people who have the potential to become new members**

- **Access Rotary alumni and Rotoractors;**
- **Approach new small businesses;**
- **Look within your expanded families;**
- **Look within work places and clients;**
- **Approach business networks;**
- **Look at your regular visitors and guests;**
- **Ask members to come up with the names of 3 potential new members.**



# Getting them to join

**Presenting Rotary in a manner that interests them and is seen fill some of their needs**

- **Invite them to a special membership information evening;**
- **Invite them to attend meetings;**
- **Ask them to join you on community projects and or club events;**
- **Take an interest in them and sit down with them on a one to one basis;**
- **Follow them up – show interested in them.**

# **Welcoming and retaining them**

**Show interest in them and make them feel involved**

- **Acknowledge & make them feel welcome;**
- **Listen to them;**
- **Get them involved on committees asap;**
- **Use mentors to support them;**
- **Make use of member's profiles;**
- **New members' fireside chat sessions;**
- **Help them align with like groups.**

# **Membership Director**

## **Heidi Unferndorben**

- **The Fireside Chat with new members;**
- **Feedback from new members.**

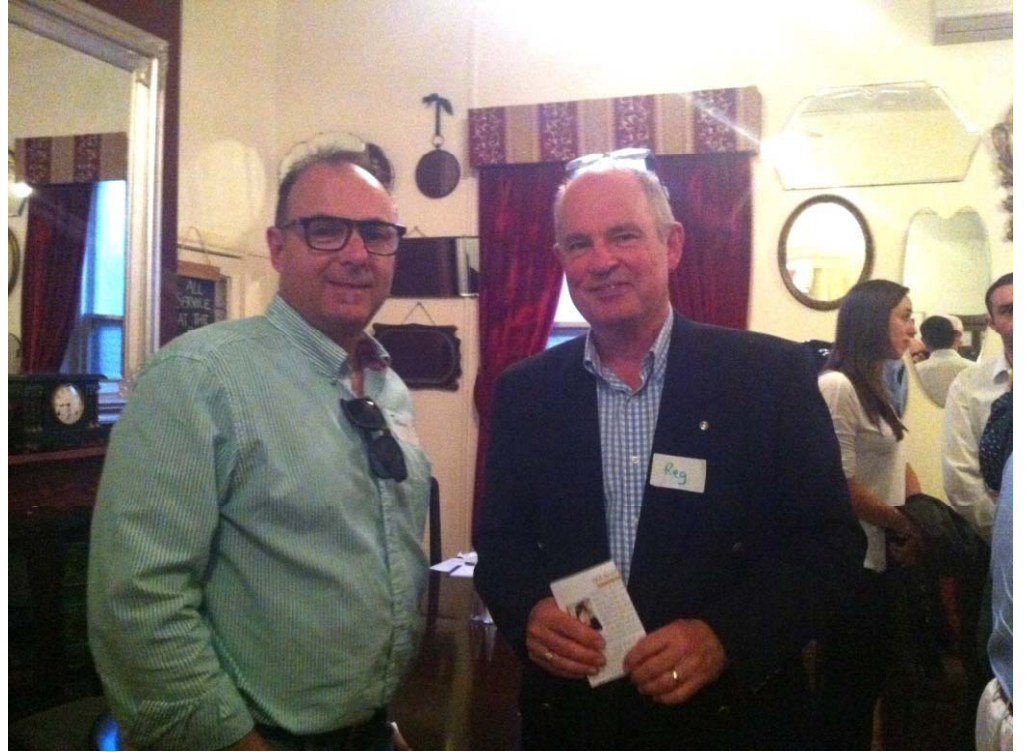
# **New members Fireside Chat October 2016**











# New members feedback

- Don't talk more than is necessary about younger or older members, just new members. **We are all new members looking to do our bit.**
  - I think **the mentor program** idea has merit. It would be great to have someone to introduce you to some of the things misunderstood by new members.
- It would be great to organise this kind of 'smaller meetings' a few times a year to see how things are progressing with members.

A photograph of three young children of South Asian descent smiling and hugging a large tree trunk outdoors. The child on the left is wearing a white t-shirt with a yellow collar and a graphic that includes the words 'JORDAN' and 'GLO'. The child in the middle is wearing a white t-shirt. The child on the right is wearing a striped t-shirt. The background is a bright, sunny outdoor setting with green foliage. The text 'Thank you very much' is overlaid in a dark red serif font across the center of the image.

Thank you very much