

# Rotary



**Grow YOUR Rotary Club's Membership....NOW !!!**

Rotary Membership Development  
Webinar Series: Zones 24 & 32

# Grow YOUR Rotary Club's Membership...NOW !!!

## Today's Presenters - Rotary District 5060



**Peter Schultz**  
DGN  
[Peter.Rotary5060@gmail.com](mailto:Peter.Rotary5060@gmail.com)

**Sherry Chamberlain**  
DGE  
[sherry@adobie.com](mailto:sherry@adobie.com)



**Jackie Hobal**  
Rotary Coordinator  
Zone 24 West



**Dave Haradon**  
PDG – D7450  
Webinar Producer

# Grow YOUR Rotary Club's Membership...NOW !!!



Sherry Chamberlain  
DGE  
[sherry@adobie.com](mailto:sherry@adobie.com)



International Assembly 2018



# Grow YOUR Rotary Club's Membership...NOW !!!



Change Meeting  
Venues and Times



# Grow YOUR Rotary Club's Membership...NOW !!!



Involve New  
Members





# Grow YOUR Rotary Club's Membership...NOW !!!

Business Mixers  
Bring a Guest/Client  
Family's and Kids



# Grow YOUR Rotary Club's Membership...NOW !!!

Satellite Clubs - Passport Clubs - Reach Out !





# Grow YOUR Rotary Club's Membership...NOW !!!

## Ask Corporations For Support !

- ✓ Sponsorships
- ✓ Payroll Deductions
- ✓ Training Employees
  - Leadership
  - Public Speaking
  - Facilitation Skills
  - Planning/Goal Setting





Grow YOUR Rotary Club's Membership...NOW !!!

VIDEO INSERT

# Grow YOUR Rotary Club's Membership...NOW !!!



**Dominick Bonny**  
Rotary Club of Wenatchee North,  
Secretary



Rotary Magazine, January 2018

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## Seven Steps to Growth

1. Membership Matters!
2. Practical Matters
3. Monthly Updates
4. R.I. Membership Leads
5. Alumni Project
6. Leaders Connecting!
7. Satellite Clubs



Peter Schultz  
DGN  
[Peter.Rotary5060@gmail.com](mailto:Peter.Rotary5060@gmail.com)

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## The Membership Diet



Peter Schultz  
DGN  
[Peter.Rotary5060@gmail.com](mailto:Peter.Rotary5060@gmail.com)

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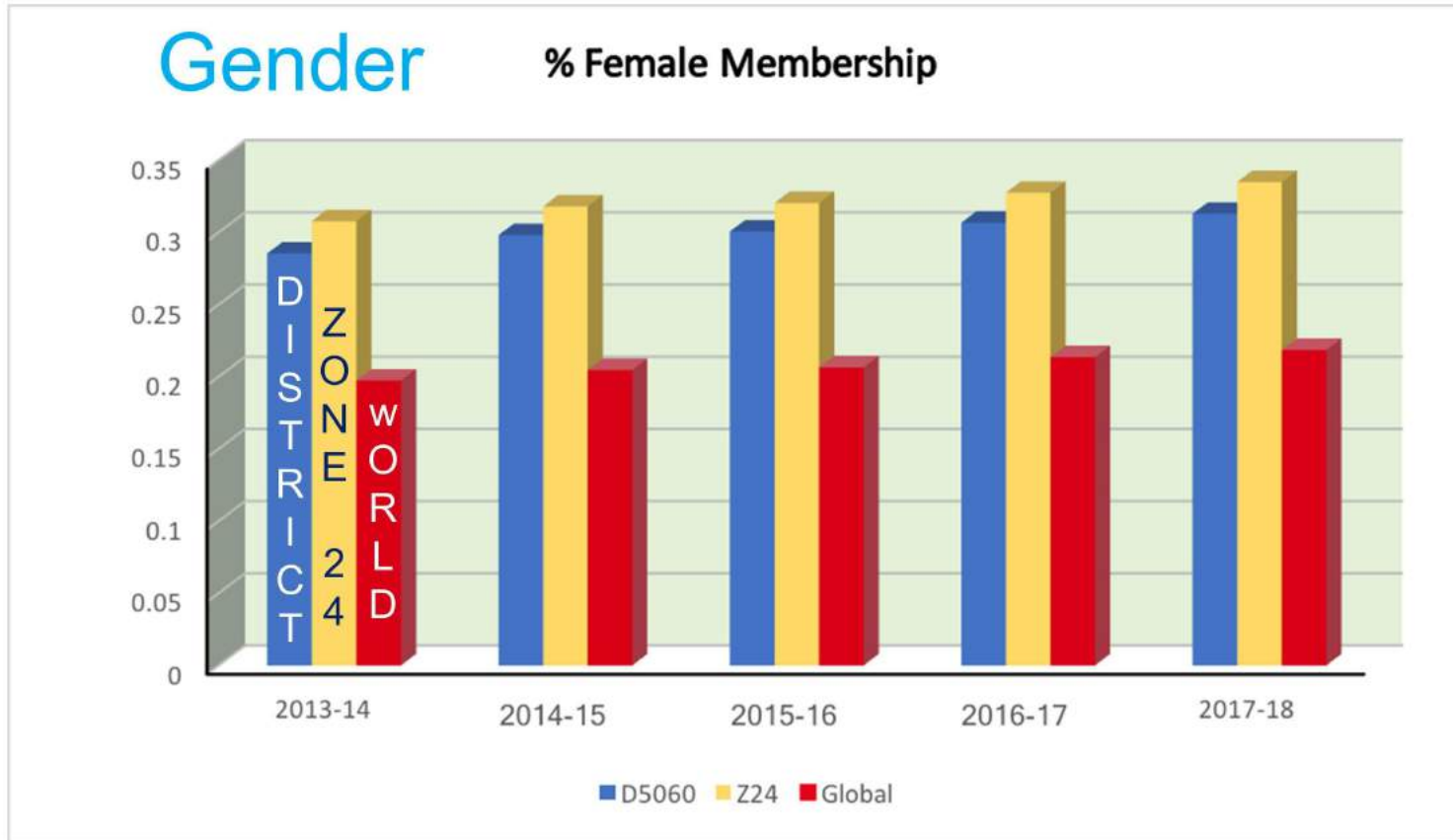
- ✓ District & Zone
- ✓ Gender
- ✓ Age
- ✓ Membership



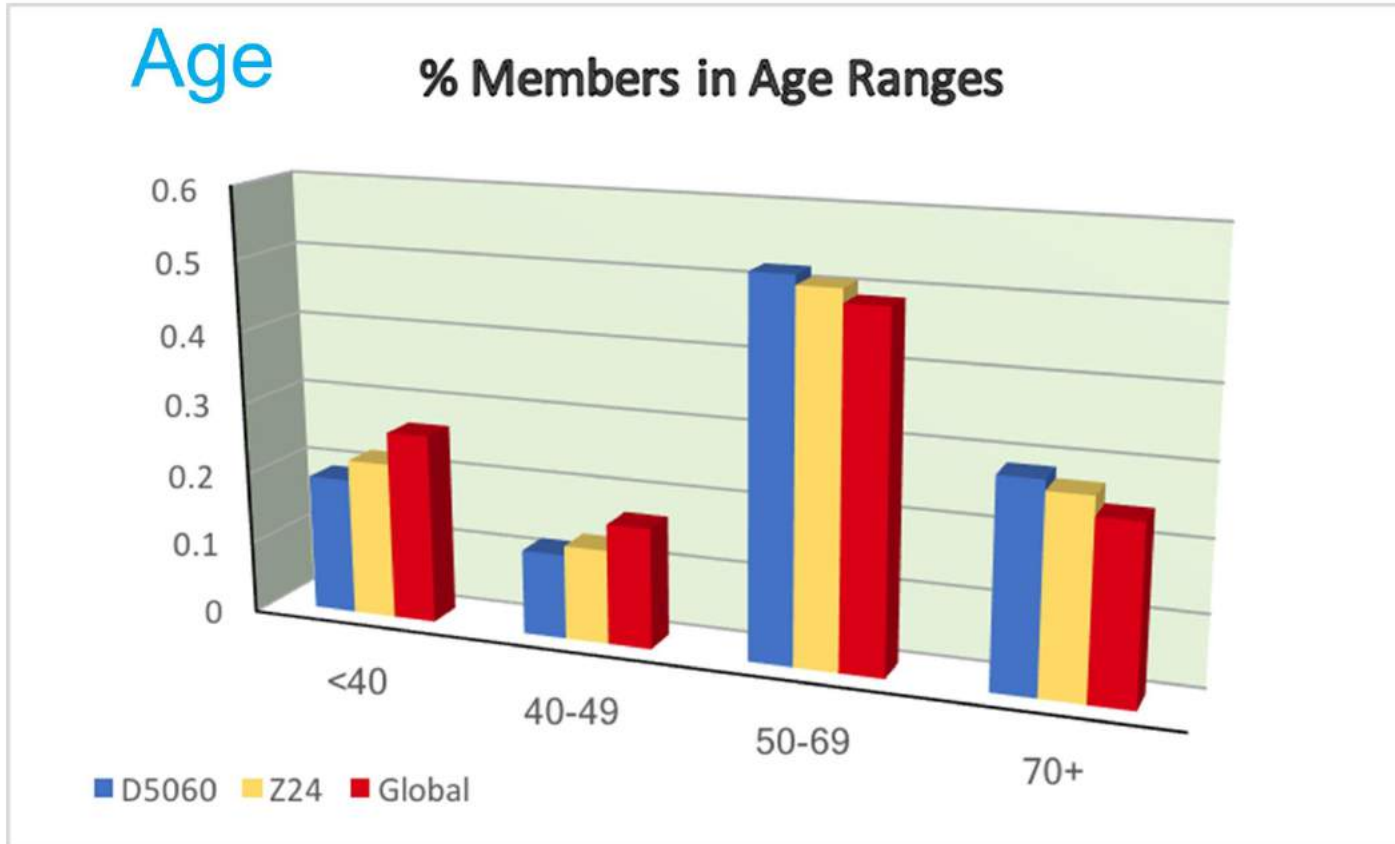
Peter Schultz  
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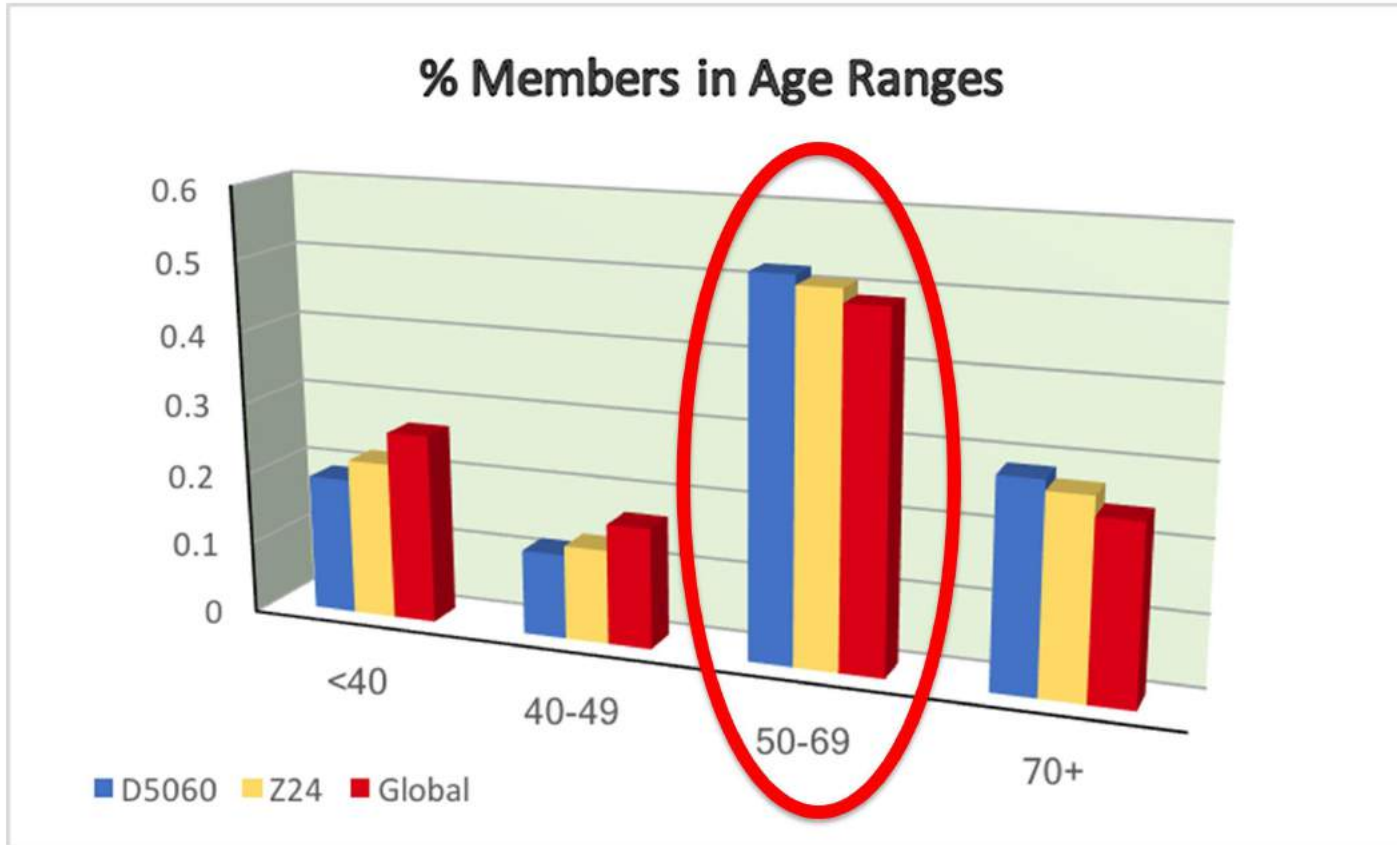
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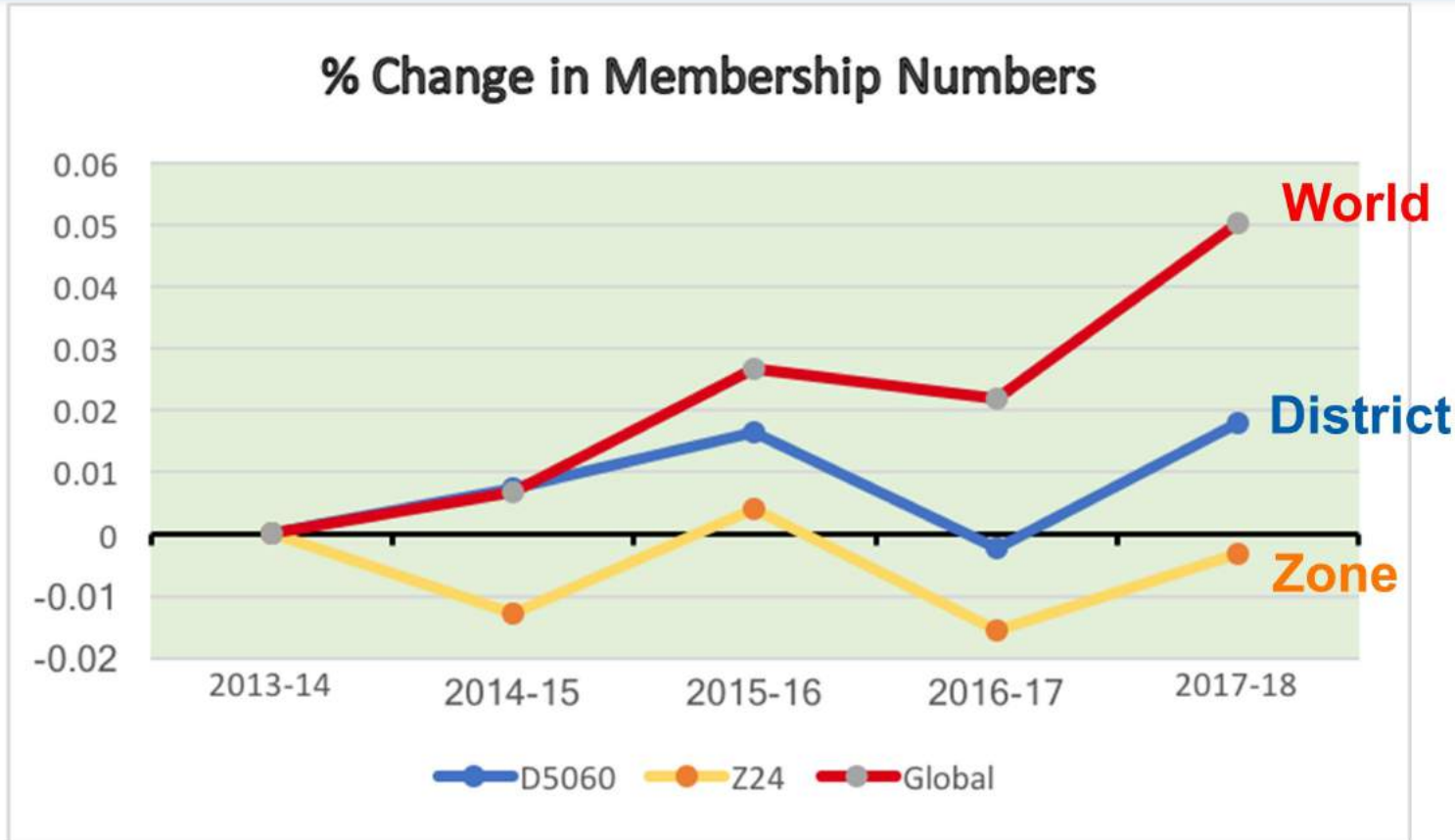


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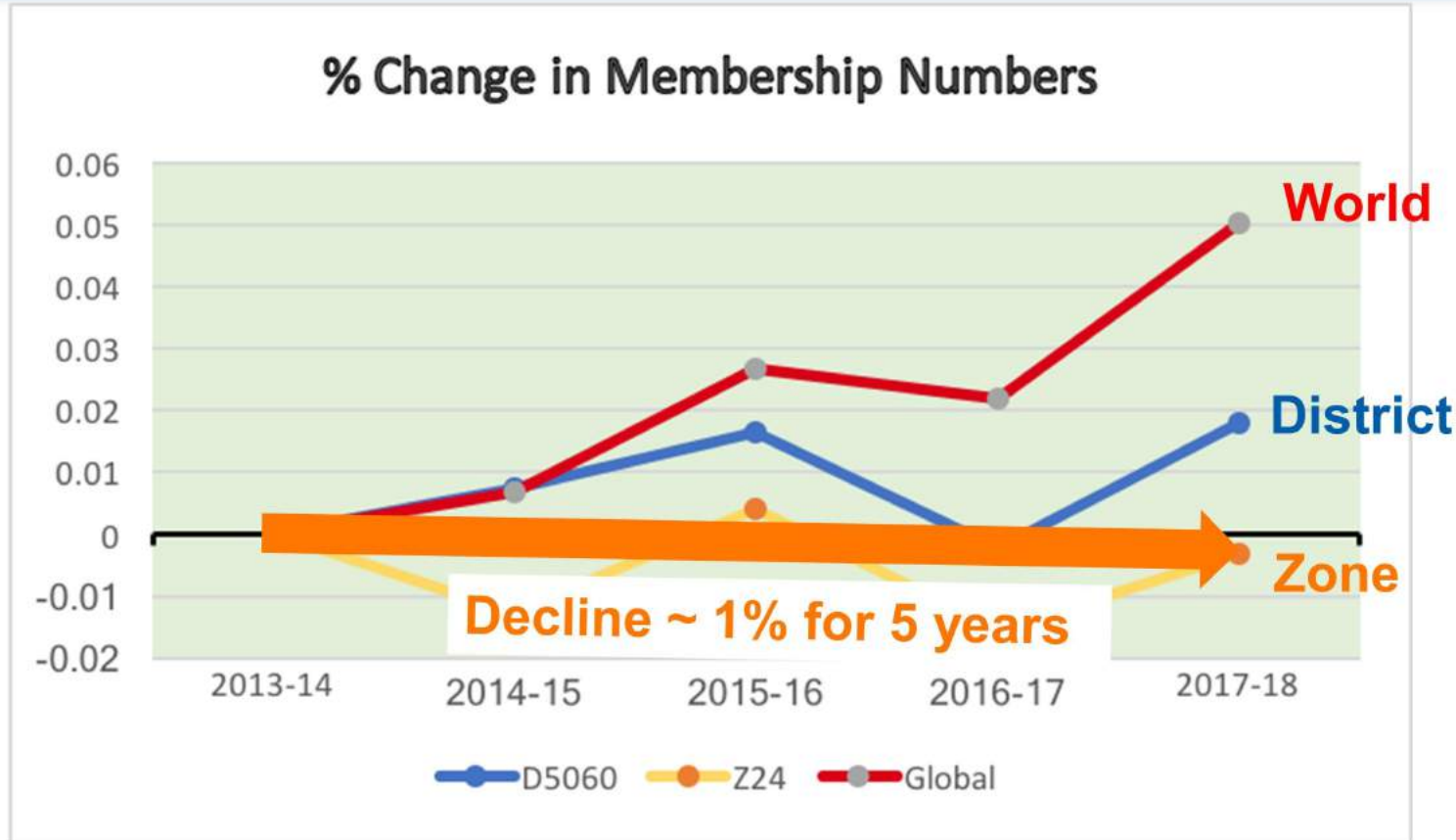




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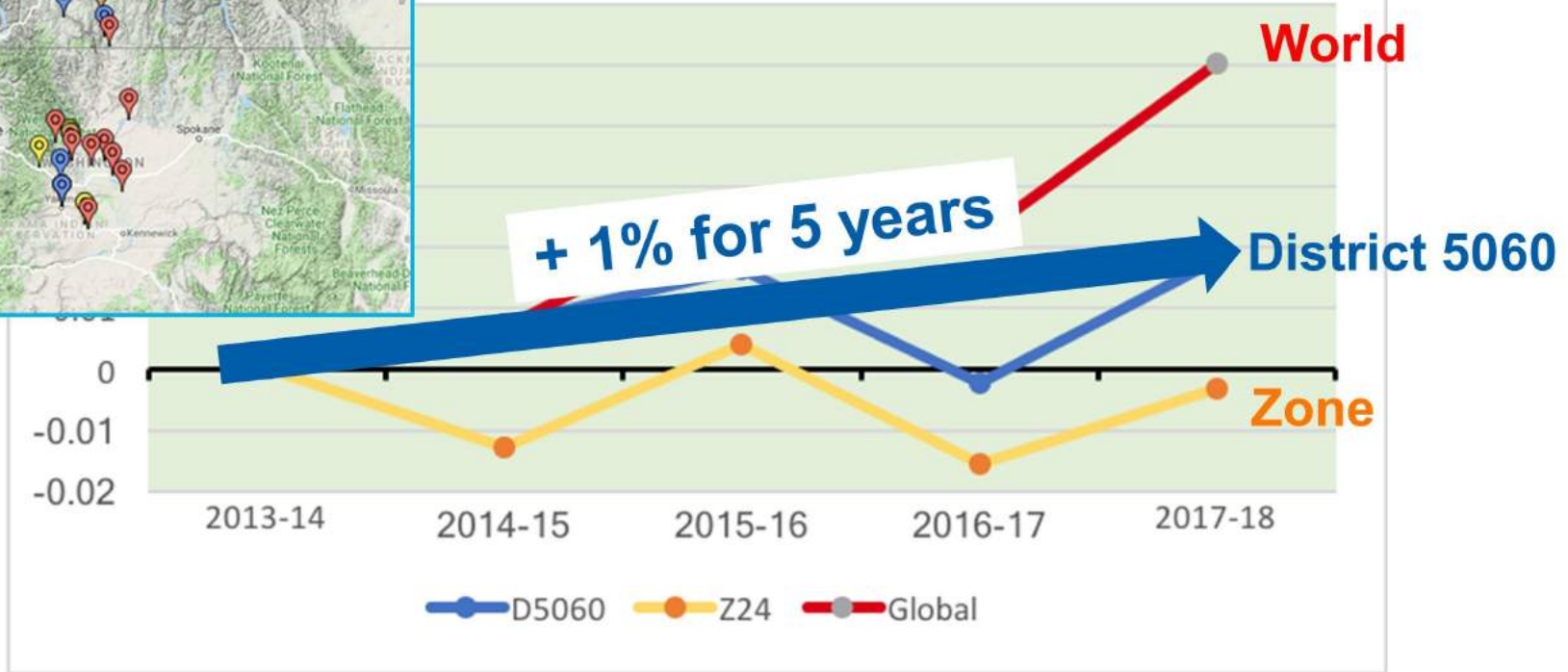




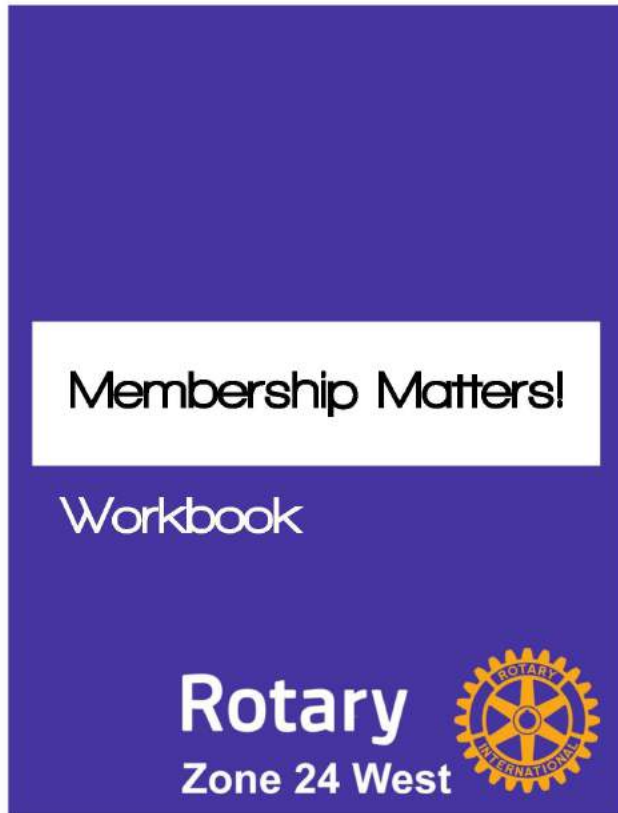
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## Change in Membership Numbers



# Grow YOUR Rotary Club's Membership...NOW !!!




Membership  
DOES Matter !!!

# Grow YOUR Rotary Club's Membership...NOW !!!

Membership Matters!

Workbook

Rotary  
Zone 24 West



Version 2015.08.12

## siegel + gale – Why Join Rotary?



## siegel + gale – Why Stay in Rotary?





# Grow YOUR Rotary Club's Membership...NOW !!!



Version 2015.08.12

## siegel + gale – Why Join Rotary?



## siegel + gale – Why Stay in Rotary?



# Grow YOUR Rotary Club's Membership...NOW !!!

## Practical

## Matters

### CLUB INNOVATION

**Rotary Club of Wenatchee North, Wash.**  
Members in 2012: 49  
Members in 2017: 63

#### A club does the research to find new members

**INNOVATION:** The club has increased its membership through good old-fashioned legwork, with a twist. Membership Chair Rob Tidd uses the local newspaper to identify potential members, then sends personal letters and follows up by meeting recruits in person to invite them to a meeting.

#### TEAM SPIRIT:

The Rotary Club of Wenatchee North hosts a youth sports award event that has been a mainstay of the community for 48 years. The club also supports young people through sports-related projects, including funding a softball stadium at the local college and volunteering at the concession stand for high school football games. This focus on youth sports has helped attract younger members to their club.

Rob Tidd was president of the Rotary Club of Wenatchee North in 2012 when membership dropped from 40 to 29. "Tidd and his family had moved to Wenatchee just a few years before, and he recalled how as a newcomer, he had wanted to meet people and become part of his community. On a hunch that others felt the same way, he decided to look through the local newspaper, the *Wenatchee World*, for listings of new home buyers and stories about new businesses in the area.

He writes letters welcoming the new residents and business owners to Wenatchee and inviting them to meet other community members and have a free lunch on Rotary. "There's something about a personal letter," he says. "An email or a text is not going to entice anyone."

After the letters are mailed, the recruiting work isn't done, Tidd says; follow-up is crucial. Tidd and others on the membership committee make personal visits to those on the mailing list, knocking on doors in the community of 34,000.

Tidd also skims the newspaper for notices about people who have been promoted. One of the best sources of prospective members is the paper's annual "30 under 35" list of young leaders in Wenatchee. "These are people who are making a difference," he says. Each year the club invites the honorees to check out Rotary, which has resulted in younger professionals joining the club – and inviting their friends as well. "Once you get the ball rolling with young people and they are engaged, they have friends who are like-minded," Tidd says.

Tidd also asks club members to bring in their copies of *The Rotarian* each month. The magazines get a new label with information about the club as well as his personal phone number; he then distributes the magazines to local businesses.

Pleenty of people say "no, thank you," but Tidd continues to ask, even if a potential member does come to lunch, there is no guarantee he or she will be a good fit for the club. "But how are we going to know," he asks, "unless we get to know them?"

It's clear that there are plenty of candidates who are a good fit: club membership has increased from 29 to 53 in five years. The hard part isn't finding a pool of qualified and interested potential members, Tidd says, it's going out to get them. "People are not just going to walk in your door," he says. "You have to make a concerted effort to invite them."

—MARC SA

**What is your club doing to reinvent itself?  
Email [club.innovations@rotary.org](mailto:club.innovations@rotary.org).**

FEBRUARY 2018 | THE ROTARIAN | 19

# Grow YOUR Rotary Club's Membership...NOW !!!



Magazine donated by the



*Come visit & let us buy you lunch  
Tuesday's at 12-noon, Coast Capri Hotel*

*for more information contact  
Peter Schultz 250-470-9228*



# Grow YOUR Rotary Club's Membership...NOW !!!



**KAMLOOPS CHAMBER  
OF COMMERCE**  
YOUR BUSINESS CONNECTION



# Grow YOUR Rotary Club's Membership...NOW !!!





# Grow YOUR Rotary Club's Membership...NOW !!!





# Grow YOUR Rotary Club's Membership...NOW !!!

Monthly Membership Update Reports from the Governor...

,,,,,Send to EVERYONE !!!

Actual Membership Results  
2017 - 2018  
District 6060


Area	Club ID	Club Name	2017 to 2018 YTD					Change MTD	Change YTD	% Change	
			1 Jul 17 Members	1 Aug 17 Members	1 Sep 17 Members	1 Oct 17 Members	1 Nov 17 Members				
1	193	Kamloops	59	53	55	54	56	2	-3	-5%	
1	65940	Kamloops Aurora Cent	25	26	26	27	28	1	3	12%	
1	23662	Kamloops Daybreak	101	95	95	95	97	2	-4	-4%	
1	194	Kamloops North	9	9	9	9	9	0	2	3%	
1	195	Kamloops West	66	66	69	69	68	0	2	3%	
		<b>Area 1 Total</b>	<b>260</b>	<b>249</b>	<b>263</b>	<b>253</b>	<b>258</b>	<b>5</b>	<b>-2</b>	<b>-1%</b>	
2	28158	Ashcroft/Cache Creek	10	10	10	10	10	0	0	0%	
2	29592	Cleanwater	19	19	19	19	19	0	0	0%	
2	199	Merritt	20	20	20	20	20	0	1	5%	
2	50221	Merritt Sunrise	0	0	0	0	0	0	0	0%	
2	88677	Sun Peaks	19	19	0	0	20	0	0	0%	
		<b>Area 2 Total</b>	<b>68</b>	<b>68</b>	<b>19</b>	<b>19</b>	<b>17</b>	<b>-2</b>	<b>-2</b>	<b>0%</b>	
3	60553	Chase	16	18	68	69	69	0	0	0%	
3	205	Revelstoke	48	49	18	19	67	-2	-2	-1%	
3	206	Salmon Arm	38	39	49	49	49	0	-1	-1%	
3	22209	Salmon Arm (Shuswap)	29	29	39	39	49	0	3	19%	
3	31824	Salmon Arm Daybreak	41	41	29	30	40	2	4	11%	
		<b>Area 3 Total</b>	<b>172</b>	<b>176</b>	<b>41</b>	<b>41</b>	<b>30</b>	<b>42</b>	<b>2</b>	<b>4</b>	
4	192	Armstrong	13	13	176	178	38	38	0	1	3%
4	209	Kalamalka	88	89	13	12	176	178	2	6	3%
4	208	Vernon	28	28	92	92	12	12	0	-1	-8%
4	23281	Vernon Silver Star	29	29	29	29	30	29	0	2	7%
		<b>Area 4 Total</b>	<b>168</b>	<b>159</b>	<b>162</b>	<b>163</b>	<b>165</b>	<b>166</b>	<b>1</b>	<b>8</b>	
5	196	Kelowna	78	79	81	81	84	86	2	8	10%
5	198	Kelowna Morningside	26	26	26	26	26	26	0	0	0%
5	29882	Kelowna Ogopogo	48	48	48	48	48	49	0	0	0%
5	200	Kelowna-Okanagan	20	20	21	21	21	21	1	1	2%
5	31277	Lake Country	20	19	21	21	21	21	0	1	5%
		<b>Area 5 Total</b>	<b>192</b>	<b>192</b>	<b>196</b>	<b>195</b>	<b>198</b>	<b>200</b>	<b>-1</b>	<b>-2</b>	
6	197	Kelowna Capri	27	27	27	27	25	25	0	-2	-4%
6	23413	Kelowna Sunrise	34	33	33	33	33	33	0	0	0%
6	50552	Peachland	78	78	78	78	81	82	0	2	4%
6	210	Westbank	0	0	0	0	0	0	0	0%	
6	81999	West Kelowna Daybreak	38	39	0	0	33	33	0	4	7%
		<b>Area 6 Total</b>	<b>177</b>	<b>177</b>	<b>40</b>	<b>40</b>	<b>0</b>	<b>0</b>	<b>-1</b>	<b>-3%</b>	
7	201	Oliver	18	18	18	18	180	179	-1	1	3%
7	61794	Osoyoos	24	24	23	23	17	17	0	-1	-6%
7	202	Penticton	66	69	23	23	17	17	0	-3	-13%
7	28865	Penticton-Okanagan	32	32	70	71	23	21	0	-1	3%
7	204	Princeton	14	14	32	32	69	68	-1	2	3%
7	207	Summerland	26	26	14	14	15	15	0	1	7%
		<b>Area 7 Total</b>	<b>180</b>	<b>183</b>	<b>183</b>	<b>184</b>	<b>182</b>	<b>180</b>	<b>2</b>	<b>0</b>	

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## Rotary Leads Report

- Who is responsible for follow-up ?
- phone calls, emails?



Rotary  PROSPECTS ASSIGNED TO MY DISTRICT

Prospective member  
Jessica Stutz (9981590)

Gender: Female  
Profession: law student  
Age range: 30-39  
Employer name: [Redacted]  
Interest source: [Redacted]

Candidate comments  
I would like to join Rotary Vernon to learn about the community as I look for an arding position here.

Contact information  
E mail: zenarich250@hotmail.com  
Phone: [Redacted]  
Preferred contact time: Any Time

Club meeting preferences

	Location	Day	Time
Primary	Vernon, BC, Canada	Thursday	Any Time

Status history

Status	District/Club	Date	Feedback
District assigned candidate to district officer	D-5060	13-Jul-2017	7-13-17: Bev Rundell (AG) responded that she would have one of the Vernon clubs contact Jessica right away. I will follow up again 7-20-17. RT
District assigned candidate to district officer	D-5060	12-Jul-2017	7-12-17: Sent email to AG Bev Rundell to have the Vernon club contact this young lady. I asked that Bev give us an update after the club contacts her. RT
Auto assigned to district	D-5060	11-Jul-2017	

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# Grow YOUR Rotary Club's Membership...NOW !!!

Alumni



Rotary



Rotary  
Youth  
Exchange



# Grow YOUR Rotary Club's Membership...NOW !!!

Alumni



# Grow YOUR Rotary Club's Membership...NOW !!!

Alumni



Rotary  Rotary Youth Exchange

  
Rotary Youth Leadership Awards

 Group Study Exchange

# Grow YOUR Rotary Club's Membership...NOW !!!

Alumni



Rotary  Rotary Youth Exchange

  
Rotary Youth Leadership Awards

Rotary  Vocational Training Teams

 Group Study Exchange

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## Teleconferencing





# Grow YOUR Rotary Club's Membership...NOW !!!

## Teleconferencing



- ✓ Leadership Team

# Grow YOUR Rotary Club's Membership...NOW !!!

## Teleconferencing



- ✓ Leadership Team
- ✓ Assistant Governors

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## Teleconferencing



- ✓ Leadership Team
- ✓ Assistant Governors
- ✓ Membership Development Teams



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## Teleconferencing



- ✓ Leadership Team
- ✓ Assistant Governors
- ✓ Membership Development Teams
- ✓ Webinar Training

# Grow YOUR Rotary Club's Membership...NOW !!!

## Satellite Clubs



# Grow YOUR Rotary Club's Membership...NOW !!!

## Satellite Clubs

✓ 8 members (minimum)





# Grow YOUR Rotary Club's Membership...NOW !!!

## Satellite Clubs



- ✓ 8 members (minimum)
- ✓ Full RI members

# Grow YOUR Rotary Club's Membership...NOW !!!

## Satellite Clubs



- ✓ 8 members (minimum)
- ✓ Full RI members
- ✓ Club Chair  
Board of Dir  
Bylaws

# Grow YOUR Rotary Club's Membership...NOW !!!

## Satellite Clubs



- ✓ 8 members (minimum)
- ✓ Full RI members
- ✓ Club Chair  
Board of Directors  
Bylaws
- ✓ “Area Clubs”:  
Ultimately form  
their own Charter at  
20-30 members



# Grow YOUR Rotary Club's Membership...NOW !!!

## Satellite Club - EXAMPLE

Meet 2X per month in  
professional  
boardroom setting

Accelerate Okanagan,  
1<sup>st</sup> & 3<sup>rd</sup> Wednesday



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## Satellite Club - EXAMPLE

Meet 4:00pm -5:00pm

No meal or drink  
purchase.



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## Satellite Club - EXAMPLE

No anthem, invocation  
or historical Rotary  
“traditions”.....

..... until members  
bring them in.





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## Satellite Club - EXAMPLE

### Non-Meeting weeks...

- Service Project
- Activity (walk, biking, yoga)
- Social (meal or pub?)
- Presentation
- E-meeting w/Sister Clubs



## Satellite Club - EXAMPLE

Focus on hands-on local projects.

Rotary's new "People of Action" Campaign.



# Grow YOUR Rotary Club's Membership...NOW !!!

## Satellite Club – Rotary Now !

Focus on hands-on  
local projects.

Rotary's new "People  
of Action" Campaign.

Kelowna, British Columbia



Kamloops, British Columbia



Wenatchee, Washington





# Grow YOUR Rotary Club's Membership...NOW !!!

## Satellite Club – Rotary Now !

For....

- ✓ Past Members who still have a heart for Rotary !

Kelowna, British Columbia



Kamloops, British Columbia



Wenatchee, British Columbia



# Grow YOUR Rotary Club's Membership...NOW !!!

## Satellite Club – Rotary Now !

For....

- ✓ Past Members who still have a heart for Rotary !
- ✓ Potential new members who could not commit to the meeting time or frequency.



# Grow YOUR Rotary Club's Membership...NOW !!!

## Satellite Club – Rotary Now !

For....

- ✓ Past Members who still have a heart for Rotary !
- ✓ Potential new members who could not commit to the meeting time or frequency.
- ✓ Diverse members... young, old, male, female, all sorts of differences!





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## Satellite Club – Rotary Now !

For....

- ✓ Past Members who still have a heart for Rotary !
- ✓ Potential new members who could not commit to the meeting time or frequency.
- ✓ Diverse members... young, old, male, female, all sorts of differences!



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1. *Membership Matters!*
2. *Practical Matters*
3. *Monthly Updates*
4. *R.I. Membership Leads*
5. *Alumni Project*
6. *Leaders Connecting!*
7. *Satellite Clubs*



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## Rotary Zone Coordinators - Membership



Jackie Hobal  
Zone 24 W  
jackiehobal@gmail.com



Bob Wallace  
Zone 24 E  
rwallace000@sympatico.ca



Carolyn Johnson  
Zone 32  
cfj2@icloud.com



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