

Welcome

Rotary District 7450 BE THE INSPIRATION

*Membership Matters*

**MEMBERSHIP MATTERS**

**Welcome**

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 Membership Chair: District 7450  
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 PDG 2016-2018: District 7450

November, 2018

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Agenda...

Rotary District 7450 BE THE INSPIRATION

*Membership Matters*

**1. WHY MEMBERSHIP MATTERS**

**2. OUR EXISTING CLUBS**  
 - Rotary Club Health Check  
 - Improving a Club's Culture  
 - Keeping Members thru INVOLVEMENT

**3. OUR FUTURE CLUBS**  
 - NEW Innovative Rotary Clubs  
 - Why Start a NEW Rotary Club  
 - How to Start a NEW Rotary Club  
 - Rotary International Resources

**4. TOP REASONS FOR A CLUB'S MEMBERSHIP GROWTH** – Actions, Priority, Events, Campaigns

**5. GET IN ACTION** – “Just Ask”, “Just Join”, “Just Make a Difference”

**6. MEMBERSHIP MATTERS** – 2020 in 2020: Let's Grow TOGETHER !

**MEMBERSHIP MATTERS**


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WHY ???

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**Why Does Membership Matter ?**



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WHY ???

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**Why Does Membership Matter ?**

**Organizations**



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WHY ???

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**Why Does Membership Matter ?**

**Community**



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WHY ???

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**Why Does Membership Matter ?**


**Individuals**




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Existing Clubs



Future Clubs


**Rotary** 

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WHY ???


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Existing Clubs



Future Clubs

**Rotary** 

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**ROTARY CLUB HEALTH CHECK**



Existing Clubs





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**Analysis Areas**

1. Club Experience
2. Service & Socials
3. Members
4. Image
5. Operations




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**Analysis Areas**

1. Club Experience
2. Service & Socials
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Members who have a **POSITIVE Rotary Experience** are more likely to stay.

They create a **POSITIVE Rotary Experience** for others, because their enthusiasm is contagious.

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**Elements of a Positive Rotary Experience**

- ✓ Look forward to attending Club meetings.
- ✓ Meeting programs are relevant, interesting, and varied.
- ✓ Have a greater welcome members and guests to Club meetings.
- ✓ Meetings are organized and run professionally.
- ✓ Members sit at different tables each week to meet different people.



**Analysis Areas**

1. Club Experience
2. Service & Socials
3. Members
4. Image
5. Operations

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Annual Health Check Rotary District 7450

**Elements of a Positive Rotary Experience**

- ✓ Members are obviously close friends.
- ✓ Members actively participate in District and International Rotary events.
- ✓ Members contribute to The Rotary Foundation.
- ✓ We raise funds for our Community projects.
- ✓ We monthly recognize members of the Club or Community.
- ✓ We try new things (activities, meeting practices and formats, service, socials, etc.) to enrich our members' experience.

**Analysis Areas**

1. Club Experience
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**Analysis Areas**

1. Club Experience
2. Service & Socials
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5. Operations

Members who stay in Rotary **GET INVOLVED** and have **FUN**!

They try **NEW SOCIAL EVENTS** and **NEW SERVICE PROJECTS** to impact their community.

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Annual Health Check Rotary District 7450

**Elements of an Active and Service Minded Rotary Club**

- ✓ We hold regular get-togethers (aside from Club meetings) for socializing and networking.
- ✓ We encourage members to bring partners, spouses, and family members to Club meetings and events.
- ✓ We offer leadership opportunities and professional development.
- ✓ We invite Rotaractors, Interactors, and Youth Exchange students to participate in meetings and projects.
- ✓ We are active in Interact and Rotaract Clubs and mentor their members.

**Analysis Areas**

1. Club Experience
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3. Members
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Annual Health Check Rotary District 7450

**Elements of an Active and Service Minded Rotary Club**

- ✓ Our Club sponsors a Rotaract or Interact Club, while also sponsoring/hosting a Youth Exchange student and sponsoring a RYLA participant.
- ✓ We consult community leaders and community members to determine needs before choosing a project.
- ✓ Our Club has a service project in progress.
- ✓ All members can give input on service and social activities.
- ✓ Our Club service projects are aligned with Rotary's Areas of Focus and Avenues of Service.

**Analysis Areas**

1. Club Experience
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Annual Health Check Rotary District 7450

**Analysis Areas**

1. Club Experience
2. Service & Socials
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5. Operations

A Healthy Club is **GROWING** and **CHANGING**.

A Healthy Club is open to **NEW IDEAS**.

A Healthy Club gives members **A VOICE** to improve the Club's **FUTURE** and **Strengthens Everyone**!

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**Elements of a Member Focused Club**

- ✓ We have a net increase in members during the past year.
- ✓ We have a net increase in female members in the past year.
- ✓ We have a net increase in members under age 40.
- ✓ We recruit members from under-represented professions and community organizations.
- ✓ We keep in touch with Rotary alumni (former members, Rotaractors, Youth Exchange students, etc.)
- ✓ We actively recruit retired professionals.
- ✓ We retain at least 90 percent of its our members each year.

**Analysis Areas**

1. Club Experience
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5. Operations

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### Elements of a Member Focused Club

- ✓ At least 75 percent of our members are involved in a hands-on service project, a leadership role, or other assigned roles.
- ✓ We have a process for soliciting members feedback and ideas.
- ✓ A designated person checks and follows up on membership leads assigned to the Club.
- ✓ Guests are asked to introduce themselves and are invited back.
- ✓ New members are provided with an orientation and opportunities to get involved.

**Analysis Areas**

1. Club Experience
2. Service & Socials
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4. Image
5. Operations

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### Analysis Areas

1. Club Experience
2. Service & Socials
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4. Image
5. Operations

Successful Clubs **HAVE A REPUTATION** for making an **IMPACT** in their Community.

**RECOGNITION** confirms our **VALUE** to our communities for everyone !

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### Elements of a Positive Community Image

- ✓ We have an online presence, including a public-facing, visually appealing Club website and Facebook page that explains what the Club does, who its members are and the benefits of membership.
- ✓ We have members working to keep a positive public image and community outreach.
- ✓ We promote and publish articles about our Club and Rotary through community media several times each year.
- ✓ We invite members of the press to report on and participate in our Service work.

**Analysis Areas**

1. Club Experience
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### Elements of a Positive Community Image

- ✓ We follow Rotary's branding guidelines.
- ✓ We use marketing materials provided by Rotary International, such as public service announcements, videos, images, and logos.
- ✓ We display Rotary signs and banners at our meeting location.
- ✓ Our Club's presence is definitely known in our Community !
- ✓ We have a customized brochure that we give to community member prospects.
- ✓ We use Rotary Showcase to promote our finished projects.

**Analysis Areas**

1. Club Experience
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### Analysis Areas

1. Club Experience
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Strong Clubs cultivate, train and nurture **GOOD LEADERS!**

Leaders are not constrained by the past and are always "looking out" for the **FUTURE** of the Club and the Community.

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### Elements of a Well Managed Club

- ✓ We have a strategic plan for our Club that we update regularly.
- ✓ We have annual goals and enter them into Rotary Club Central.
- ✓ Our Club has committees that support the activities and regularly report to the Club on progress toward goals.
- ✓ Our Club Board regularly updates Bylaws.
- ✓ We have a process for ensuring continuity that prepares members for future leadership positions.
- ✓ We document procedures and processes to run our Club.s

**Analysis Areas**

1. Club Experience
2. Service & Socials
3. Members
4. Image
5. Operations

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Annual Health Check Rotary District 7450

**Elements of a Well Managed Club**

- ✓ Our Club President and Club Leaders attend District Training programs.
- ✓ Members attend District events and seminars on Rotary topics (e.g., Membership).
- ✓ At least half of our Club's members have a My Rotary account on the RI website.
- ✓ Our Club sets and approves a budget for the upcoming Rotary year, designates a treasurer, and keeps separate bank accounts for administration and fundraising or project funds.
- ✓ Our Club sets and achieves fundraising goals using a variety of fundraising activities.

**Analysis Areas**

1. Club Experience
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Annual Health Check Rotary District 7450

**Analysis Areas**

1. Club Experience
2. Service & Socials
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**ACTION !!!  
ACTION !!!  
ACTION !!!**

ROTARY CLUB HEALTH CHECK

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Agenda... Rotary District 7450

**Membership Matters**

1. WHY MEMBERSHIP MATTERS
2. OUR EXISTING CLUBS
  - Improving a Club's Culture
3. OUR FUTURE CLUBS
  - NEW Innovative Rotary Clubs
  - Why Start a NEW Rotary Club
  - How to Start a NEW Rotary Club
  - Rotary International Resources
4. TOP REASONS FOR A CLUB'S MEMBERSHIP GROWTH – Actions, Priority, Events, Campaigns
5. GET IN ACTION – "Just Ask", "Just Join", "Just Make a Difference"
6. MEMBERSHIP MATTERS – 2020 in 2020: Let's Grow TOGETHER!

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Club Culture... Rotary District 7450

**Culture**

/ˈkəlCHər/

values, beliefs, attitudes, behaviors, commitments, decisions, actions and performance

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Club Culture... Rotary District 7450

**What is the CULTURE of your Rotary Club?**

**Culture**

/ˈkəlCHər/

values, beliefs, attitudes, behaviors, commitments, decisions, actions and performance

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Club Culture... Rotary District 7450

**What is the CULTURE of your Rotary Club?**

**Culture**

/ˈkəlCHər/

values, beliefs, attitudes, behaviors, commitments, decisions, actions and performance

**How would YOU improve your Rotary Club's Culture ?**

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Club Culture

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## Improving YOUR Club's Culture...

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- 1) Remake Traditions
- 2) Update your Lingo
- 3) Embrace Social Media
- 4) Reduce Membership Cost
- 5) Be Flexible
- 6) Make it Personal
- 7) Involve Mentors
- 8) Make Meetings Unique
- 9) Go Mobile/ Digital
- 10) Be Committed to EXCELLENCE !!!



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Agenda...

Rotary District 7450 BE THE INSPIRATION

1. WHY MEMBERSHIP MATTERS
2. OUR EXISTING CLUBS
  - Rotary Club Health Check
  - Improving a Club's Culture
  - **Keeping Members: INVOLVEMENT**
3. OUR FUTURE CLUBS
  - NEW Innovative Rotary Clubs
  - Why Start a NEW Rotary Club
  - How to Start a NEW Rotary Club
  - Rotary International Resources
4. TOP REASONS FOR A CLUB'S MEMBERSHIP GROWTH – Actions, Priority, Events, Campaigns
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Membership Matters



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Keeping Members...

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## Re-ten-tion

/rəˈten(t)SH(ə)n/

the on-going possession, use, or holding on to something or someone...

Membership Matters



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Keeping Members...

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## En-gag-ment

/inˈgæjmənt, enˈgæjmənt/

occupying the attention of the efforts of someone something you do TO another person.

Membership Matters



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Keeping Members...

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## In-volve-ment

/inˈvɔlvmənt/

participating, inclusion, to make a part of something you do WITH another person.

Membership Matters



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Keeping Members...

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## In-volve-ment

/inˈvɔlvmənt/

participating, inclusion, to make a part of something you do WITH another person.

Membership Matters



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Keeping Members...

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**In-volve-ment**  
/in'vəlvmənt/  
participating, inclusion, to make a part of something you do WITH another person.

- ✓ Keeping a Club Strong & Healthy
- ✓ Superb LEADERSHIP !
- ✓ Strong COMMITMENT
- ✓ Everyone Inviting Guests
- ✓ Organizational Education
- ✓ New Member Orientations - Mentoring
- ✓ Attending Educational Events and Conference
- ✓ Ongoing Networking – NEW FRIENDS
- ✓ Working Together For the Community
- ✓ Caring for Each Other
- ✓ Frequent Communications
- ✓ Having **FUN** as we "Make A Difference"



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Agenda...

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*Membership Matters*

1. WHY MEMBERSHIP MATTERS

2. OUR EXISTING CLUBS

- Rotary Club Health Check
- Improving a Club's Culture

3. OL...

- N...
- W...
- H...
- R...

4. TOP...

GROWTH – Actions, Priority, Events, Campaigns

5. GET IN ACTION – "Just Ask", "Just Join", "Just Make a Difference"

6. MEMBERSHIP MATTERS – 2020 in 2020: Let's Grow TOGETHER !

**MEMBERSHIP MATTERS**

**10-Minute BREAK**



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Upcoming Future Clubs

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Existing Legacy Clubs



Upcoming Future Clubs

**Rotary**



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Agenda...

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- Keeping Members thru INVOLVEMENT

3. OUR FUTURE CLUBS

- NEW Innovative Rotary Clubs
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- How to Start a NEW Rotary Club
- Rotary International Resources

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**MEMBERSHIP MATTERS**



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Passport Clubs

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MAKING A DIFFERENCE IN OUR COMMUNITY AND BEYOND.

**12** SERVICE PROJECTS

**8** SOCIAL EVENTS

**4** CLUB MEETINGS


We provide service to others, promote integrity, and advance world understanding, goodwill, and peace through our fellowship of business, professional and community leaders.

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Satellite Clubs

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- ✓ An extension or satellite of a Sponsor Club.
- ✓ Alternative meeting day/time and/or place.
- ✓ Still connected to the "Mother Ship" Club

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## Satellite Clubs



- ✓ Help smaller or struggling Clubs connect to larger, more active Clubs
- ✓ Accommodate new demographic groups:
  - younger members
  - unique cultures
  - different languages, etc.
  - "a Club like me"

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## Satellite Clubs



- ✓ More convenient
- ✓ Less time & frequency
- ✓ Less cost (no meals?)
- ✓ 10 Members (minimum)
- ✓ Less Talk, MORE Service !!!
- ✓ Parent Club Responsible for SUCCESS !!!

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## Getting Started...

### WHY start a NEW Rotary Club...?

- ✓ **ENGAGE** with your community differently
- ✓ **IMPACT** the lives of other people
- ✓ **CONNECT** with Community Leaders
- ✓ **CREATE** something for yourself and your community... **TOGETHER** !





**Rotary**  
Club of Your Town

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Membership Matters




## How to Start a New Club ?

**1 Identify a NEW Locality or Segment...**

- Communities with Specific Needs
- Professional Groups
- Cultural Group
- Former Members
- Different Day/Times



**Rotary Millennial Target Market Locations by Zip Code**



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## How to Start a New Club ?

**2 Get Organized**

- Inform the Governor
- Get a Club Advisor
- Obtain a Sponsor Club
- Involve other Rotarians





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## How to Start a New Club ?

**3 Create a Communications "Campaign"**

- Assemble a Marketing Team
- Create a Prospect List of Community Leaders
  - Community Social Media
  - Newspaper article
  - Radio
  - Chamber of Commerce
  - Other Non-Profits
- Send Invitations
- Generate **EXCITEMENT** !
- Use Rotary Int'l Flyer Templates & Graphics
- Use the District Promo Flyer
- Distribute Flyers Everywhere
- Simple Message...

JOIN US....FIND OUT....

- ✓ What's happening?
- ✓ What will they do?
- ✓ Who can Join?
- ✓ Why Join?
- ✓ Come to an info meeting...



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How to Start a New Club ? Rotary District 7450 BE THE INSPIRATION

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**4 Meeting Logistics & Prep**

- Prepare Meeting Agenda
- Nametags for Everyone
- Prepare Handouts/Brochures
- Confirm Venue: Date/Time
- Confirm Speakers and Testimonials
- Think How You Describe Rotary REHEARSE !
- Advance Setup projectors for Videos & PowerPoint
- Setup Banners and Posters (no more felt)
- Get SIGN UP Sheets
- Assign Meeting Leader
- Assign Someone to Organize the Flow (Greeters)



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How to Start a New Club ? Rotary District 7450 BE THE INSPIRATION

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**5 The Meeting !**

- Make it Professional!
- Provide Refreshments
- Everyone Signs in
- Get phone # and email
- Network, Network, Network
- LISTEN: Get into their world interests, family, job, service, organizations, etc.
- Create a list of top 10 prospects
- BRIEF presentation – Who we are, What we do.
- Share what's the next step and ACTION!
- THANKS for coming...
- Follow-up, Follow-up, Follow-up

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How to Start a New Club ? Rotary District 7450 BE THE INSPIRATION

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**6 Meeting Content**

- Show Prospective Members what Rotary Is All About
- Benefits of Membership
- What Rotary Can Accomplish for the Community
- HOLD SEVERAL MEETINGS OVER TIME

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**How to Start a New Club...**

**Getting Started...**

- 1. **WHY start a NEW Rotary Club...**
- 2. **ENGAGE** with your community effectively
- 3. **IMPACT** the lives of other people
- 4. **CONNECT** with Community Leaders
- 5. **CREATE** something to yourself and your community... **TOGETHER!**

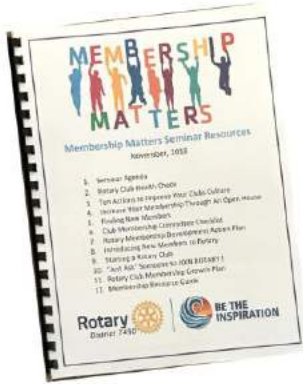
**Questions...? Thoughts....? Suggestions ?**

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Resources... Rotary District 7450 BE THE INSPIRATION

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**Today's Handout Booklet**



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**ROTARY CLUB HEALTH CHECK**

**TEN ACTIONS to Improve Your Club's Culture**

**INCREASE YOUR MEMBERSHIP THROUGH AN OPEN HOUSE**

**TO TIPS FOR A SUCCESSFUL OPEN HOUSE**

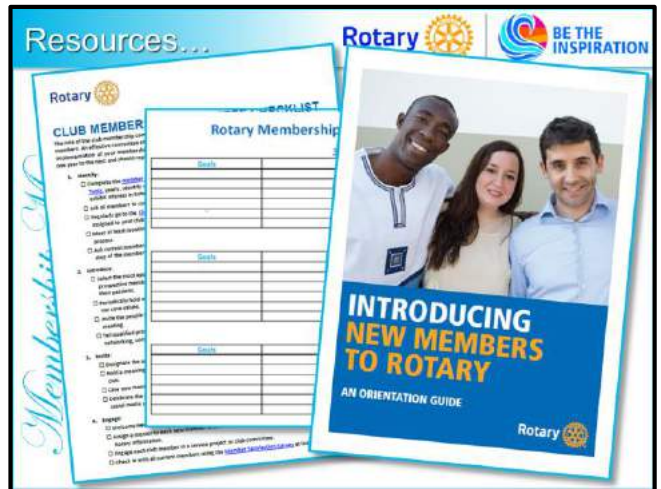


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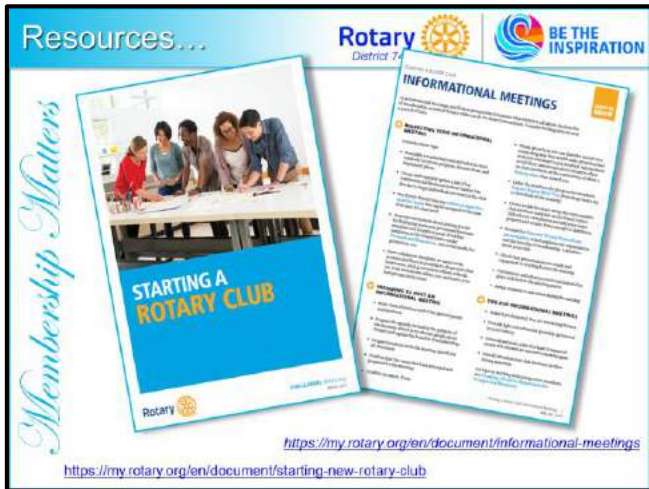




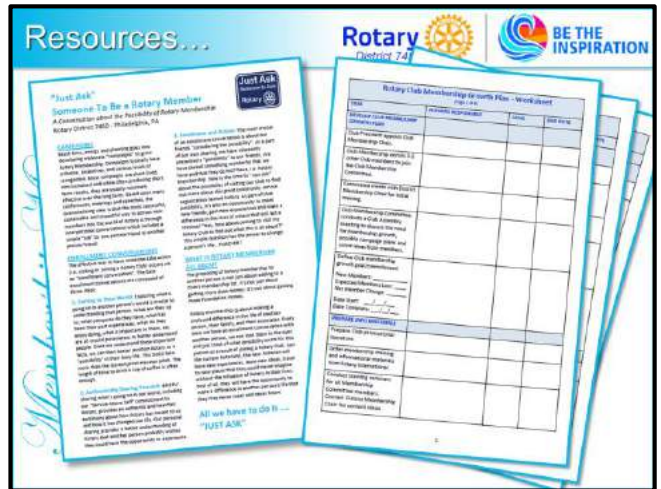
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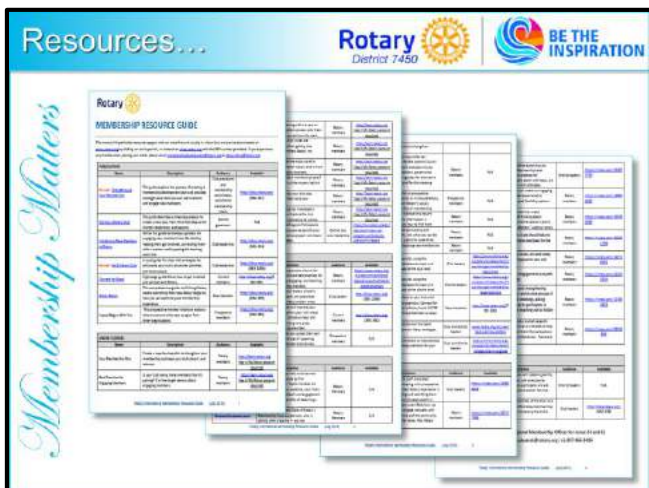
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Resources... Rotary District 7450 BE THE INSPIRATION

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**Rotary Brand Center**  
<https://brandcenter.rotary.org/>

INSPIRE  
CONNECT  
TRANSFORM

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Resources... Rotary District 7450 BE THE INSPIRATION

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**PICTURES - "People of Action" Campaign**  
<https://brandcenter.rotary.org/>

**Topics**

- ✓ Fighting Polio
- ✓ Providing Clean Water
- ✓ Saving Mothers and Children
- ✓ Supporting Education
- ✓ Fighting Disease
- ✓ Growing Local Economies
- ✓ Promoting Peace
- ✓ Students and Youth
- ✓ Join Leaders
- ✓ Exchange Ideas
- ✓ Take Action
- ✓ People of Action

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Resources... Rotary District 7450 BE THE INSPIRATION

**Brochure: "Impact Begins With You (Item 001)"**  
<https://my.rotary.org/en/document/impact-begins-you>

IMPACT ACROSS THE WORLD

HOW ARE WE DIFFERENT?

IMPACT BEGINS WITH OUR LOCAL CLUBS

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Resources... Rotary District 7450 BE THE INSPIRATION

**Brochure: "Connect For Good" (item 595)**  
<https://my.rotary.org/en/document/connect-good>

CONNECT FOR GOOD

GET INVOLVED AND MAKE A DIFFERENCE

CONNECT WITH YOUR COMMUNITY

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Resources... Rotary District 7450 BE THE INSPIRATION

**PowerPoint: "Discover Rotary"**

DISCOVER ROTARY

WHO ARE WE?

WHAT DO WE DO?

HOW ARE WE DIFFERENT?

IMPACT BEGINS WITH OUR LOCAL CLUBS

JOIN OUR GLOBAL NETWORK

INTEREST? WHAT'S NEXT?

GROW LEADERS

<https://www.rotary.org/myrotary/en/document/discover-rotary>

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Resources... Rotary District 7450 BE THE INSPIRATION

**Membership Brochures for District and Clubs**

THE LONGWOOD ROTARY CLUB

ROTARY IN THE PHILIPPINES AREA

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**Agenda...**

Rotary District 7450 BE THE INSPIRATION

*Membership Matters*

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**MEMBERSHIP MATTERS**

Rotary International Resources

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**Survey...**

Rotary District 7450 BE THE INSPIRATION

**Top Reasons for Clubs' Membership Growth**

	Large Clubs	Medium Clubs	Small Clubs
Strong Membership Chair/Committee/Recruiter			
<b>Clear Membership Goals &amp; Plan</b>	X	X	
Membership Recruiting Events, including Mixers			
Fun Meetings/Strong Fellowship/Good Programs			
<b>Strong Public Image Campaign</b>	X	X	
Good Programs/Interesting Meetings			
<b>Alternative Meeting</b>	X		X
<b>Invite Friends/Active Recruiting</b>	X	X	X
Social Media			

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**Survey...**

Rotary District 7450 BE THE INSPIRATION

**Top ACTIONS for Club Membership Growth**

	Large Clubs	Medium Clubs	Small Clubs
Strong Membership Chair/Committee/Recruiter	X		
<b>Clear Membership Goals &amp; Plan</b>	X	X	
Membership Recruiting Events, including Mixers	X		
Fun Meetings/Strong Fellowship/Good Programs			
<b>Strong Public Image Campaign</b>	X	X	
Good Programs/Interesting Meetings	X		
<b>Alternative Meeting</b>	X	X	X
<b>Invite Friends/Active Recruiting</b>	X	X	X
Social Media			X

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**Survey...**

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**Club PRIORITY for Membership**

	TOP 1 Priority	TOP 3 Priority	Many Priority
<b>Large Clubs (40+)</b>	17%	54%	29%
Medium Clubs (20-39)	18%	36%	45%
Small Clubs (<20)	13%	62%	13%
<b>Clubs with Significant Growth (&gt;10 net increase)</b>	20%	50%	30%

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**Survey...**

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**Held Recruiting EVENTS or Drives**

	YES	NO
<b>Large Clubs (40+)</b>	63%	37%
Medium Clubs (20-39)	45%	55%
Small Clubs (<20)	50%	50%
<b>Clubs with Significant Growth (&gt;10 net increase)</b>	<b>90%</b>	10%

Business Networking Mixers  
Membership Contests  
Happy Hour Socials  
Social at a member's home  
Suite at baseball game

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**Survey...**

Rotary District 7450 BE THE INSPIRATION

**Proactive PR & MARKETING CAMPAIGNS**

	YES	NO
<b>Large Clubs (40+)</b>	88%	12%
Medium Clubs (20-39)	64%	36%
Small Clubs (<20)	63%	37%
<b>Clubs with Significant Growth (&gt;10 net increase)</b>	<b>90%</b>	10%

Use of Social Media – Facebook, Instagram, Twitter  
Publication/Inserts in Local Papers  
Branding Major Fundraising Events  
Website/Club bulletins

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Survey... Rotary District 7450 BE THE INSPIRATION

### Multiple Meeting Dates/Times

	YES	NO
Large Clubs (40+)	63%	37%
Medium Clubs (20-39)	27%	73%
Small Clubs (<20)	50%	50%
Clubs with Significant Growth (>10 net increase)	<b>90%</b>	10%

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Survey... Rotary District 7450 BE THE INSPIRATION

### ACTIONS Summary

*Membership Matters*

- ✓ Make Membership Growth #1 Priority
- ✓ Create Definitive Membership Goals and Plans
- ✓ Activate Members to "Just Ask"
- ✓ Execute a Publicity PR Campaign
- ✓ Conduct Membership Growth Events
- ✓ Look for Alternate Meeting Opportunities

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Rotary District 7450 BE THE INSPIRATION

### Top Reasons For a Club's Membership Growth

*Membership Matters*

Survey... ACTIONS Summary

- ✓ Make Membership Growth #1 Priority
- ✓ Create Definitive Membership Goals and Plans
- ✓ Activate Members to "Just Ask"
- ✓ Execute a Publicity PR Campaign
- ✓ Conduct Membership Growth Events
- ✓ Look for Alternate Meeting Opportunities

Questions...?  
Thoughts....?  
Suggestions ?

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Rotary District 7450 BE THE INSPIRATION

### Just Ask

Someone to Join  
Rotary

**MEMBERSHIP MATTERS**

**GET IN ACTION**  
"Just Ask", "Just Join"  
"Just Make a Difference"

GROWTH – Actions, Priority, Events, Campaigns

5. GET IN ACTION – "Just Ask", "Just Join", "Just Make a Difference"

6. MEMBERSHIP MATTERS – 2020 in 2020: Let's Grow TOGETHER!

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Rotary District 7450 BE THE INSPIRATION

### How long have you been in Rotary ???

*Membership Matters*




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### How has Rotary Impacted Your Life ?

*Membership Matters*



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*Membership Matters*

What is the name of the person who asked YOU to join Rotary?



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Rotary District 7450 BE THE INSPIRATION

*Membership Matters*

Let's have a conversation about  
**THE CONVERSATION**  
about Rotary Membership



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*Membership Matters*

Rotary Makes A Difference in people's lives in 2 ways...

Service Projects JOIN ROTARY !!!




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*Membership Matters*

JOIN ROTARY !!!

Rotary Will Change Someone's Life FOREVER !!!

- ✓ Meet New People
- ✓ Experience New Things
- ✓ Gain New Values




**Just Ask**  
Someone to Join  
Rotary

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Rotary District 7450 BE THE INSPIRATION

*Membership Matters*

How ??? "Enrollment Conversation"

**Just Ask**  
Someone to Join  
Rotary



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*Membership Matters*

Just Listen....

1. "What's going on in Your World?"
2. Fit Rotary Into Their World !
3. "Just Ask"
  - Explore The Possibility
  - Find the Fit



**Just Ask**  
Someone to Join  
Rotary



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Rotary District 7450 BE THE INSPIRATION

*Membership Matters*

Service Above Self

What is the name of the person who asked you to join Rotary?

YOU can be that person they will remember FOREVER !!!

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**YOU, can transform...  
THE CONVERSATION**

*Membership Matters*

Service Above Self

Just Ask Someone to Join Rotary

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Rotary District 7450 BE THE INSPIRATION

*Membership Matters*

Questions...?  
Thoughts....?  
Suggestions ?

Just Ask Someone to Join Rotary

Service Above Self

What is the name of the person who asked you to join Rotary?

How has Rotary Impacted Your Life?

JOIN ROTARY

YOU Can Change THE CONVERSATION

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Rotary District 7450 BE THE INSPIRATION

*Membership Matters*

1. WHY MEMBERSHIP MATTERS

2. OUR EXISTING CLUBS

- Rotary Club Health Check
- Improving a Club's Culture
- Keeping Members thru INVOLVEMENT

3. OUR FUTURE CLUBS

- NEW Innovative Rotary Clubs
- Why Start a NEW Rotary Club
- How to Start a NEW Rotary Club
- Rotary International Resources

**MEMBERSHIP MATTERS**

Rotary District 7450 | **2020** Year Members **2020**

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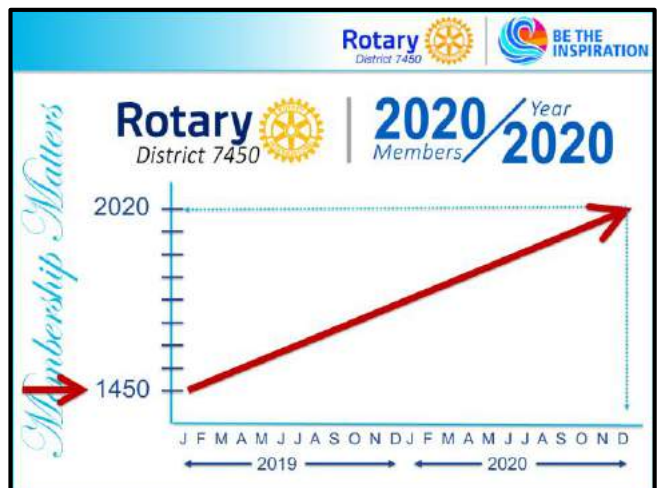
Rotary District 7450 BE THE INSPIRATION

*Membership Matters*

**Rotary** District 7450

**2020** Year Members **2020**

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Rotary District 7450 BE THE INSPIRATION

Membership Matters

Rotary District 7450 | 2020 Year Members 2020

We're going to the Moon !!!



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Rotary District 7450 BE THE INSPIRATION

Membership Matters

Rotary District 7450 | 2020 Year Members 2020

We're going to the Moon !!!

"I believe this nation should commit itself to achieving the goal of landing a man on the moon and returning him safely to the Earth."



President John F. Kennedy  
March 25, 1961

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Rotary District 7450 BE THE INSPIRATION

Membership Matters

Rotary District 7450 | 2020 Year Members 2020

We're going to the Moon !!!

"I believe this nation should commit itself to ...achieving a District Membership Level of 2020 by the year 2020 and keeping it there!"



President John F. Kennedy  
March 25, 1961

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Rotary District 7450 BE THE INSPIRATION

Membership Matters

Rotary District 7450 | 2020 Year Members 2020

We're going to the Moon !!!

"We choose to go to the moon, not because it's easy, but because it's hard."

"Because that goal will organize and measure the best of our energies and skills."

"Because that challenge is one that we are willing to accept and that goal is one we intend to achieve."

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Rotary District 7450 BE THE INSPIRATION

Membership Matters

Rotary District 7450 | 2020 Year Members 2020

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Rotary District 7450 BE THE INSPIRATION

Membership Matters

Rotary District 7450 | 2020 Year Members 2020

We're going to the Moon !!!

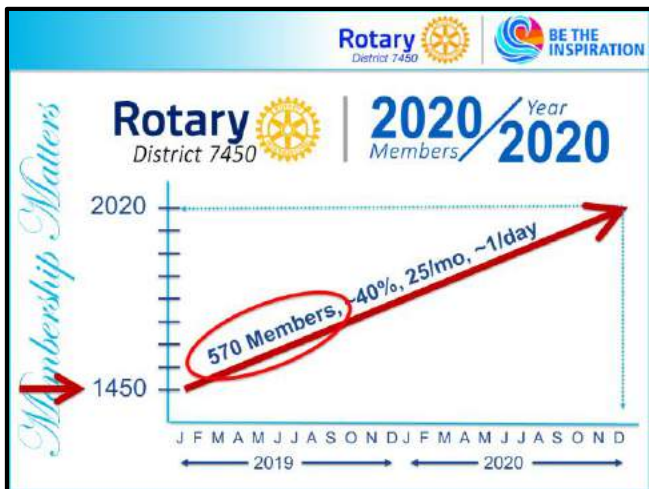
"We choose to get to 2020 in 2020, not because it's easy, but because it's hard."

"Because that goal will organize and measure the best of our energies and skills."

"Because that challenge is one that we are willing to accept and that goal is one we intend to achieve."

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Rotary District 7450 BE THE INSPIRATION

*Membership Matters*

**Rotary District 7450** | **2020** Year **2020**  
Members

Current Club Size	New Members In 2 Years (net)	
10 Members	4 Members	<b>+570</b> (+ 40%)
20 Members	8 Members	
30 Members	12 Members	
40 Members	16 Members	
50 Members	20 Members	
60 Members	24 Members	
70 Members	28 Members	
80 Members	32 Members	

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101



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