

# VIBRANT CLUBS

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## THE Key to Growing Membership

THE Key to Making a Difference in Your Community

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DGN 2025-26

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Based on Pacific NW 2020 PETS presentation

# Purpose

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1

Define what makes a Rotary Club **vibrant**

2

Describe how to improve **club vibrancy**

3

Identify ways to **improve member experience**

4

Review the **new flexibility** provided to Clubs by RI

# Why Did You Join Rotary?

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	Join	Stay
Service	22.5%	26.3%
Friendship	16.8%	26.1%
Networking Opportunities	13.7%	10.4%
Positive Global Impact	13.7%	17.3%
Training Opportunities	7.8%	5.3%
All the Above	23.7%	12.5%

2022 Rotary All-Member Survey, Feb 2023

# Membership Fact: RI

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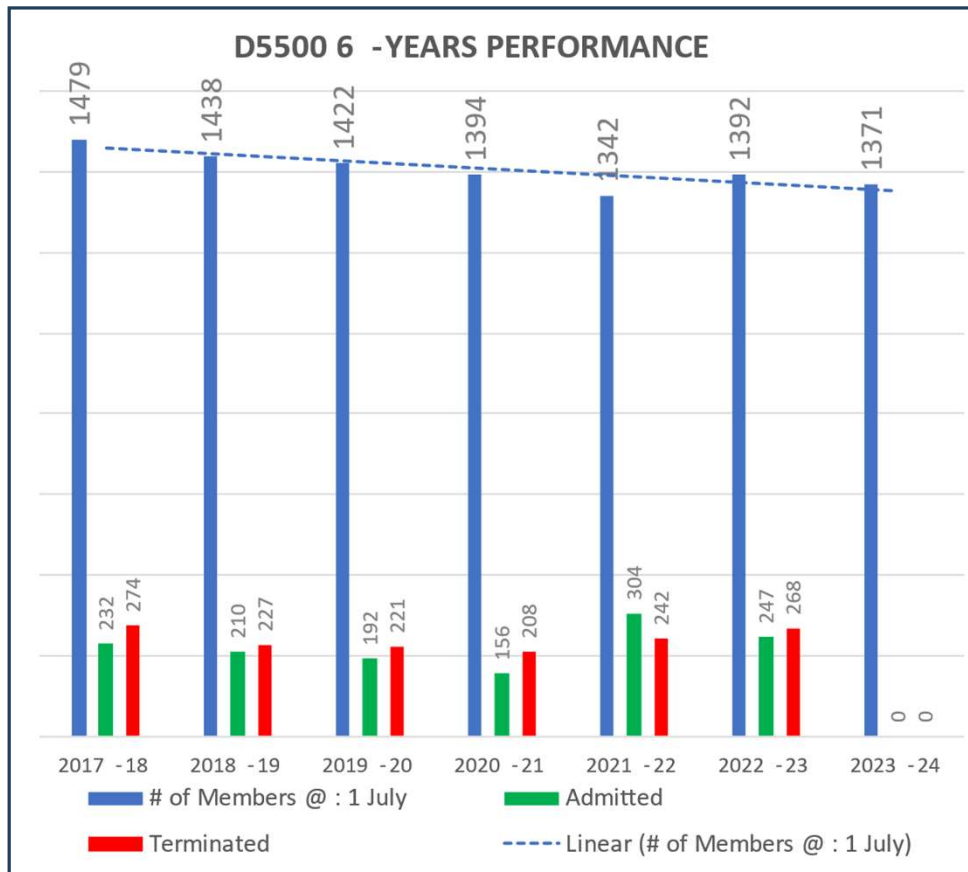
For over ten years our global membership has been at **1.2 million**

Every year **100,000** join ...

... and every year **100,000** leave ...



# Membership Fact: D5500



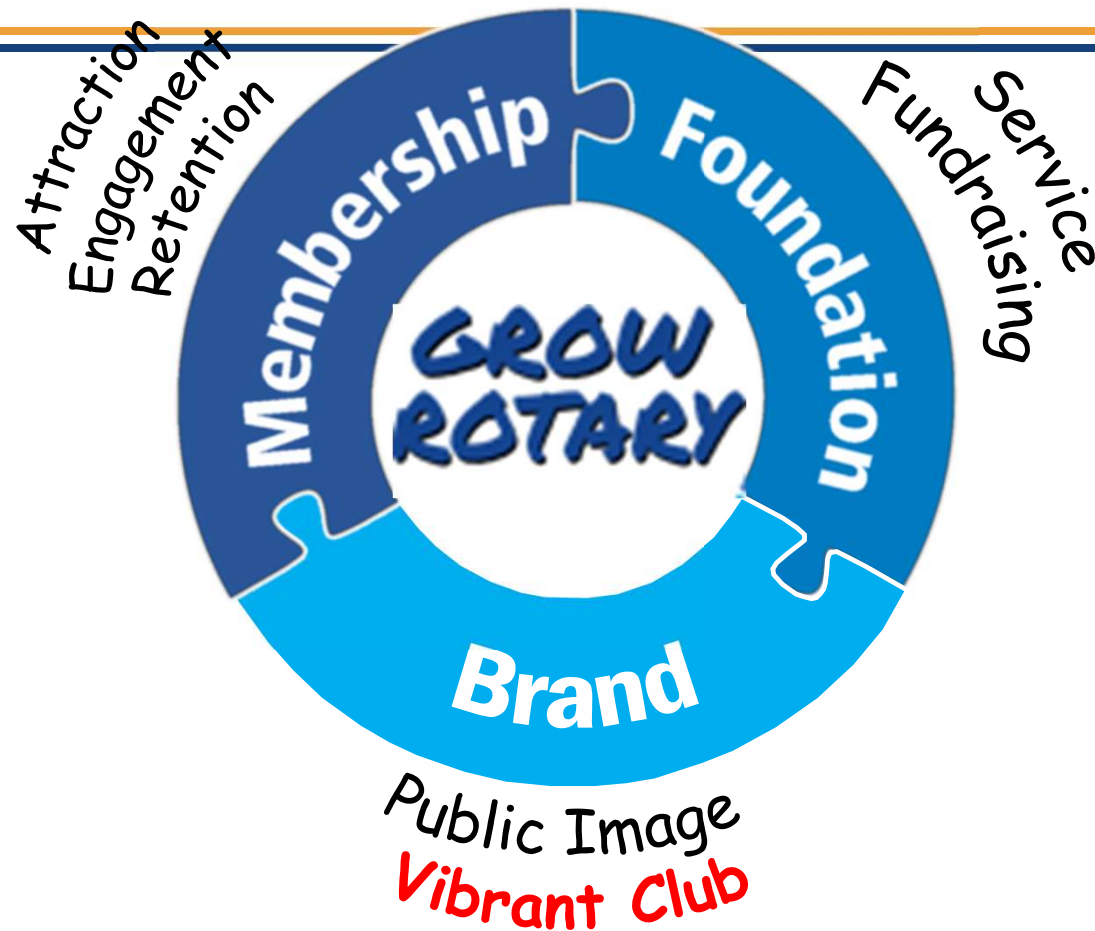
- 1371 July 1 Members
  - -21 members from 2022-23
- Largest year for attraction when no new clubs were formed
  - 247 members / 18%
- One of the largest year ever for resignations
  - 268 members/ -19%
- Retention is the District's biggest membership challenge.
  - 50% leave in three years
  - 12% leave in less than one year

# Linking Membership, Brand & Foundation

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# Vibrant Club vs. Grow Rotary Model



# What is a Vibrant Club?

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- Conducts frequent & meaningful projects
- Is Relevant in its community
- Reflects its members interests
- Has a unique identity and advertises it
- Tries new ideas
- Is Fun!



**Vision - Engaging - Fun**

# Your Club Experience

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At one point you were a guest & potential member:

- What were Your Impressions of the club?
- Why did you join?
- Why do you stay?



# Objective Assessment of Your Club

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- Is your membership truly **active & engaged**?
- Is your **club service** what your community and members want?
- What is the effectiveness of your **leadership team**?
- What is your **public image** in the community?
- Do your members contribute to **The Rotary Foundation**?

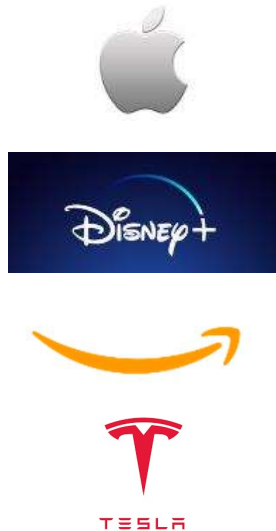
**Take Off the Blinders!**

# All Organizations Must Re-invent Themselves

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## Vibrant

- Apple
- Disney Plus
- Amazon
- Tesla



- IBM/Kyndryl kyndryl.

## Failed /Failing

- Blockbuster
- Cox, DirecTV, Dish, etc
- Sears / K-Mart
- “Detroit” autos

Your Club ????

# What Features of These Organizations Would Improve Your Club?

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- Disney
- Apple
- Amazon
- Tesla

# Club Culture “Imagineer” - You Are Not Alone

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Find a *Creative Club Culture Imagineer*:

- Build a task force to help innovate
  - Not just your top members. An opportunity for marginal members to have input.
  - Solicit community input
- Identify new ideas & ways to get there
- Help guide your Club

# Vibrant Club – Set Your Vision

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- **Craft a Compelling Vision**
  - Use the Imagineer task group
- **Set Long Term Goals to Realize the Vision**
  - Identify short term goals to ensure you are on your way
- **Educate Leaders and Prepare for the Future**
  - The journey to Vibrancy is not overnight and requires maintaining

# Engagement is Key!

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Engagement is:

- *Knowing your Members*
- Reaching Out to Members
- Discovering their service passion
- Giving them voice

# Vibrant Clubs – Engage

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- **You must get beyond the planning stage!**
  - **Communicate the vision & plan**
  - **Develop Relationships**
    - Internal & with your community
  - **Engage Membership**
    - Club leadership sets the direction, but all members must assist
- **Execute!**

# Rotary — from Good to Great

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“Greatness is not a function of circumstance. Greatness, as it turns out, is largely a matter of conscious choice, and discipline.”

Jim Collins, Author, *“Good to Great”*

# Your Club — from Good to Great

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“**Vibrancy** is not a function of circumstance.

**A Vibrant club**, as it turns out, is largely a matter of conscious choice, and discipline.”

Jim Collins, Author, *“Good to Great”*

# Membership (***Retention***) is Our First Priority

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- Members allow us to do our work
- People join Rotary for friendship and service
- **Vibrant** clubs retain members
- **Vibrant** clubs also attract members

# RESULT: INCREASED MEMBERSHIP

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- Attract
- Retain
- Sustain vibrant clubs
- Strengthen the club experience



Vibrant clubs attract & retain at greater levels

# Rotary International Has Laid the Groundwork for Club Vibrancy

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**Barry Rassin**  
RI President  
2018 - 2019

- Promoting a new “**Public Image/Brand**”
- Innovating “**Club Meeting**” Design
- Creating “**Rotary Membership**” Flexibility
- Seeking new Transformational practices

# Vibrant Clubs – Flexibility

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- **Assess what's working? What isn't?**
- **Identify traditions – then create new experiences**
- **Revitalize your club by adopting new approaches**
- **Course correct, when needed, but not so quickly**
  - **Give it some time**
- **Update by-laws & rules to reflect your club's needs**

# Membership in Rotary - Flexibility

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- Clubs determine own member requirements
  - **Flexibility DOES NOT Mean We Should Not Recruit the Best People**
- Examples:
  - **New membership types:** corporate, family or associate
  - **Rotaractors** can be Rotarians
  - **Active Under 40** members with reduced dues
  - **Centurions** (age & membership length) pay no dues

# Club Meetings - Flexibility

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- Only requirement is to **meet twice per month**
- Structure your meetings to **suit your members' needs**
  - Traditional weekly Rotary meetings
  - “Happy Hour” meetings
  - Community service project meetings

Caution: Flexibility is a two-edge sword.  
Infrequent meetings and excess “flexibility” can confuse & discourage members

# Why Change?

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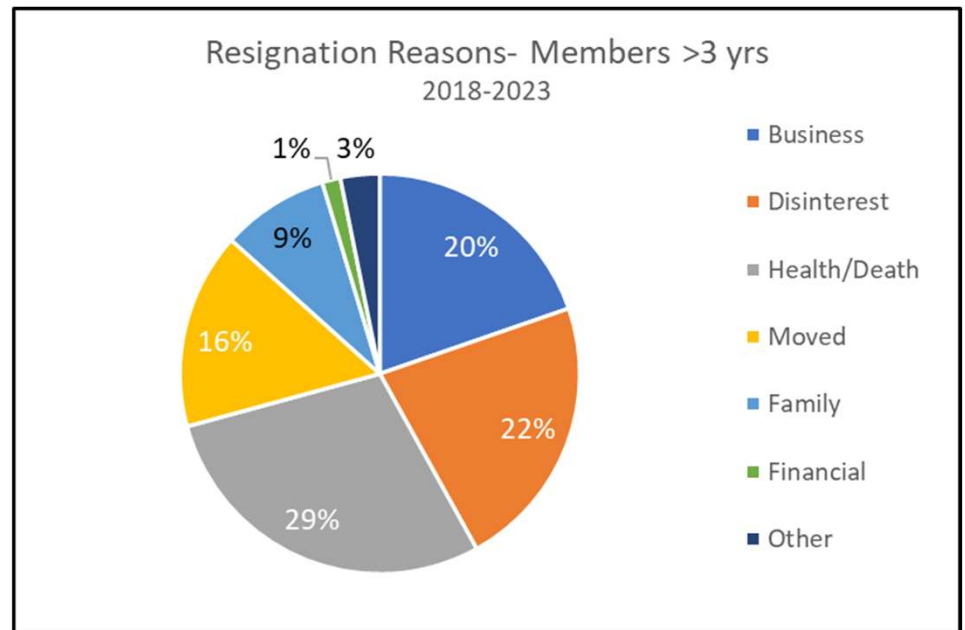
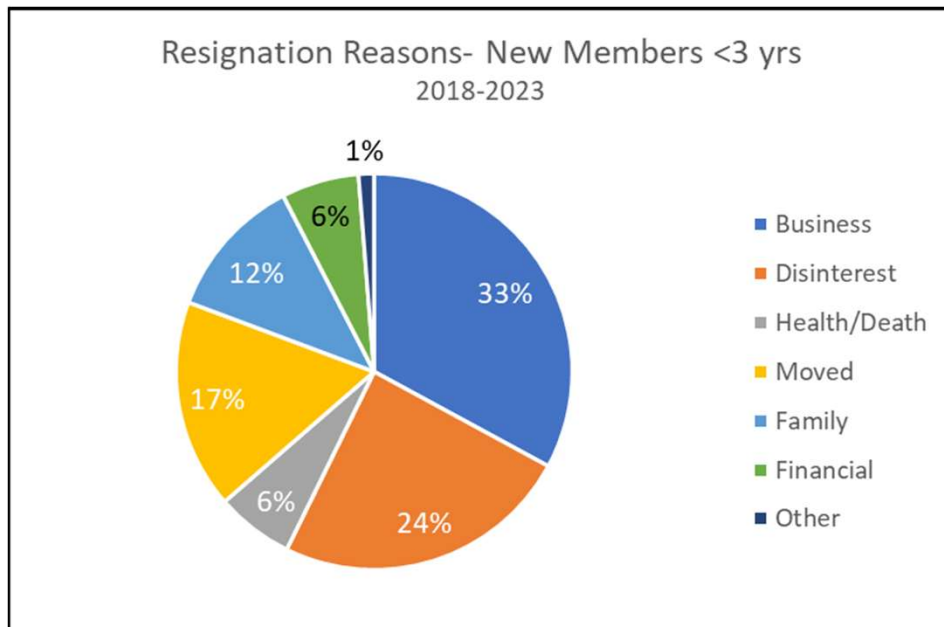
- Make Rotary more attractive to everyone
- Identify and meet your members' needs
- Improve club effectiveness
- Increase fellowship, fun and overall club experience
- Attract new members & retain existing members

# Membership: You Are Not Alone

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- Find a strong ***Membership Chair*** and help them build a strong committee.
- Membership resources can also help guide your Club.
- Potential members are attracted to Vibrant clubs.
- Existing members stay in clubs that are vibrant.

# Why Members Leave



Same Reasons-Same Order