



October 17, 2015
700 Beta Center

Notes from the Attendees

Membership: General

Join Chamber of Commerce and go the meetings to talk about Rotary
Better follow up with visitors and new members
Leverage relationship with Rotaract and their families with Social Media
Engage persons who benefit from our charities to join
Mentors for new members
More social activities
Use the “start”, “stop”, “continue” bags
Can’t hurry the process
Keep to know the prospective member
Meet for coffee with the membership chair
Recruit by profession, put together a process
Provide incentive for young members
Separate dues and food costs
No power points at “membership meetings”
Survey your club as to what works, what needs improved
Keep media up to date on club’s involvement in the community
Ask yourself about your club – “What’s in it for me” (wiifm)
Need to show value of club and membership
Have soft interview with potential members
Structure payment plans
Allow dues to be paid by credit card
Alternate time of meeting once a quarter
Be flexible with the meetings
Meeting topics: social event/networking/project/club runner
Invite potential new members to service projects
Structure level for dues
Eliminate required \$16 lunch (or find less expensive)
Have active committee
Identify demographics or vocations that need focus
Develop a focused plan to attract members to meetings
Benefits for prospects/members
Practice/develop elevator speech
Orientation program to enhance
Red badge/blue badge program
Rotary club joins chamber
Develop an email list “Friends of Rotary”



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Try new ideas at meetings
Dynamic speakers
Family oriented events
Club business card with meeting time, etc
Make Rotary a fulfilling part of life, not just another set of obligations
Progressive dues
Need existing members to invite new members
Encourage multi generational with a quarterly business meeting to talk about group
Business
People attracted to success....talking about dwindling membership regularly does not
help....talk about where we are going rather than where we are.

Membership: Younger Members

Scale back costs upfront
Explain time commitments
Explain weekly meetings
Have younger members with that age children do dictionary project (engage their kid's
friends and classmates
Need to address time and money issues for younger members
Different meeting times for younger members
Frequent other organizations that attract younger members
Have some speakers who are of particular interest to young people
(Mitchel Ice Cream, McIntire Broadcaster, P.D. Architecture Critic)
At lease once a quarter strictly a social meeting
Have a young member step up program: leadership donor amount. Bring in Rotarians at
a lesser amount and then increase until full level amount
Connect with Torchbearers or young professionals groups....they are already screened to
be active young members in the community.

Public Image/Service

Service projects that tie in community with strong public involvement
Use social media
Use local paper
Talk about Rotary



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Be hands on in the community
Create a signature community event to raise awareness and publicize Rotary
Wear your Pin everyday
Post on social media
Use banners
Partner with other clubs for community projects - Parks, trails, pavilions, playgrounds
Perhaps start a tablet project in lieu of a dictionary project – ask teachers
Invite media to join club
Wear Rotary shirts/clothing
Involve interact in projects
Promote activities with local media
Post your story
Have active committee
More press releases
Send newsletter to non members
Ask to use business newsletters to talk about Rotary
Need to advertise. Need to toot our horn. We are too humble. Say this is what we do.
Social Media very important...not newspaper or email....
Promote pre and then after the event
Tweet out live during meeting.
Have your boards and banners
Put something in your home that shows an event you were part of.
Billboard....
Get local students and parents involved.
Go on Akron Beacon Journal or Cleveland.com....create a blog name and blog your rotary events.
Need to reengage Rotary...what is important to them today
Need an “area wide” advertising campaign
Pre announce speakers on facebook
Build video awareness and post (not just pictures)
Need to have all members on facebook as business or personal and like the club facebook site
Improve knowledge of social media
Have marketing materials such as banner stands, flags, and table cloth for inside and outside events to say that “Rotary is involved here”
Post facebook after each meeting with who spoke with picture or video
Update website



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Have a bright and obnoxious shirts with “I am Rotary” on it.....bright yellow...have same branding across all. They need to be yellow with blue writing.....the opposite of what it is today.

Projects

Make sure they are meaningful
Pick short simple service projects – only a few hours
Have active committee
Battle of the Bands – tie to homecoming
Taste of “Place”
A “Community Run” (Lisa Legacy)
Allow for smaller more intimate service projects
Engage with school leadership to involve high schoolers in service projects
Collaborate in cluster projects

Foundation

Add giving to dues

Themes (that I saw in comments)

- Use social media to broadcast what we do
- Address the cost of membership
 - Ways to pay
 - Sliding scale for younger members
 - Don't include food/keep the costs down
- Make it meaningful
 - Show value of membership
 - What is in it for me
- Vary what we do
 - Change meeting location every now and then
 - Change time of meeting
 - Change type of meeting
- Our meetings
 - Have great speakers
 - Have interesting speakers
 - Don't always have a speaker (networking, social, business)



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- Ask members for their thoughts
 - Various club surveys
- Work together
 - Clusters
 - Other organizations
- Family friendly
 - Events with family
 - Don't demand too much time

CASE STUDY TWO

Concerns that need to be addressed in your strategic plan

Make it personal

Penetrate businesses through Chamber

Make it local

Increase public awareness

Increase younger members

Resurrect the average polio donation

Use anniversary to kick off fund raising

Be flexible

Identify service projects first

Polio awareness in community

Personal contacts

Need focus

Have budget

Make sure plan is feasible, beneficial, accepted

Time

Get people involved

Too many ideas at once – narrow down

Need area wide marketing

Need ambassador program within club...need liking it, sharing it,

Do it by cluster or area ambassador

There is little connection to "polio". It has not affected them personally like breast cancer

Need to connect to something other than polio....world health, water, disease....need to connect to something people connect to.



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Need to put a face on polio...bring in a survivor to be the face of polio on the US
Need to engage local senior leadership to help communicate.....
Save the world \$4B (cost of healthcare) by eradicating polio worldwide
Need to show videos (share value proposition), focus on where we came from in 1985.....to now with 39 cases
Need to have a Rotary sticker on your car...."Proud Rotarian" or a "Rotary wheel" decal.
Goodbye Polio...Thanks Rotary.

What are actions to include in your plan

Have projects that engage youth and other organizations
Share video links via social media
Ask merchants to include the message in their ads
Web site
Local papers
Brainstorm this at club assembly in small club groups
Partner with businesses and organizations in community
Look at children's stores, toy stores, pet stores
Community shredding of document
Lead in for events – early
Do a pilot first
Get companies to do a X% to cause
Big corporations, doctors
Preview the event
Rotary Foundation need to appeal to something wider than "polio". Need a message that draws people in better
Clubrunner so hard to work with....everyone hates it.
Work with a company that handles the websites, e newsletters, etc to make it easier.
Central control of branding and control the marketing on behalf of
Do a cluster strategic plan with an exercise such as today

How could tell the story more effectively via fundraisers

Have polio survivors there
Brochures
Loop video
Engage leadership



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Get message on public radio
Find common ground to use cluster project
Have merchants include it in their ads
State specific good that will follow
Keep vision in front of everyone
Hold gala auction
Rotary days
Cluster project around polio
Show the video for international
Build and show a video for Cluster or Northeast Ohio also
Need to show these videos at events and need to tie both a local and international flavor
Need a video on membership, what people get out of Rotary...to use at events. Make it northeast Ohio based.
Need events where folks are excited to bring their friends.
Pennies for polio drive
Reach out to schools and have kids collect for pennies for polio
Do a purple pinkie fundraiser – donate money and get your fingernail purple....shows which kids inoculated – Great way to

- a) Look at promotional materials for cluster and share back at our meetings.
- b) People want to do things they are passionate about

Events to raise money and attract new members

Partner with schools
Purple pinky
Picnic
Carnival
Food truck rally with proceeds to polio plus
Use banners
Bumper stickers
Sponsor with a museum – why polio needs to be eradicated
Life after polio
Ongoing awareness
This does not have a connect with younger members
When someone has an idea get moving with it
5 k run



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Public Radio

A large scale speaker series

Northeast Ohio family day.

Action Items to take back:

- 1) Need united front between morning and evening clubs
 - 2) Need synergy at the local cluster level (talk Polio as 1)
 - 3) “No more polio challenge”
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Comments to open forum

- Don't ask them to come to a meeting.....give them a free card to come to our program
 - Have various member price ranges- company pays the corporate rate....they share the membership.
 - Us the three bag things...start continue and stop
 - Get Julie Brandle a social media contact
 - Each club bring 3 board members and then bring a club buddy to the next One Rotary Summit
 - Start a mentorship program
 - Mix up the meetings: social event, speaker, fundraising.
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Submitted by Mike Davanzo, DT

Thanks to Tob Coss (RC Medina Sunrise) for sending notes

Thanks to attendees who shared their notes with me
