

# Rotary Club of Adelaide



Regional Rotary Membership Conference – 26<sup>th</sup> August 2017

## **“Rejuvenating and Rebuilding the Rotary Club of Adelaide”**

**IPP D’Arcy Walsh**

# **The perceptions of a new member**

**When asked why she joined Rotary, a younger new member said.....**

**What can we learn from these comments:**

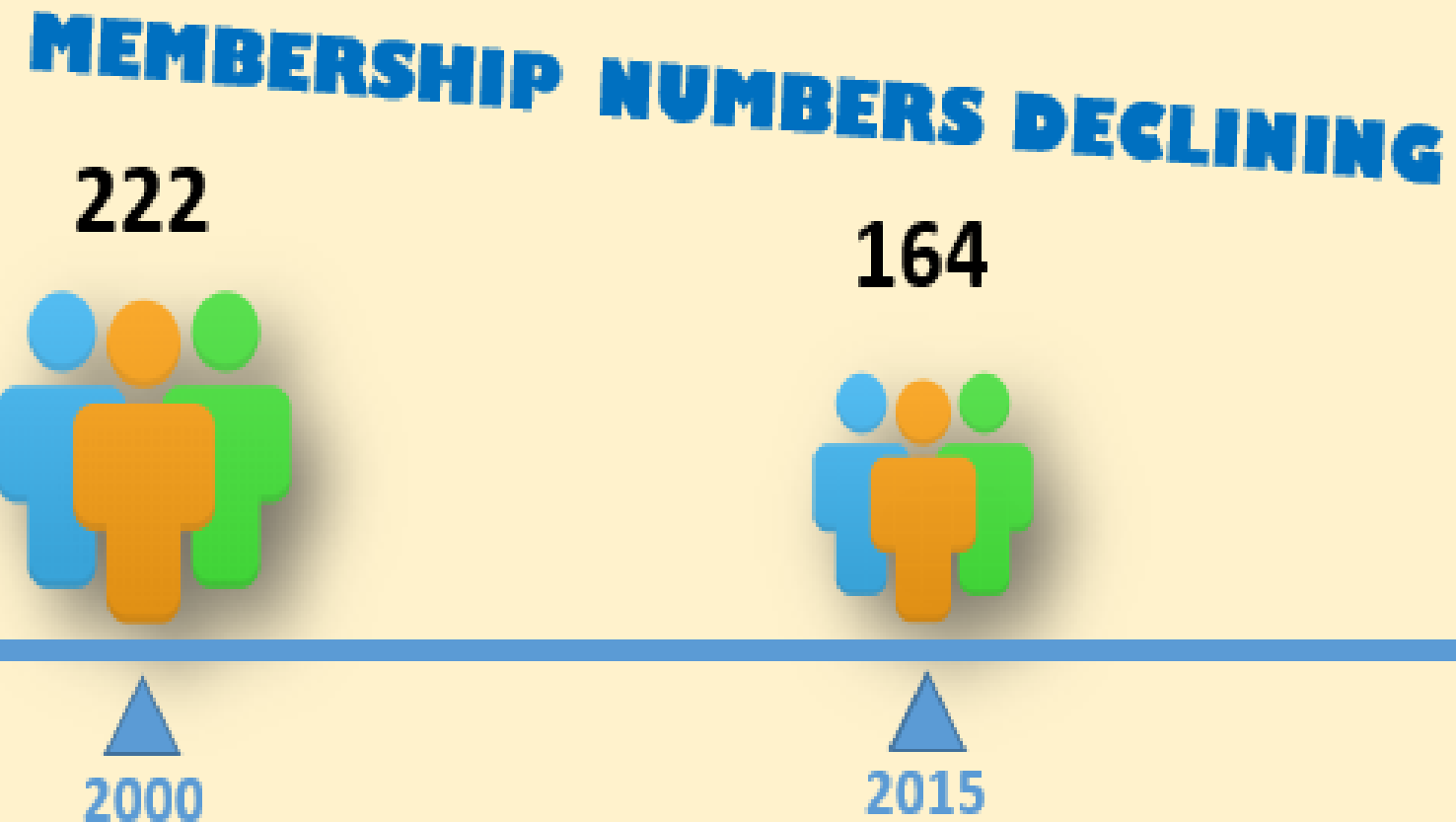
- We are seen as Bunning's sausage sizzlers;**
- Corporate membership can uncover new members who would not have joined of their own accord; and**
- People can get excited about Rotary if we can get them in the door.**

# **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



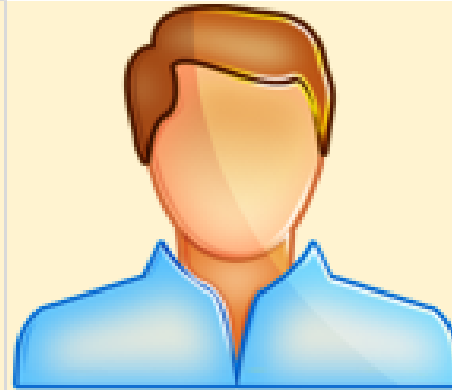
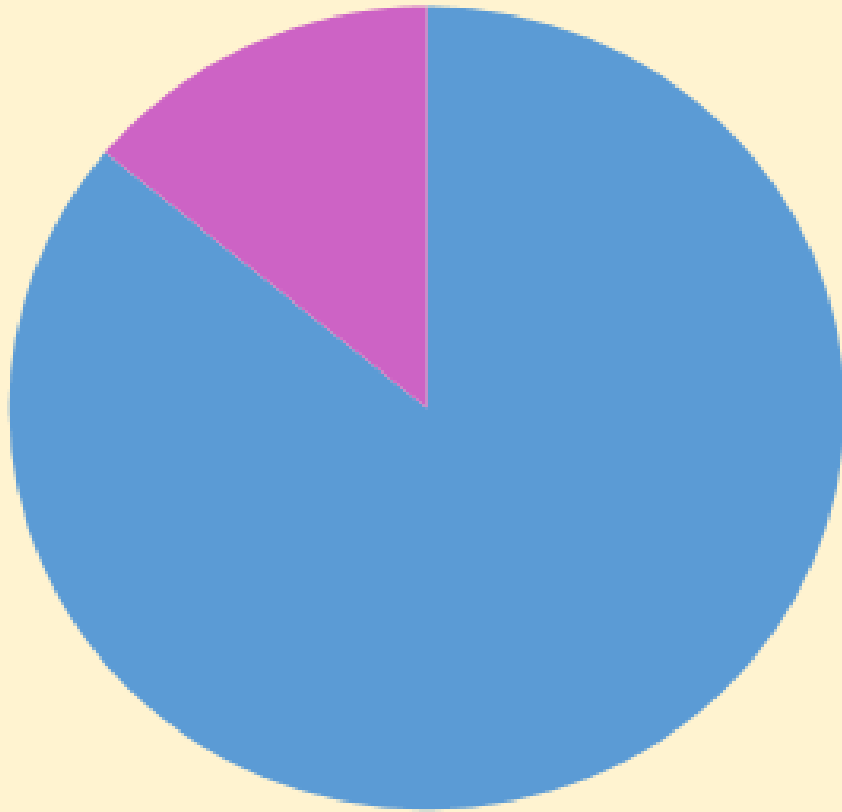
**Where would this end?**

# Club Age Profile



**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

	<b>1-Jul-15</b>	<b>31-Jul-17</b>	<b>Change</b>	<b>% Increase</b>
Honorary Members	6	9	3	50.0
Active Members	158	165	7	4.4
Friends of RCA	9	25	16	177.8
Members under 50	22	43	21	95.5
Female Members	23	37	14	60.9
<b>TOTAL no. of members</b>	<b>173</b>	<b>199</b>	<b>26</b>	<b>15.0</b>

## ACTIVE MEMBERS since July 1st 2015

			Total	Under 50	Female
No. of new active members			41	24	19
No. of active members deceased			6		
No. of active members transferred to Hon or FOR			11		2
No. of active members delisted			3		
No. of active members resigned			14	3	3
	TOTAL LOSSES		34	3	5

## 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

# How did we get this turn around?

- We have undertaken a number of things that collectively have brought about a significant change in the culture of our club and how we operate;
- 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 our process.**

# **OUR 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.**

# **1. Awareness and commitment**

**Getting all members to accept we had a problem and 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

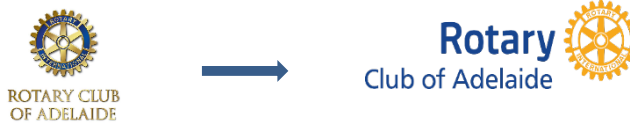


## **OBJECTIVE 1:**

**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.

## 2. Getting the Club ready

Developing an attractive, professional and welcoming environment for new members to enter

- Make sure you are aligned with the RI brand eg. Logo 
- Self evaluation, RI Health Check, survey potential members about Rotary and what would attract them to join;
- 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.

# **3. 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;**
- **We asked members to come up with the names of 3 potential new members.**

## **4. Getting them to join**

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

- **Invite them to a special membership information evening (YASS model);**
- **Invite them to attend meetings;**
- **Ask them to join you on community projects and or club events;**
- **Follow them up, send them your weekly bulletin, put membership information on your website AND show interested in them.**

## **5. Welcoming and retaining them**

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

- **Acknowledge & make them feel welcome;**
- **Ask them what they want to do **AND** listen;**
- **Get them involved on committees asap;**
- **Use mentors to support them;**
- **Use their member's profile to link them;**
- **New members' fireside chat sessions;**
- **Ask them to talk about themselves at a monthly social evening.**

## **Some closing comments**

- **The 5 step approach is holistic and will work in any Club but takes time & needs the involvement & commitment of all members;**
- **It is not minor cosmetic change, it is about a significant cultural shift within the club;**
- **Use the RI membership resources and seek out support from the District;**
- **The image we portray is important;**
- **Working together has big advantages.**



Good luck and  
thank you very much