

# Rotary



## Creating a PARADIGM SHIFT for Rotary Membership Growth

Rotary Membership Development  
Webinar Series: Zones 24 & 32

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## Today's Presenters



Lindagene Coyle  
District Governor  
lindacoyle5050@gmail.com  
Phone: 604-220-6856



Rob Prosch  
Membership Chair  
rprosch@everettcc.edu  
Phone: (425) 388-9093



Sean Hogan  
President, PNW Passport  
shogan@buckleyhogan.com  
Phone: 604-635-3000



Jackie Hobal  
Rotary Coordinator  
Zone 24 West



Dave Haradon  
PDG - D7450  
Webinar Producer

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## Our District 5050



12 Areas - 58 Clubs  
Hope BC to Everett, WA



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## Our District 5050



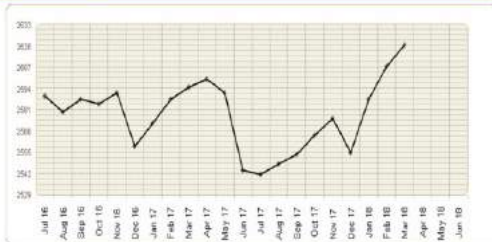
50% American  
50% Canadian  
100% Rotarian



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## Membership Growth – District 5050



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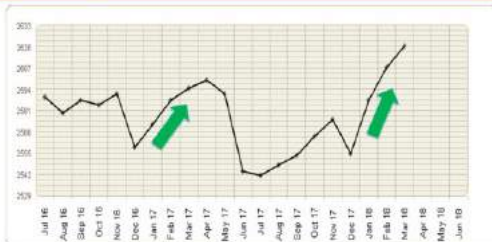
## Membership Growth – District 5050



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## Where We Began...

- ✓ District Membership Committee
- ✓ One Membership Seminar for the entire District in 2014
- ✓ Two Membership Seminars for the entire District in 2015 & 2016



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## Where We Began...

- ✓ Introduced "Membership Matters" Program - 2014
- ✓ Membership Reports in Newsletter
- ✓ Club Membership Surveys
  - Perceptions: Engagement + Environment
  - Low Participation
  - Valuable Insights
    - Improve Welcoming Environment
    - Engage New Members in their Passion
  - Overall Results – "Problematic"



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## Paradigm Shift

### Time for a "Paradigm Shift"

paradigm  
pair-uh-dim  
shift  
shift

#### Definition:

*"The Pattern, Mindset, Habits and Structures...  
used to Attract New Members to Rotary  
and to Engage Them in our Club !"*

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## Paradigm Shift

### Time for a "Paradigm Shift"

paradigm  
pair-uh-dim  
shift  
shift

- ✓ Think Strategically and Differently
- ✓ Counter Declining Membership Numbers
- ✓ Current Training and Support NOT Working !
- ✓ Change the Mindset (PARADIGM) of Members

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## Visioning and Planning

- ✓ AGs on the Membership Committee
- ✓ Club Visioning ...
  - Emphasizing Membership Growth
  - Integrated into Club's Strategic Plans
- ✓ District Team to Assist Clubs
  - Develop Vision & Priorities
- ✓ Strategic Planning – Club Leaders



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## Committee Focus

Follow  
One  
Course  
Until  
Successful

- ✓ Support AGs and Clubs – FOCUS
- ✓ FOUNDATION...  
"PUSH" Club's Culture and Processes about Membership

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## Committee Focus

### "Outside the Box" Practices to Set and Meet Goals

- Mentoring New Members
- Preparing Elevator Speeches
- Increasing Socials and Projects
- Inviting Potential Rotarians
- Creating Rotary Buy-in



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## Area and Club Local Supports

- ✓ Training to the Clubs in ALL Areas
- ✓ Personal Responsibility & Buy-In
- ✓ DG Visits Focus on Membership
- ✓ Membership Chair Presentations



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## Messaging

- ✓ Individual Responsibility
  - NOT Committee Responsibility
- ✓ Partnership (marriage) between Club and the new member
- ✓ "WIN-WIN" for Retention
- ✓ Sharing Rotary – Telling Stories



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## Assistant Governor (AG) Responsibilities

- ✓ Usual Leadership Obligations
- ✓ RI Membership Leads Follow-up
  - Led by Membership Chair
  - Assigns Lead to AG
  - AG determines Club "Fit"
  - AG visits Club with New Member



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## Assistant Governor (AG) Responsibilities

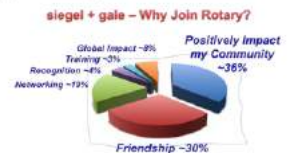
- ✓ Annual Area Membership Seminars
- ✓ Meet With All Club Membership Chairs Quarterly
- ✓ AGs are First Point of Contact



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## Membership: Making a Difference

- ✓ Two Years - "Membership Matters" Program
- ✓ New Program: "Membership Making a Difference"



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## Membership Making a Difference

- ✓ Attraction vs. Recruitment
- ✓ Engagement vs. Retention
- ✓ Individual Responsibility To Share Rotary
- ✓ Participation in Online Survey
- ✓ Creating Personal Elevator Speeches
  - What is Rotary?
  - Why did I JOIN ROTARY?



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## Membership Making a Difference

- ✓ Invite One Person
- ✓ Relationship Building
- ✓ Engage New Members
- ✓ Club, Area & District Presentations



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## Individual Responsibility

- ✓ Create Buy-in by each Member
- ✓ What is the LEGACY To Leave?
- ✓ Inviting the Next Generation to further our LEGACY



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## Individual Responsibility

- ✓ Focus on Personal Preparation
- ✓ 30-second "Elevator Speeches"
- ✓ What Is Rotary ?
- ✓ What Is "My Rotary Story" ?
- ✓ Attraction To Rotary



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## Attraction

- ✓ Invitations to Social or Community Service Events BEFORE Your Club Meeting
- ✓ Involve Family and Partners



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## Retention

- ✓ Engagement of New Members
- ✓ Mentoring
- ✓ Find Their Passion
- ✓ Engage with Service Activities and Socials
- ✓ Engagement vs. Attendance



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## Rotary Membership



- ✓ Individual Responsibility - Share Rotary
- ✓ Personal Member Preparation
- ✓ Club Structures that Better Engage New Members
- ✓ Ensuring New Member Retention

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Lindagene Coyle  
District Governor  
lindacoyl5050@gmail.com  
Phone: 604-220-8856



Rob Prosch  
Membership Chair  
rprosch@everettcc.edu  
Phone: (425) 388-9093



Sean Hogan  
President, PNW Passport  
shogan@buckleyhogan.com  
Phone: 604-835-3000



Jackie Hobal  
Rotary Coordinator  
Zone 24 West



Dave Haradon  
PDG - D7450  
Webinar Producer

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## District 5050

### Mission Statement

District Enhances the Success and Growth of Clubs Through Effective Communications, Training and Leadership.

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## District 5050

### Strategic Planning Support

- ✓ Facilitator Training Sessions Twice Per Year
- ✓ Welcome Letters to New Members
- ✓ Send Info about Training
- ✓ Encouraged to Get Involved
- ✓ Grow NEW Clubs !!!

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## District 5050

### Paradigm Shift

*Individual Responsibility for Membership*

**"Just Do It !!!"**

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Lindagene Coyle  
District Governor  
lindacoyle5050@gmail.com  
Phone: 804-220-6856



Rob Prosch  
Membership Chair  
rprosch@everettcc.edu  
Phone: (425) 398-9093



Sean Hogan  
President, PNW Passport  
shogan@buckleyhogan.com  
Phone: 604-635-3000



Jackie Hobel  
Rotary Coordinator  
Zone 24 West



Dave Haraden  
PDG – D7450  
Webinar Producer

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## Rotary Passport Club



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## Rotary Passport Club – THE CONCEPT

- ✓ Remove Barriers To Joining/Staying
- ✓ Greater Meeting Flexibility
- ✓ Lower Costs
- ✓ New Engagement Model to Fit Members Time, Talent and Finances.
- ✓ Fit Rotary within Member's Family, Work and Life Commitments



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## Rotary Passport Club – THE DETAILS



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## Rotary Passport Club – THE DETAILS

- ✓ Unlike e-Club, a Passport Club has a defined geographical area
- ✓ Grassroots & Member Driven
- ✓ One meeting per month
- ✓ Dues are \$150 USD/yr (\$60 Rotaract)
- ✓ Board consists of Executive Members (Pres, Pres-Elect, Past-Pres, Sec, Treas) **plus 2 Committee Chairs:**
  - Engagement & Service



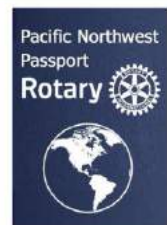
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## Rotary Passport Club

### Why Passport ???

- ✓ Glenn liked the name !
- ✓ Originally "Members At Large"
- ✓ Membership is a Passport...
  - into Rotary
  - into other Rotary Clubs
  - into the Community



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## Rotary Passport Club – TARGET MEMBERSHIP



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## Rotary Passport Club – TARGET MEMBERSHIP

- ✓ Former Rotary members
- ✓ Current or Past Members of the Rotary family
- ✓ Young People
- ✓ Retirees
- ✓ Anyone Who Wants to Do Good in the World !!!

### Doing Good In The World



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## Rotary Passport Club – ACTUAL MEMBERSHIP



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## Rotary Passport Club – ACTUAL MEMBERSHIP

- ✓ Filed for Charter with 30 Members
- ✓ Grew to 40 members by Charter Night
- ✓ 40% Former Rotary Members
- ✓ 30% NEW to Rotary
- ✓ 30% current Rotarians
- ✓ Only 1 Rotaractor



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## STARTING a Rotary Passport Club



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## STARTING a Rotary Passport Club

- ✓ Ask Clubs to Contact Former Members



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## STARTING a Rotary Passport Club

- ✓ Ask Clubs to Contact Former Members
- ✓ Get support of District Leaders & AGs



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## STARTING a Rotary Passport Club

- ✓ Ask Clubs to Contact Former Members
- ✓ Get support of District Leaders & AGs
- ✓ Hold Open Informational Meetings
- ✓ Multi-Club Socials Hosted by Area Clubs
- ✓ Social Media
- ✓ Word of Mouth



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## Rotary Passport Club – ISSUES & QUESTIONS



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## Rotary Passport Club – ISSUES & QUESTIONS

- ✓ Meeting less than Twice per Month
- ✓ Commitment
- ✓ Club Finances
- ✓ Perception of "Poaching"
- ✓ Attraction & Retention



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## Rotary Passport Club

### ✓ More Details

[www.pnwpassportrotary.org](http://www.pnwpassportrotary.org)



Sean Hogan: [shogan@buckleyhogan.com](mailto:shogan@buckleyhogan.com)

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District Governor  
[lindacoyl5050@gmail.com](mailto:lindacoyl5050@gmail.com)  
Phone: 604-220-6856



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Membership Chair  
[rprosch@everettcc.edu](mailto:rprosch@everettcc.edu)  
Phone: (425) 388-9093



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## Coordinators...

### Rotary Zone Coordinators - Membership



Jackie Hobal  
Zone 24 W  
[jackiehobal@gmail.com](mailto:jackiehobal@gmail.com)



Bob Wallace  
Zone 24 E  
[rwallace000@sympatico.ca](mailto:rwallace000@sympatico.ca)



Carolyn Johnson  
Zone 32  
[cfj2@icloud.com](mailto:cfj2@icloud.com)

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## [www.rotary.org/membership](http://www.rotary.org/membership)



### Resources

- ✓ Assess Your Club
- ✓ Engage Current Members
- ✓ Connect With Prospective Members
- ✓ Follow Your Membership Leads
- ✓ Make New Members Feel Welcome
- ✓ Develop Your Club

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## [www.rotary.org/engaging-younger-professionals-toolkit](http://www.rotary.org/engaging-younger-professionals-toolkit)



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## <http://www.rotaryzones24-32.org>



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## <https://GreatIdeasToShare.com/>



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## Resources



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