

"HERE BE DRAGONS"

ATTRACTING YOUNG
PROFESSIONALS INTO ROTARY



ATTRACTING YOUNG PROFESSIONALS INTO ROTARY

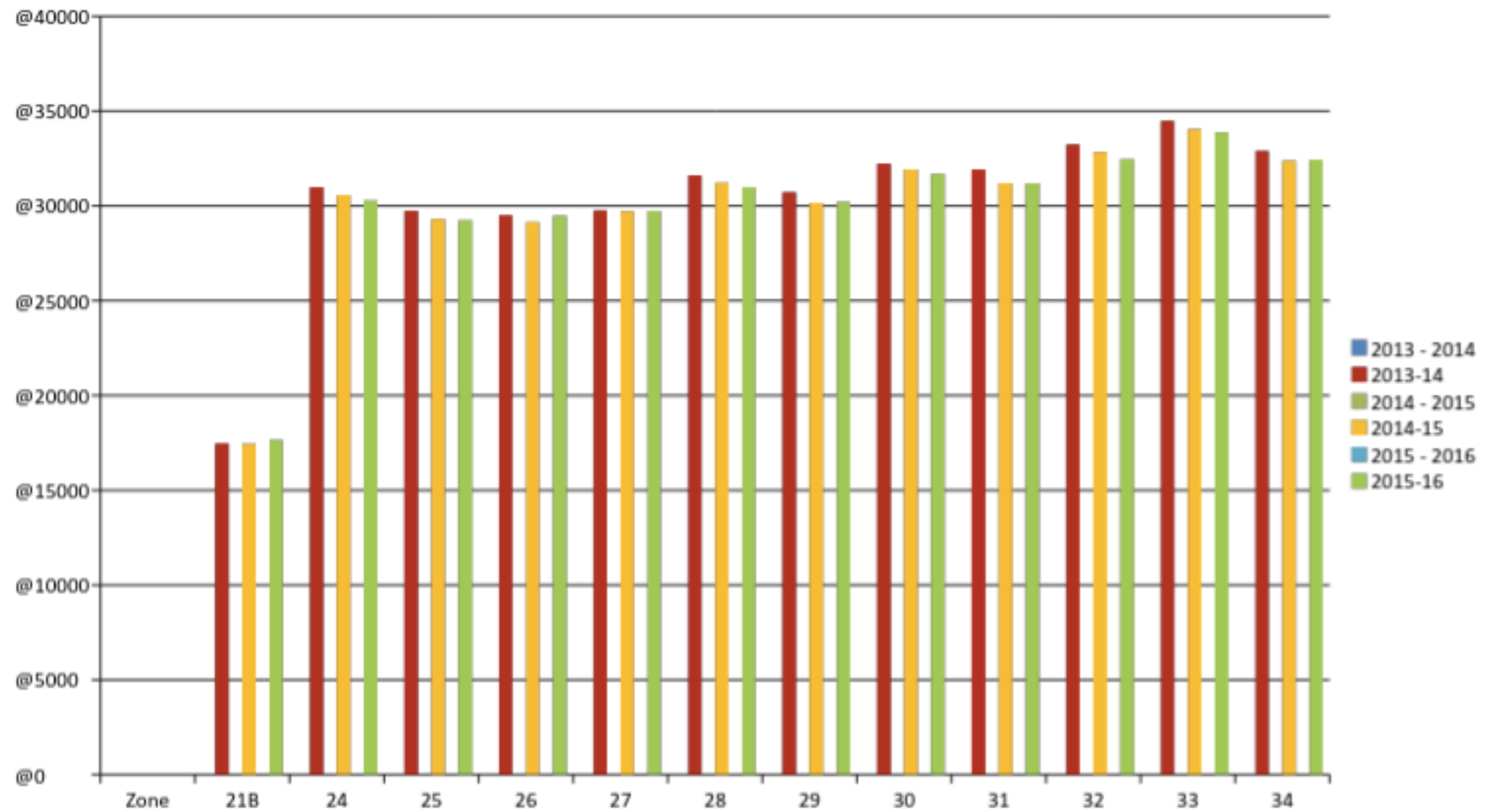
LET'S TALK ABOUT
ROTARY



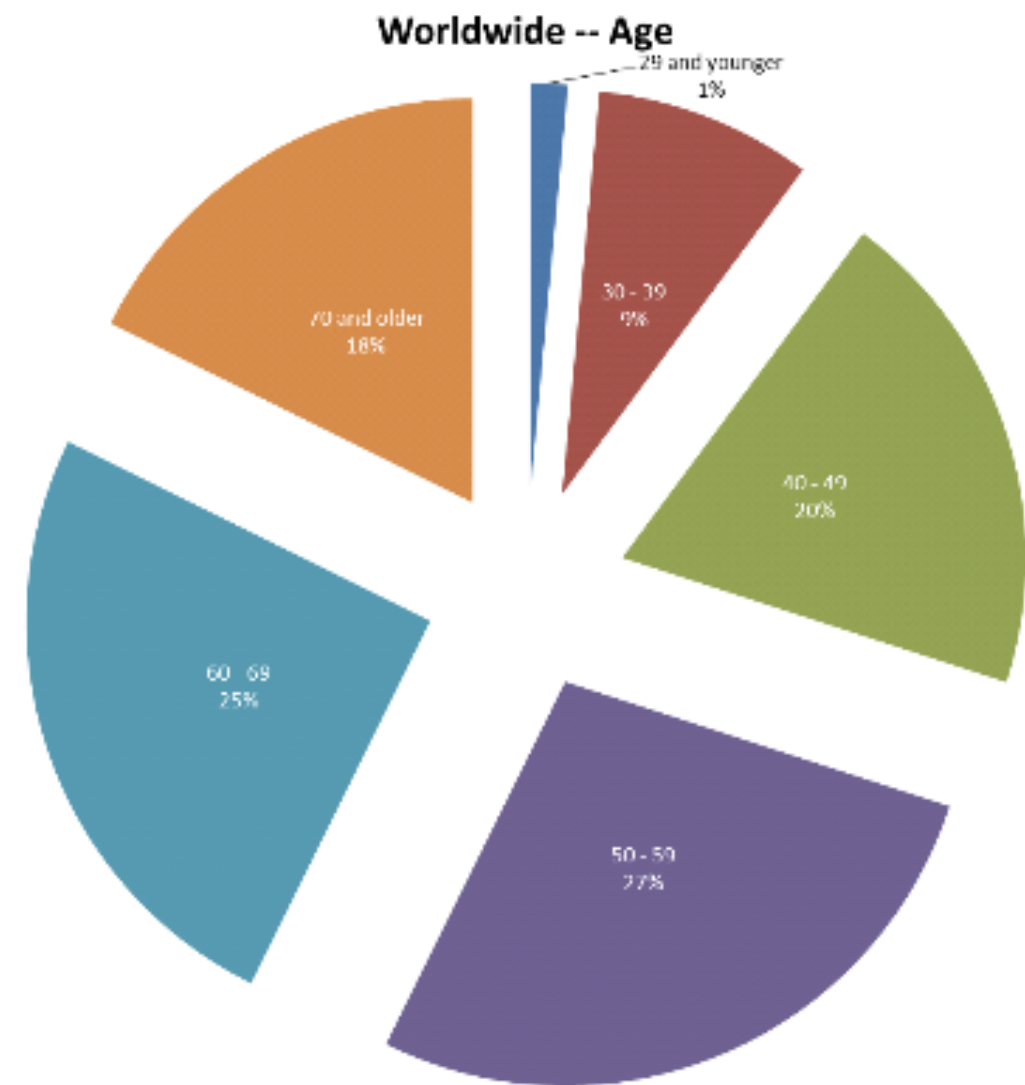
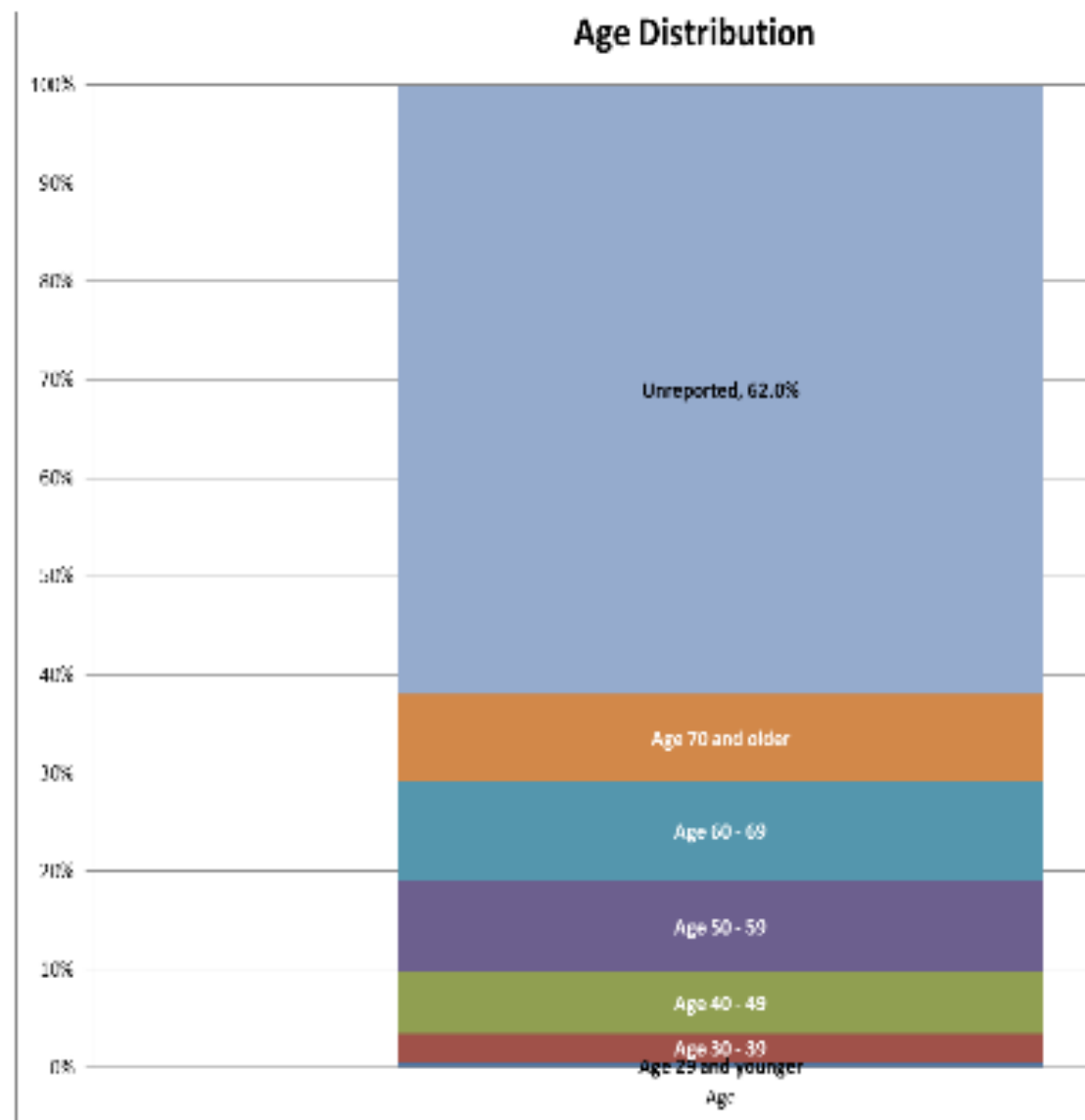
WORLDWIDE MEMBERSHIP TREND



3 YEAR MEMBERSHIP TREND – NORTH AMERICAN ZONES (AS OF 1 JULY)



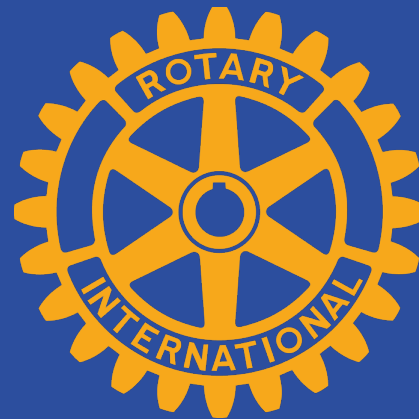
MEMBERSHIP ASSESSMENT TOOLS: MEMBERSHIP DIVERSITY



INSTEAD OF RISKING ANYTHING NEW,
LET'S PLAY IT SAFE BY CONTINUING OUR
SLOW DECLINE INTO OBSOLESCENCE.



**OVER HALF OF THE
WORLD'S POPULATION IS
UNDER THE AGE OF 35**



**87% OF MILLENNIALS FEEL
ENCOURAGED TO VOLUNTEER
OR PARTICIPATE IN THEIR
COMPANY'S CHARITABLE
WORKS.**

**78% OF MILLENNIALS PREFER
PERFORMING SERVICE IN
GROUPS VERSUS
INDEPENDENTLY**

**85% OF MILLENNIALS, AGES
25-30 DONATED TO A
NONPROFIT IN 2013**

**91% OF MILLENNIALS, AGES
30 AND OLDER DONATED TO
A NONPROFIT IN 2013**

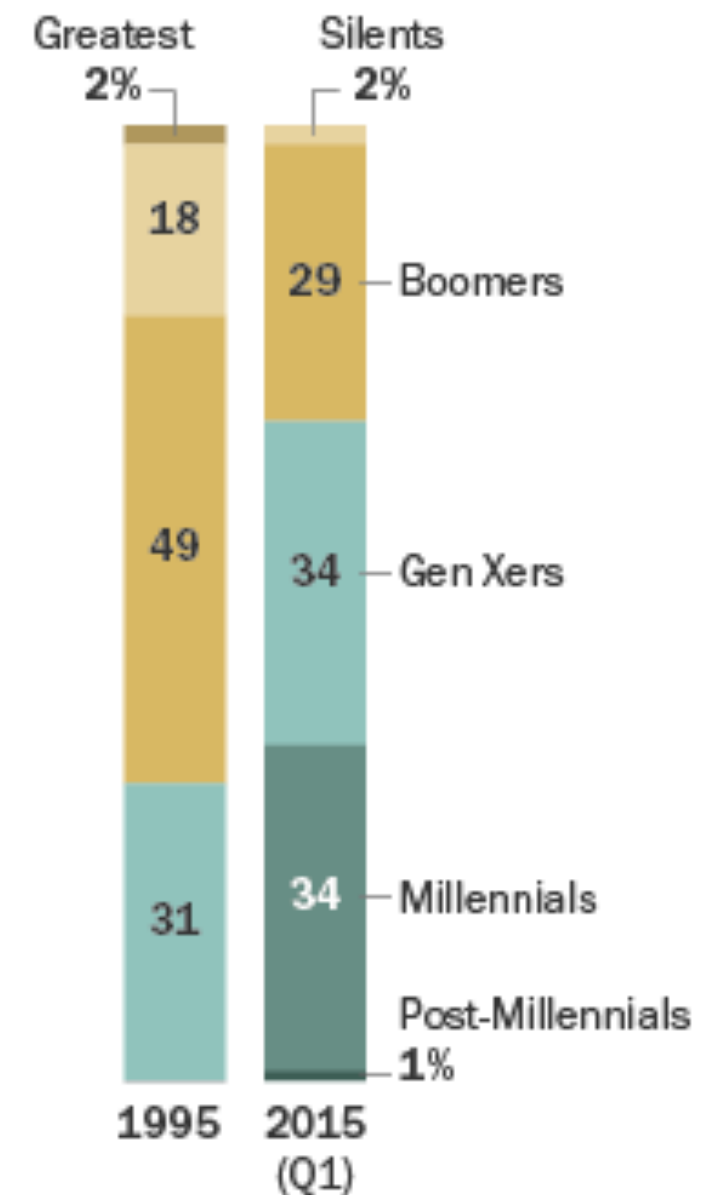
**68% OF THE CURRENT
WORKFORCE IS UNDER
THE AGE OF 50.**

**34% IS UNDER THE
AGE OF 35.**



Labor Force Composition by Generation

% of the labor force





The Wizard's Mountain

The Wizard's Mountain

The Hills
(eastward of
Ladder Bridge)

The Great Mountains
(The big hillside)

The Wizard's
Mountain

The Wizard's
Mountain

Here Be
Dragons

The Wizard's
Mountain

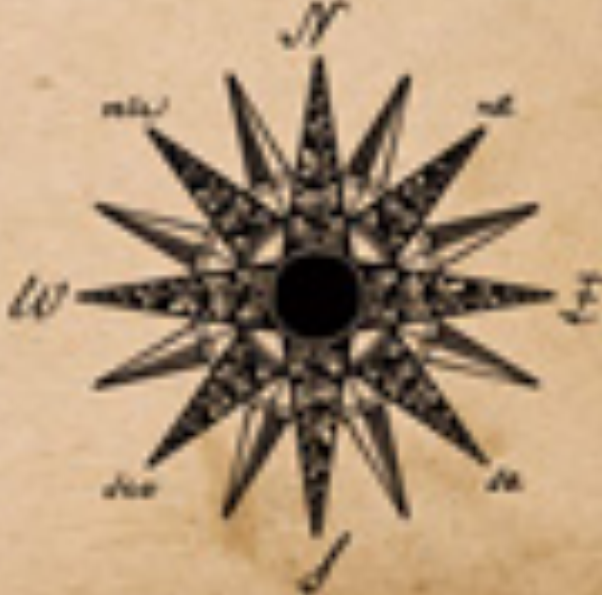
The Great Mountains
(The big hillside)

The Wizard's
Mountain

The Wizard's
Mountain

The Wizard's
Mountain

The Wizard's
Mountain



The Wizard's
Mountain

"HIC SUNT DRACONES"

HERE BE DRAGONS

Tiguex

VS

hermanos

Los Volcanes.

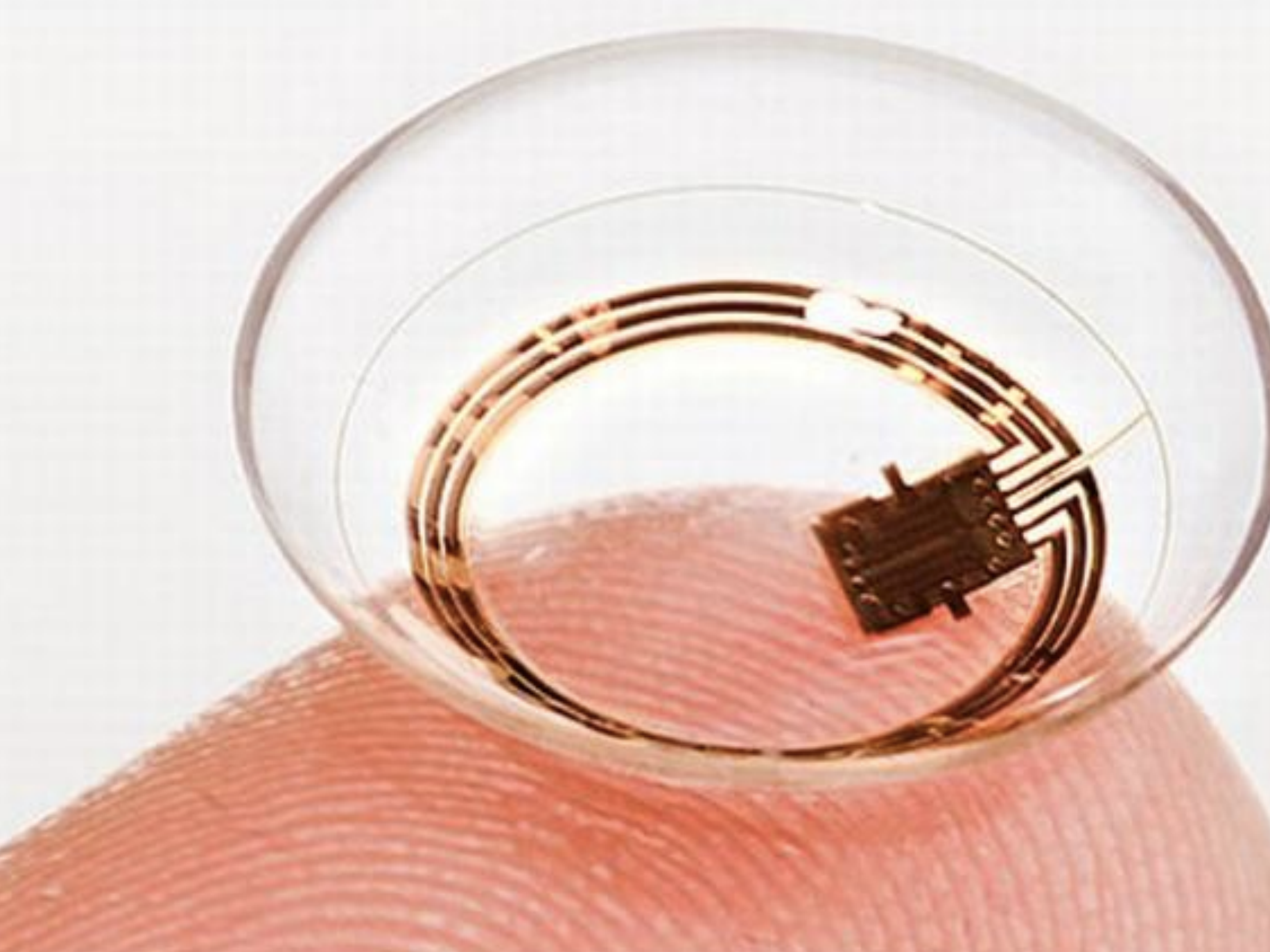
rio

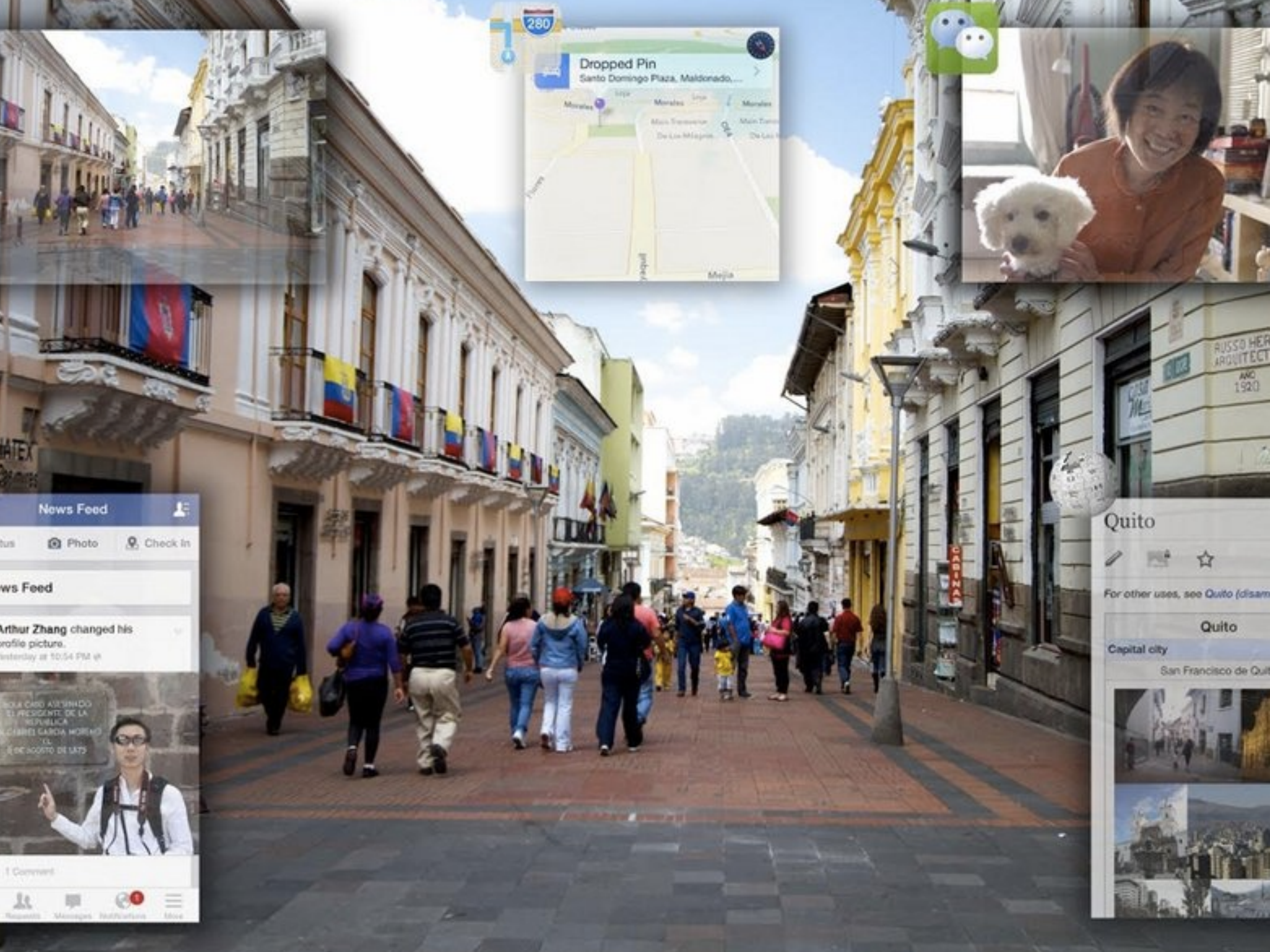




INTERNET

Look hard enough and you'll find your mom naked.





BECOME A
DRAGON SLAYER



DRAGON SLAYING 101

FIVE LESSONS
ON ATTRACTING YOUNG
PROFESSIONALS INTO
ROTARY

ATTRACTING YOUNG PROFESSIONALS INTO ROTARY

LESSON #1

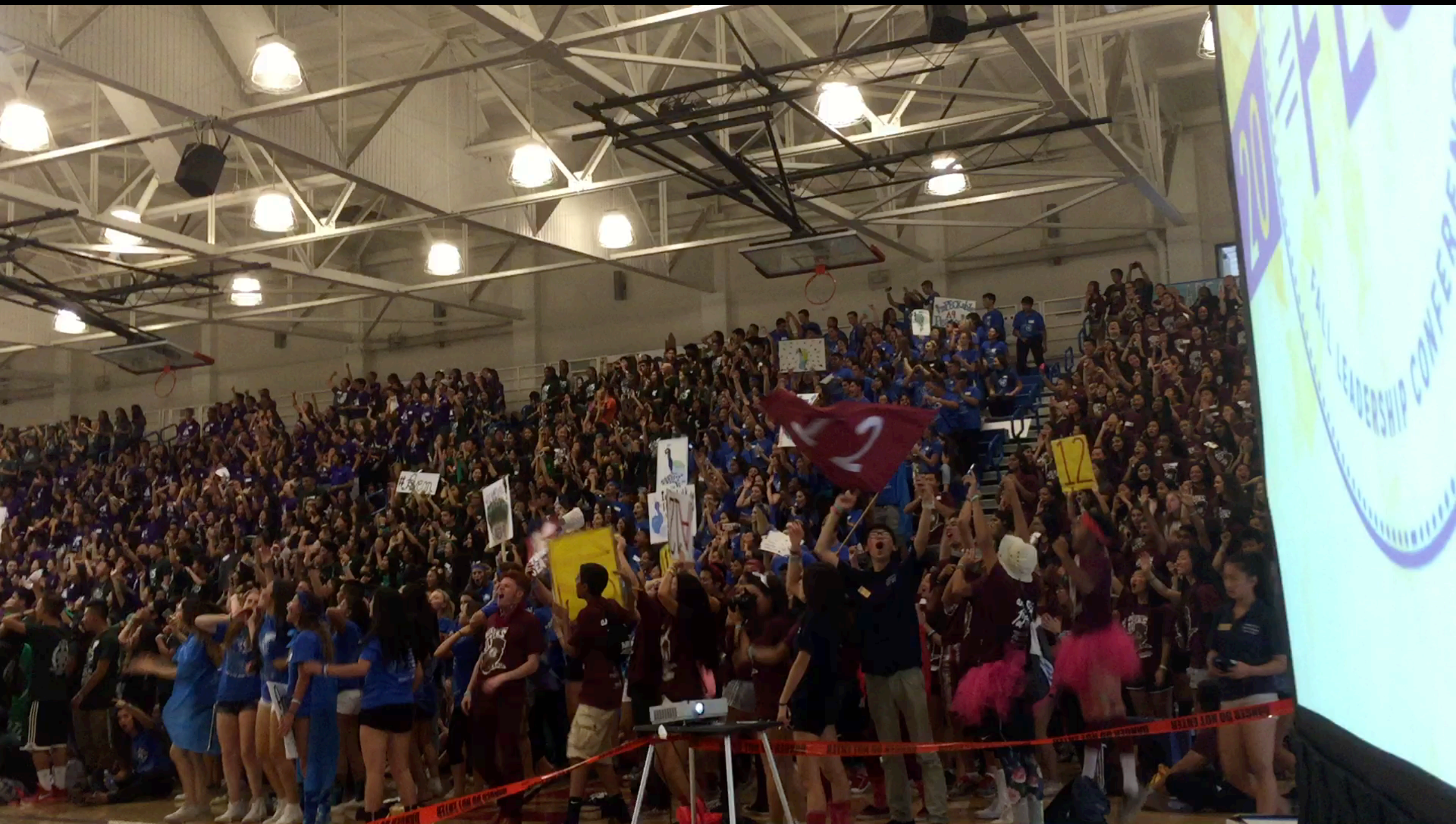
**PSYCHOGRAPHICS
NOT DEMOGRAPHICS**

YOU HAVE INFLUENCE,
USE IT.

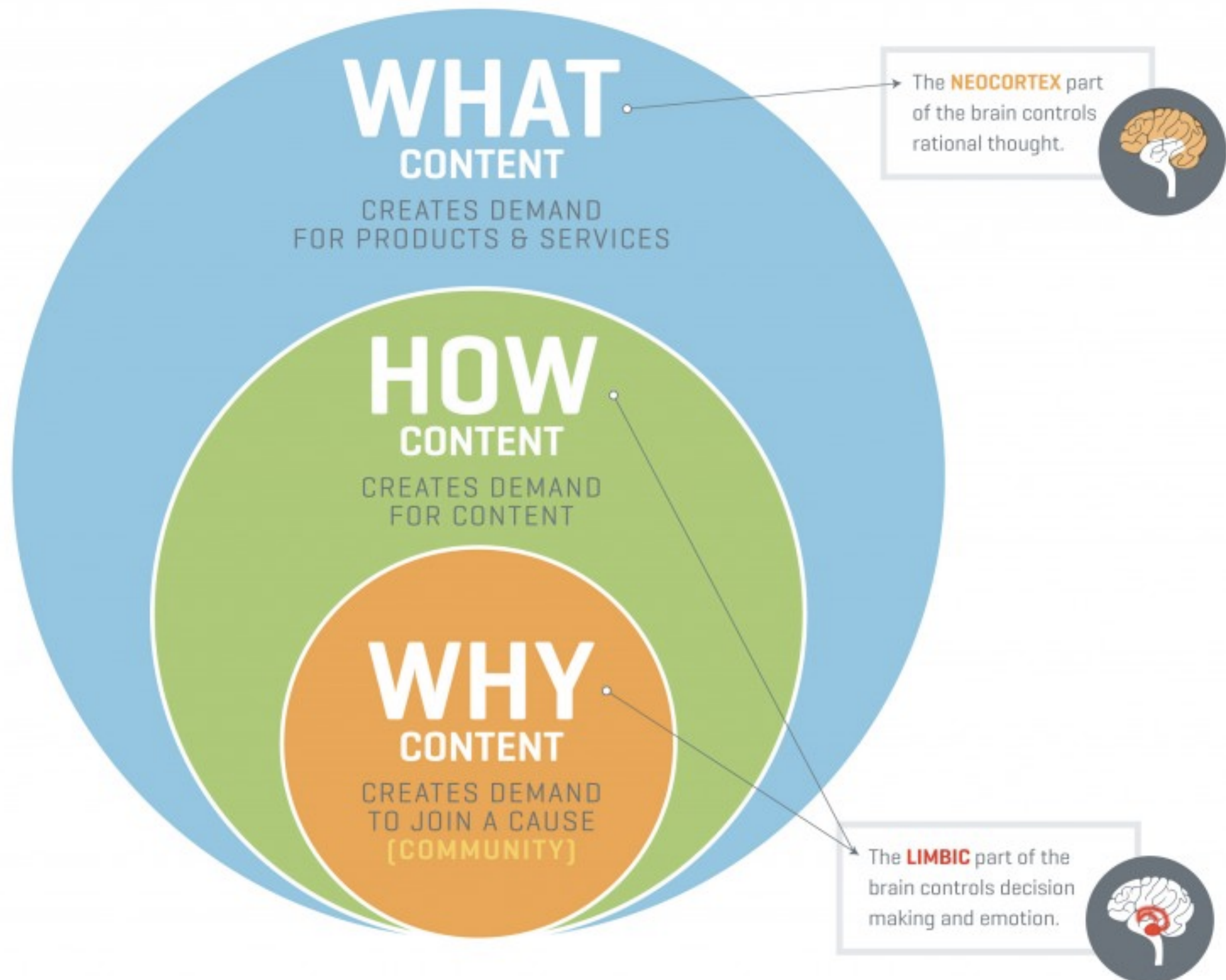
ATTRACTING YOUNG PROFESSIONALS INTO ROTARY

LESSON #2

**FIRST IMPRESSIONS
ARE CRITICAL.**



The **GOLDEN CIRCLE** of Demand Generation Using Content



ATTRACTING YOUNG PROFESSIONALS INTO ROTARY

PEOPLE WILL ALWAYS
REMEMBER **HOW YOU**
MADE THEM FEEL.

ATTRACTING YOUNG PROFESSIONALS INTO ROTARY

LESSON #3
BUILD A "YES"
CULTURE

ATTRACTING YOUNG PROFESSIONALS INTO ROTARY

LESSON #4
BUILD VALUE TO
MEMBERSHIP

ATTRACTING YOUNG PROFESSIONALS INTO ROTARY

LESSON #5

**A STRONG ONLINE
PRESENCE.**

ATTRACTING YOUNG PROFESSIONALS INTO ROTARY

LESSON #5

**A STRONG ONLINE
PRESENCE.**

HOW MANY PEOPLE UNDER
THE AGE OF 40 KNOW WHAT
ROTARY IS AND WHAT WE DO?



**1. TECHNOLOGY WILL CONTINUE ADVANCING
EVERY DAY.**



- 1. TECHNOLOGY WILL CONTINUE ADVANCING EVERY DAY.**
- 2. OVER 360,000 BABIES ARE BORN EACH DAY.**



1. TECHNOLOGY WILL CONTINUE ADVANCING EVERY DAY.
2. OVER 360,000 BABIES ARE BORN EACH DAY.

**ROTARY CLUBS NEED TO PRIORITIZE
A STRONG ONLINE PRESENCE**



WE NEED
PUBLIC-FACING, VISUALLY
ATTRACTIVE WEBSITES



ATTRACTING YOUNG PROFESSIONALS INTO ROTARY

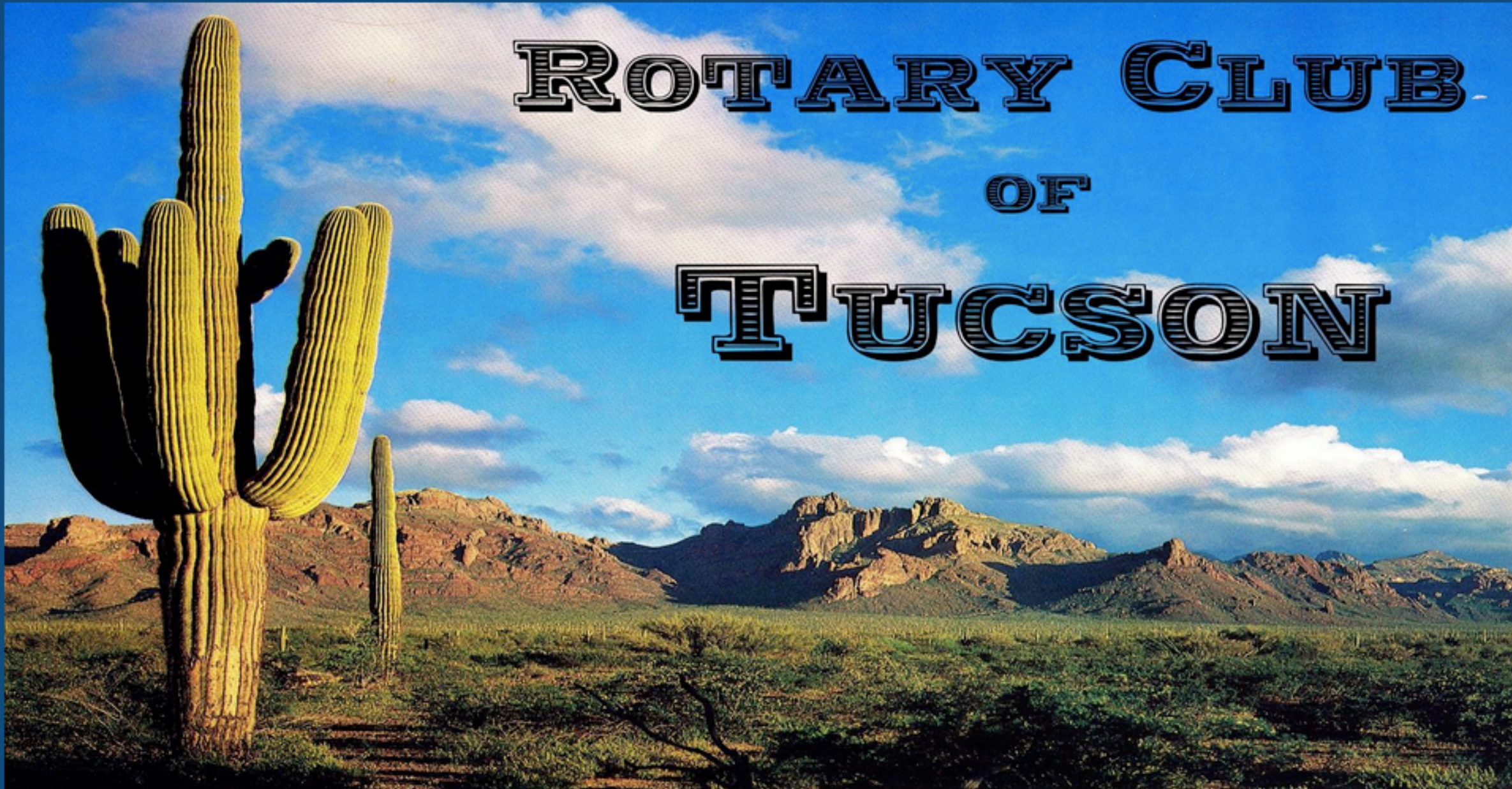
**BUT WHAT DOES
A STRONG ONLINE
PRESENCE MEAN?**

ATTRACTING YOUNG PROFESSIONALS INTO ROTARY

ASK YOURSELF:

**WOULD VISITING MY WEBSITE
ATTRACT A STRANGER INTO
COMING TO MY CLUB MEETING?**

ROTARY CLUB OF TUCSON



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Editor Dorinna York,
Executive Director
If you have any comments or
questions, please contact the
editor.

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Rotary
Club of Tucson



SERVICE Above Self.



WEDNESDAYS, 12:00 NOON - 1:20 PM
DoubleTree Hotel
445 S Alvernon Way
Tucson, AZ 85711
United States



District Site



Bulletins



Venue Map



Tucson Classics Car Show

PRESENTED BY:
Rotary
Club of Tucson



SPONSORED BY:



Editor Dorinna York,
 Executive Director
 If you have any comments or
 questions, please contact the
 editor.

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RCoT Links

Links

- » [Tucson Classics Car Show](#)
- » [Reading Seed](#)
- » [The Rotary Vocational Fund of Arizona](#)
- » [eClubOne Makeup](#)
- » [Other Club Meetings in District 5500](#)
- » [Feed My Starving Children](#)

Upcoming Events

Havasupai Hike
 Oct 10, 2015 8:00 AM

Rotary
 Club of Tucson



SERVICE Above Self.



WEDNESDAYS, 12:00 NOON - 1:20 PM
 DoubleTree Hotel
 445 S Alvernon Way
 Tucson, AZ 85711
 United States



[District Site](#)



[Bulletins](#)



[Venue Map](#)

*With the Four-Way Test as our guide, the Rotary Club of Tucson
 will be an indispensable resource for our community, and will
 provide our members a remarkable return on their investment of
 skills, time, and resources.*

Home Page Stories

Pima County Bond Election
 Posted by Ted Kiracofe on Sep 18, 2015

PIMA COUNTY BOND ELECTION - HEAR FROM PROPONENTS AND OPPONENTS
 (SEE BELOW)

Yes, on Pima County Bonds:

This fall, voters have an opportunity to invest in Pima County's future. The seven Pima County Bond propositions are essential components of a comprehensive and balanced economic development strategy that creates jobs and opportunity for all residents.

A YES vote on this bond investment strategy will build and repair critical infrastructure, provide affordable housing, protect public safety, encourage tourism, conserve open space and improve community health and knowledge.

Pima County's population is expected to grow by 11 percent over the next decade. Additional investments are needed to meet the needs of both current and future residents. If we put off making these investments now, essential infrastructure such as roads will continue to decay and cost more to address later.



Tucson Classics Car Show

PRESENTED BY:
 Rotary
 Club of Tucson



SPONSORED BY:

 WE BUY HOUSES!

Rotary Club of Tucson
 presents
 the 9th Annual
 Tucson Classics Car
 Show
 Saturday, October 17,
 2015
 on the grounds of
 The Gregory School!
[Click here to learn more.](#)



Like us on Facebook!

Speakers

Sep 23, 2015
 Pima County Bond Election Issue

Sep 30, 2015
 John Horsman
 Interview with Road Racing
 Legend of Yesteryear

ATTRACTING YOUNG PROFESSIONALS INTO ROTARY

OUR WEBSITES NEED
TO BE **PUBLIC FACING** &
VISUALLY STUNNING.

IT'S TIME FOR THAT FACELIFT.

A photograph of two men, likely Rotary members, working at an outdoor event. They are wearing red t-shirts with the Rotary logo. The man on the left is wearing a dark jacket over his shirt. They are both focused on packing long, golden-brown bread rolls into white paper bags. The bread is arranged in neat rows in a cardboard box. In the background, there are blue and white tents, suggesting a fair or community event. A semi-transparent text box is overlaid on the center of the image.

WE BELIEVE MAKING THE WORLD BETTER STARTS
WITH LOCAL LEADERS, ONE PROJECT AT A TIME

What We Do





What We Do

The Rotary Club of Doing Good is a non-profit organization dedicated to bringing together local leaders to take action in bettering the world through humanitarian service. We are local business leaders and community leaders who believe that no single action is too small, and no great idea is too big.

We are part of an international family of over 1.2 million Rotary club members in over 180 countries, allowing us an unique opportunity to stretch our humanitarian reach to parts of the world far beyond our hometown of City of Doing Good, Rotary Land.

We meet every Wednesday at 12-noon. If you are passionate about creating positive change in this world, then we would like to invite you to come to one of our meetings as our guest. While walk-ins are welcome, we encourage guests who know they will be visiting to let us know at least 24 hours in advance so that we can adequately prepare for your visit!



Local Leaders

Our members are local community and business leaders here in The City of Doing Good. They are your neighbors, your doctors, your friends, your local politicians, your local business owners, and more. We are proud of all of our members. Come visit one of our meetings and meet our members!

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Local Leaders

Our members are local community and business leaders here in **The City of Doing Good**. They are your neighbors, your doctors, your friends, your local politicians, your local business owners, and more. We are proud of all of our members. Come visit one of our meetings and meet our members!

[REQUEST AN INVITATION](#)

What People Are Saying



What People Are Saying

"I come back to my weekly Rotary club meetings because of the people. People are so warm and friendly, and they all want to help. We do so much good together."

-Anne, Member



Did you know many of our meetings and events are open to guests? Request an invitation from us today!

THINGS WE DO

How Rotary can help you, and how you can help the world

THINGS WE DO

How Rotary can help you, and how you can help the world



Global travel opportunities. Rotary has an international network of over 1.2 million members in over 180 countries.



Connect with local leaders. Every Rotary meeting is an opportunity to make friends with local leaders.



Local service you can be proud of. We work hard to better our local community through projects that visibly make our city better.



Fun social experiences. We partner with local




Like-minded people. Be surrounded by other




Projects from all scopes. We provide our members


LET'S TALK MONEY



Fun social experiences. We partner with local businesses to give our members unique experiences. Eat & drink with us!



Like-minded people. Be surrounded by other people who enjoy helping others!



Projects from all scopes. We provide our members with service opportunities large and small. Get involved today!

LET'S TALK MONEY

The cost to joining Rotary is less than a coffee a day

\$22/mo

YOUNG PROFESSIONALS

Ages 18-26

Mentorship opportunities

Full access to all club activities

Global travel opportunities

REQUEST AN INVITATION

\$40/mo

CLUB MEMBER

Ages 27+

Help lead committees

Full access to all club activities

Global travel opportunities

REQUEST AN INVITATION

\$25/mo

YOUNG AT HEART

Ages 65+

Become a mentor

Full access to all club activities

Global travel opportunities

REQUEST AN INVITATION

**WE NEED OUR ROTARY CLUBS
TO PRIORITIZE A
STRONG ONLINE PRESENCE**



**WE NEED TO
PRIORITIZE A
STRONG ONLINE
PRESENCE**



**OK, I GET IT,
BUT HOW CAN I
HELP MY CLUBS
DO THIS?**

**BUILDING AN ATTRACTIVE ROTARY
WEBSITE REQUIRES A WEBSITE
DEVELOPER, RIGHT?**



**BUILDING AN ATTRACTIVE ROTARY
WEBSITE REQUIRES A WEBSITE
DEVELOPER, RIGHT?**

NOPE.



BUT IT REQUIRES MONEY,
RIGHT?

NOPE.

CANDEAVOR +



CANDEAVOR +

PROJECT **DOING GOOD**
BY CANDEAVOR

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A Free Landing Page For Every Rotary Club

WHY: We BELIEVE that Rotary is the Good News Section of every community
WHAT: An up-to-date website is necessary to bring like minded people and ideas together
HOW: We are giving away FREE landing pages to all Rotary Clubs



PROJECT **DOING GOOD**
BY CANDEAVOR

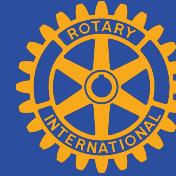
CANDEAVOR + 

**TOGETHER, WE CAN
DO ANYTHING.**

FREE LANDING PAGE

GO TO
www.doinggood.io

CANDEAVOR +



PROJECT *DOING GOOD*
BY CANDEAVOR

**A FREE LANDING PAGE
FOR EVERY ROTARY CLUB**

GO TO
www.doinggood.io

ATTRACTING YOUNG PROFESSIONALS INTO ROTARY

1. YOU HAVE INFLUENCE. USE IT.
2. FIRST IMPRESSIONS ARE CRITICAL
3. BUILD A "YES AND" CULTURE.
4. BUILD VALUE TO MEMBERSHIP
5. STRONG ONLINE PRESENCE

ATTRACTING YOUNG PROFESSIONALS INTO ROTARY

**YOUNG PROFESSIONALS
WANT TO JOIN,
THEY JUST DON'T KNOW IT
YET.**

ATTRACTING YOUNG PROFESSIONALS INTO ROTARY

REMEMBER:
BE BRAVE,
DRAGON SLAYERS

THANK YOU!

HELLO@MITTYCHANG.COM