

GOALS, RETENTION, CHANGE AND ALL OF THAT STUFF

PDG Tim Moore
Zone 8 Co-Ordinator 2017-20

RIPE Barry Rassin's 2018-19 Rotary Citation

The **Rotary Citation** recognises Rotary clubs that support each of our strategic priorities.

SUPPORT AND STRENGTHEN CLUBS

Achieve at least 3 of the following goals:

- Achieve a net gain of 1 member
- Maintain or improve your club's retention of current and new members:
(Improve your club's retention rate by 1 percentage point *or* If your retention rate was 90 percent + in 2017-18, maintain it.)
- Achieve a net gain in female members
- Have at least 60 percent of club members report their birth dates through My Rotary
- Sponsor or co-sponsor a new Rotary club
- Conduct a classification study of your members' occupations, and work to align your membership with the mix of businesses and professions in your community

BARRIERS TO SUCCESS

- Ageing membership
- Society has changed
- Decreased attractiveness to younger members
- Nature of volunteering has changed



BARRIERS TO SUCCESS

- Ageing membership
- Society has changed
- Decreased attractiveness to younger members
- Nature of volunteering has changed
- People don't know what we do
- Clubs unwilling to change

FACT – only Rotary Clubs can turn around this alarming membership challenge confronting Rotary in the Western world

I'M HAPPY TO HAVE A HOME
WHERE THE BUFFALO ROAM
BUT I WANT A **ROTARY CLUB** WHERE MY BEST
DEER & ANTELOPE STAY.



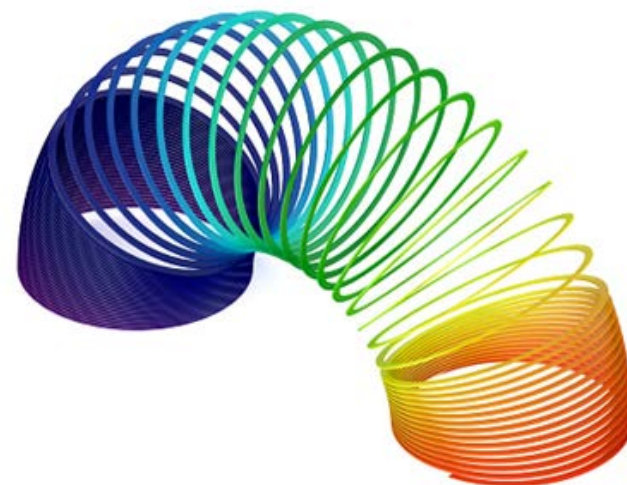
RETENTION HINTS

- Everyone is engaged – has a job, a responsibility
- Keep the CORE VALUES of Rotary
 - Service
 - Friendship
 - Ethical Standards
- Have Fun
- Rotary training and mentoring
- Connect with the community
- Make sure members share decisions and direction of the club (embrace change)
- Members feel valued MMFI



SOME OF THE OPTIONS WE HAVE

- Flexibility in meeting frequency, format, and attendance
- Flexibility in Membership Types:
Examples:
 - Corporate
 - Family
 - Associate?
- Dual Membership for Rotaractors
- Satellite Clubs
- May have: Global Membership

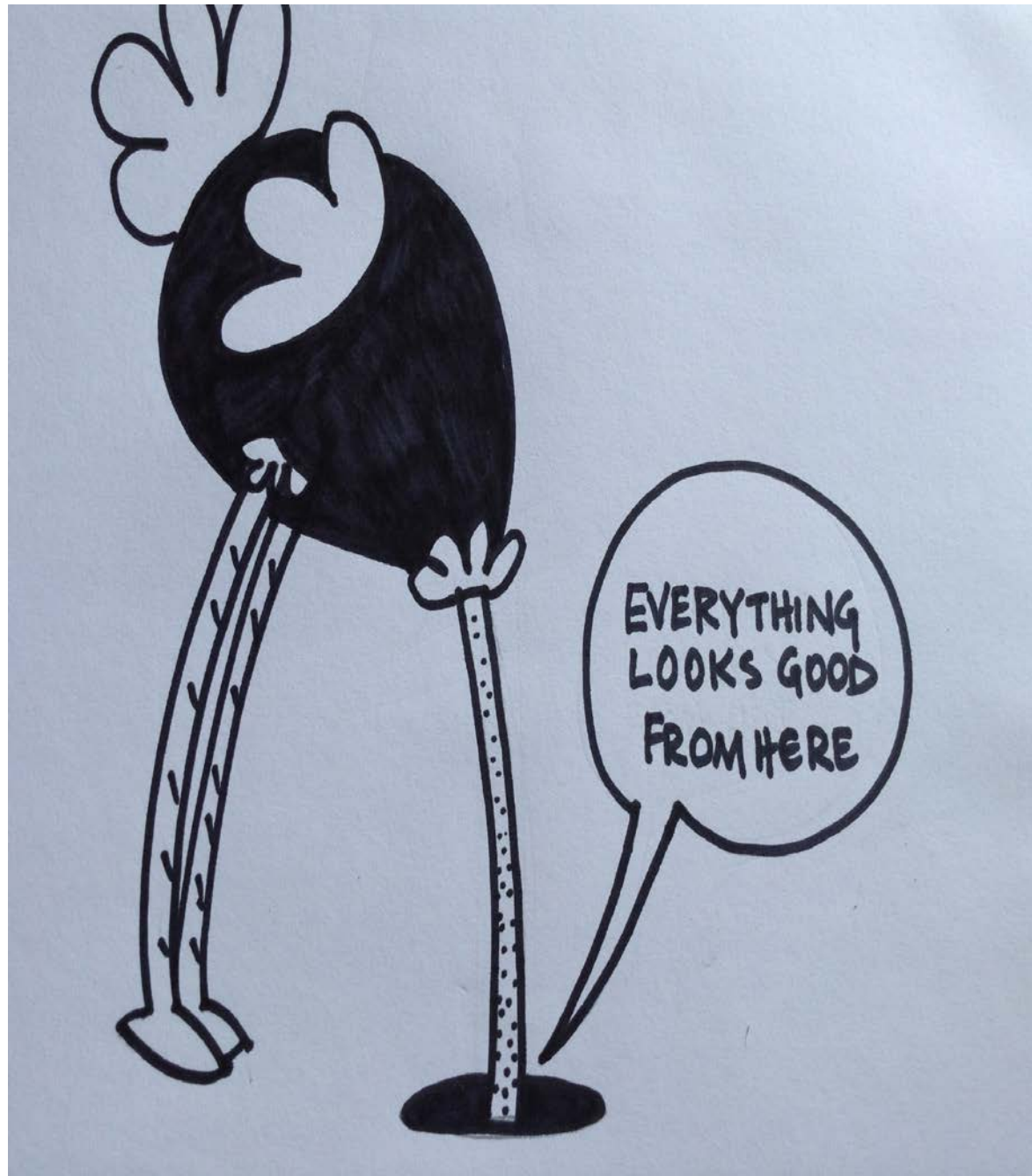


WHOA!!!



In 2015 like most Rotary Clubs in the developing world, the Rotary Club of Adelaide had....

- **declining membership numbers;**
- **an aging membership profile;**
- **a very low % of female members;**
- **very few members with different ethnic backgrounds.**
- **and to some degree**



Almost 30% decrease

MEMBERSHIP NUMBERS DECLINING

222



2000

164



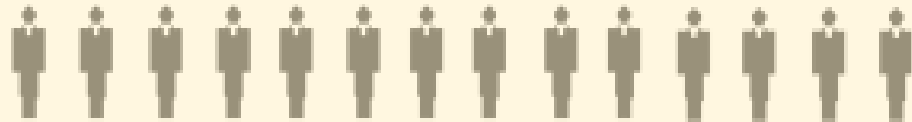
2015

Where will this end?

Club Age Profile



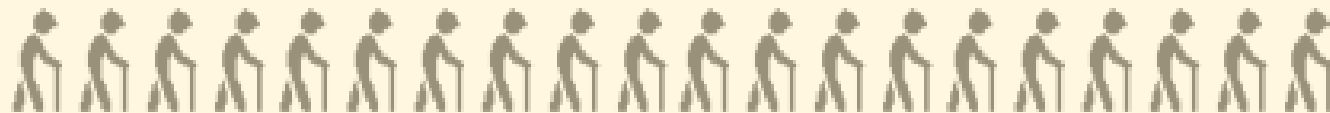
10% aged under 50



14% aged 50 to 60



**76% aged
over 60**



**18% over 80 - almost twice as many over 80
than under 50 years old**

Every Club is different but there is a common logic/generic approach to strengthening a club

- "5 Sequential Steps" -

- 1. Building awareness & commitment**
- 2. Getting the club ready/change**
- 3. Finding potential new members**
- 4. Getting them to join**
- 5. Welcoming and retaining them.**

PROBLEM: RC of Adelaide were predominately an aging, male, anglo-saxon membership



Something had to be done
– it was time for change!



CLUB HEALTH CHECK



ROTARY CLUB HEALTH CHECK

Bringing about change

RC of Adelaide - Strategic Survey of Members Starting position

What we like most:

- Fellowship
- Speakers
- Engaging with community
- Fundraising

What we dislike:

- Inactive members
- Lack of diversity
- Insufficient caring and mentoring
- Cliques
- Formality of meetings

What we want:

- Hands on projects
- Transparency
- Networking
- Younger people attracted and engaged
- Better balance formality versus fun



CONTENTS

INTRODUCTION

CHAPTER 1	Evaluating Your Club	5
CHAPTER 2	Creating a Vision for Your Club	12
CHAPTER 3	Attracting New Members	13
CHAPTER 4	Engaging Your Club's Members	18
CHAPTER 5	Mentoring New Clubs	22
CHAPTER 6	Supporting Your Club: Rotary Resources and Tools	24
APPENDIX	Your Membership Plan Worksheet	27

Change we did -

look at us now!



MEMBERSHIP SUPPORT & RESOURCES

Rotary Coordinator (Part of Zone8):

Tim Moore

tim@cinet.com.au

+61 4 1817 5895

Regional Membership Officer:

Julie Aubry

julie.aubry@rotary.org

+1 847 866 4480

Assistant Rotary Coordinators

PDG Doug Layng Districts: 9500, 9520

PDG Adrian Roach Districts: 9650, 9670,
9675, 9685

PDG Jodie Sparks Districts: 9455, 9465

PDG Wendy Scarlett Districts: 9600,
9630, 9640

PDG Craig Edmonston Districts: 9550,
9570

Email me and I will send you the link or better Rotary on the Move

ROTARY ON THE MOVE



Rotary Coordinators' Newsletter

February 2018

Volume 8 - Issue 7



ROTARY:
MAKING A
DIFFERENCE

In this issue:

1 - Lost Opportunities
- 9465 Grants Initiative

2 - Expand Rotary's
Reach
- Be The Inspiration

3 Moving Forward
Together

“LOST OPPORTUNITIES ... WHAT WEREN'T WE THINKING?”

Article by RC PDG Tim Moore

Welcome back to the Rotary year after a bit of a festive and family break. While I look forward to the new year, I can't help of some the club public image opportunities we have lost in the last 6 months.



Just before the break I was talking with a good Rotary friend of mine about the great things we do in Rotary and the fact we don't like to tell the community about them. Why are we a secret society in some communities, why don't we want to promote what we do? Heck, maybe people would want to know more about what we do and actually join us!

Are your club projects promoting Rotary in your community or are you clapping with one hand? Why not have a Rotary Information counter with a club brochure, an email registration of upcoming projects at your next market, students promoting a youth project, business networking night, book store and the like? Have a few copies of Rotary Basics to hand out plus a 'friend of Rotary' signup sheet?

Rotarians are great people doing great work – yet few hear or know of our efforts. Now I am not talking about our signature projects worldwide as much as the great local work we do locally. Even worse the connection between the BBQ sizzle and the funds it raises is not made by the community.