

# WELCOME

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# **Today's Program**

**Introduction**

**Why Membership Matters**

**Membership Resources**

**Membership Best Practices**

**Rotary Club Health Check**

**RI Learning Centre exercises**

**Summary**

# MEMBERSHIP - INTRODUCTION



## **PRIP FRANK DEVLIN – 2000-2001**

### **FOR ROTARY, CHANGE IS BOTH NECESSARY AND INEVITABLE.**

“To face the new century, Rotary must change. It’s the hardest thing in the world to accomplish, but it must be done. Rotary must change with the times but change with dignity that our organisation requires - whilst maintaining those principles that have made our organisation great.”



*“We need not change what Rotary does, but by understanding the needs and concerns of all our current and potential members, we might need to change how we do it – at least on the club level”*



*“The overriding challenge that we face today is to make Rotary meaningful in the new century, at all levels. Look at the most basic level, club programs. Programs must have the result that members and visitors will say;*

*“I’m glad I came to that meeting.”*

# WHY MEMBERSHIP MATTERS

# MEMBERSHIP – WHY DOES IT MATTER

**Low(er) public image =  
Reduced interest in  
joining and declining  
membership**

Membership

**Most donors are members  
Declining membership =  
fewer donors**



Public Image



Foundation Giving  
and Programs

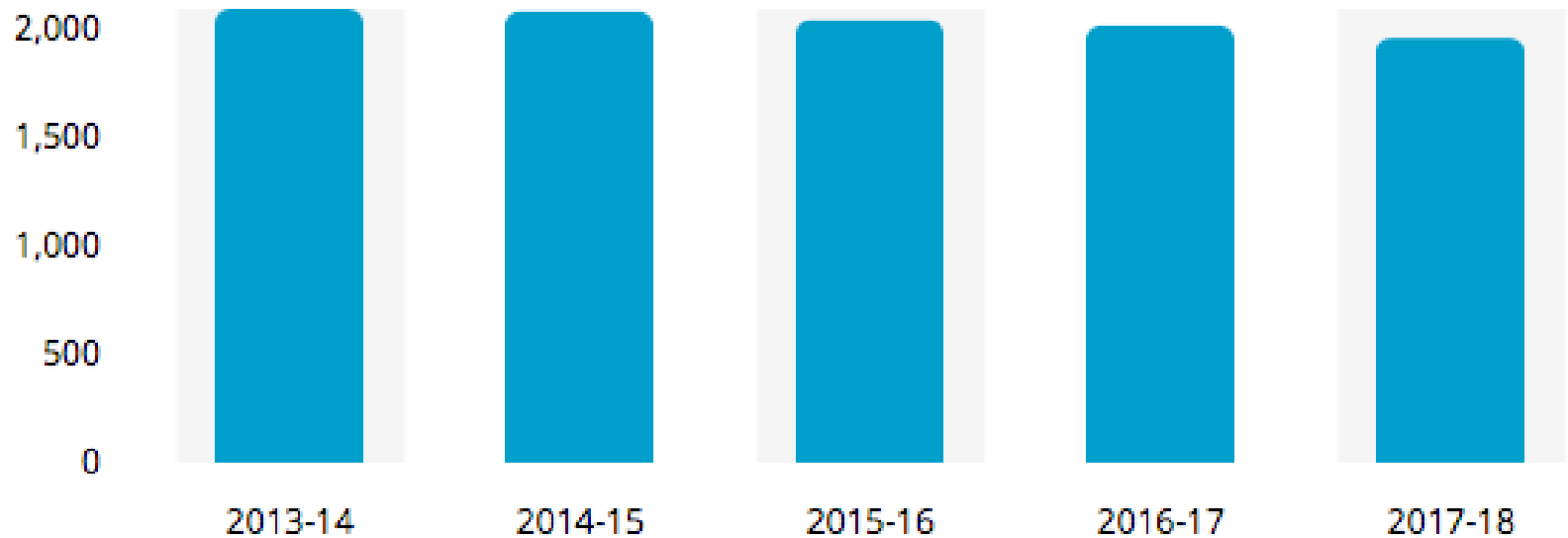
**Unfunded or poorly  
funded programs and  
projects =  
Reduced public image**

**Fewer donors =  
Bigger contributions  
required to avoid  
funding shortfalls**



# MEMBERSHIP STATISTICS – D9685 - MEMBERS

## Membership Trends

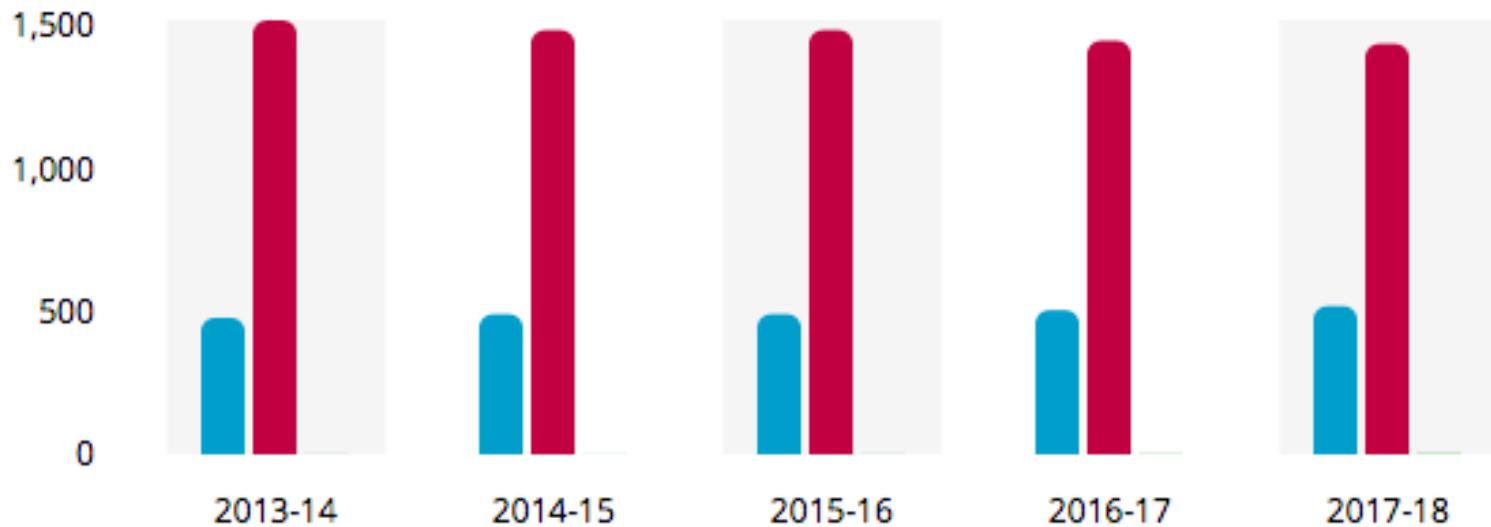


	2013-14	2014-15	2015-16	2016-17	2017-18
● July 1	2.09k	2.08k	2.04k	2.01k	1.95k



# MEMBERSHIP STATISTICS – D9685 - GENDER

## Gender Trends

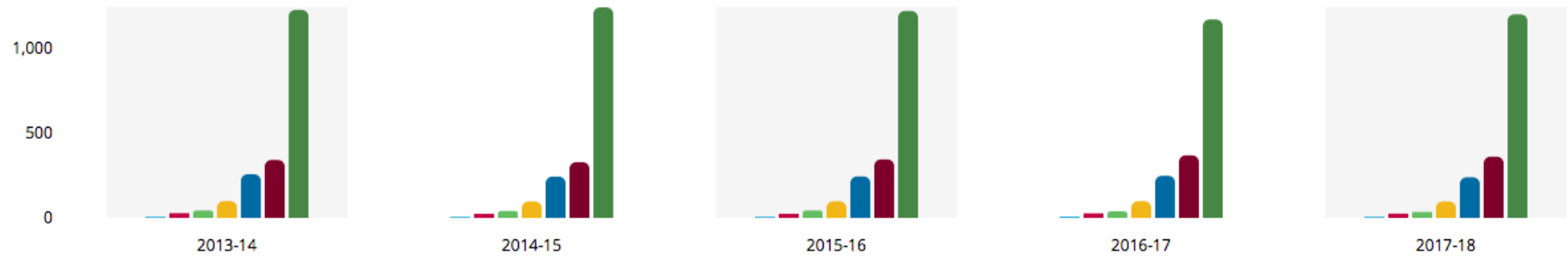


	2013-14	2014-15	2015-16	2016-17	2017-18
● Female	478	491	491	505	519
● Male	1.52k	1.49k	1.49k	1.45k	1.44k
● Unreported	1	1	1	2	3



# MEMBERSHIP – AGE TRENDS

## Age Trends



	2013-14	2014-15	2015-16	2016-17	2017-18
● 29 and Under	6	6	6	7	6
● 30-39	28	24	24	27	25
● 40-49	44	41	44	39	35
● 50-59	99	97	98	99	97
● 60-69	257	243	244	248	239
● 70 and Over	341	328	344	368	360
● Unreported	1.22k	1.24k	1.22k	1.17k	1.2k



# THE PRIMARY REASONS PEOPLE JOIN ROTARY...

## Why did you initially **join Rotary**?

To positively impact my community

Friendship and fellowship

Professional networking/  
business development opportunities

To have a positive impact globally

Potential for personal/  
professional recognition

Development and  
training opportunities

30%

20%

10%

0%

# ...ARE THE SAME REASONS THEY STAY ROTARIANS

## Why do you **stay with Rotary**?

To positively impact my community

Friendship and fellowship

Professional networking/  
business development opportunities

To have a positive impact globally

Potential for personal/  
professional recognition

Development and  
training opportunities

30%

20%

10%

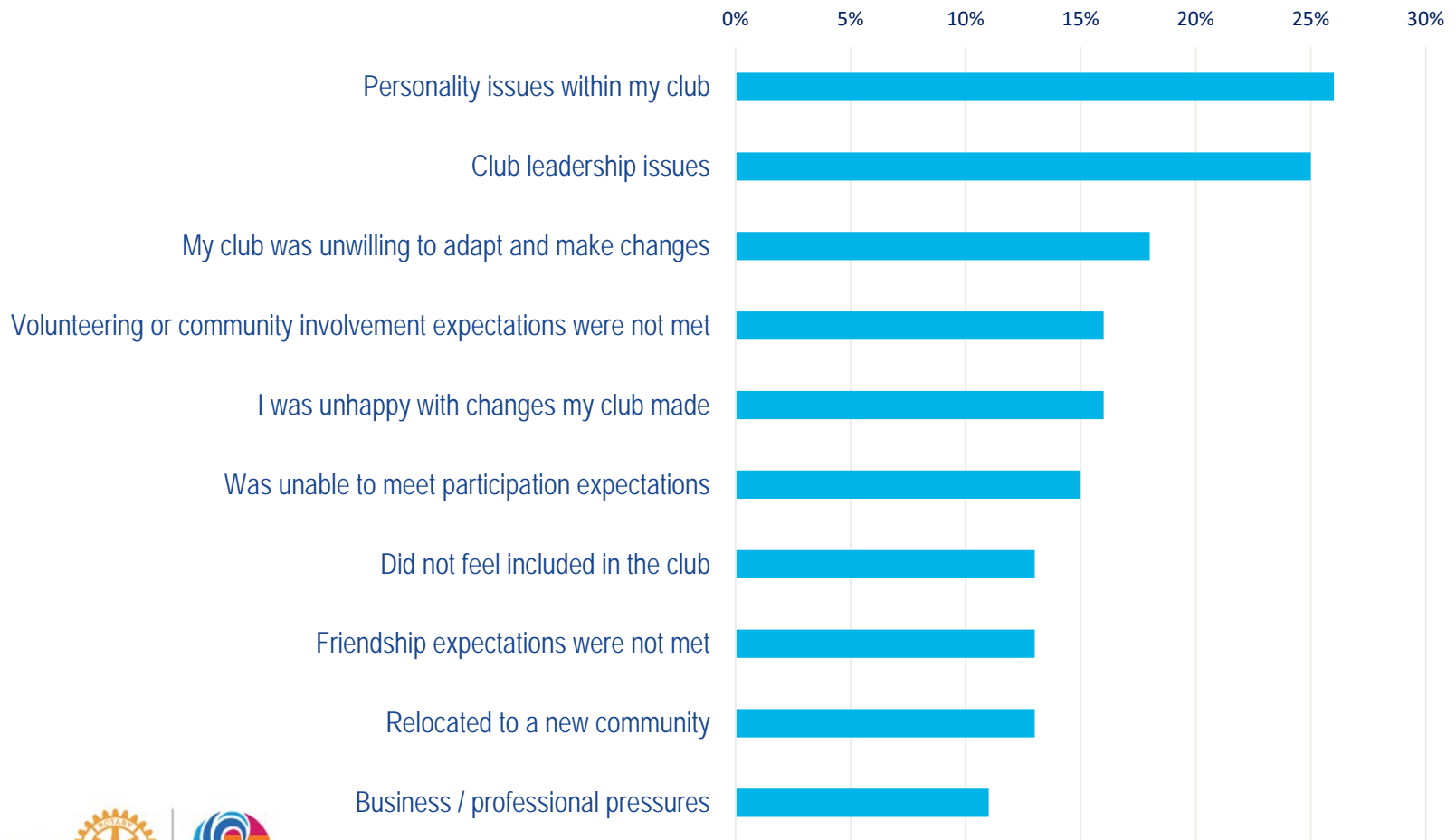
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## MEMBERSHIP RETENTION – FOCUS QUESTIONS

- What were the expectations of members when joining?
- What causes members to become disenchanted with their club?
- What causes members to terminate their membership?
- Would an individual terminate memberships with a club where they had strong friendships and bonds?
- Would an individual terminate membership with a club that continually conducted relevant and successful projects and programs?
- Would an individual terminate membership with a club where they had an involved role in its operations?
- Would an individual terminate membership with a club that held an esteemed role within a community?

# THE PRIMARY REASONS PEOPLE LEAVE ROTARY

## Why did you **leave your Rotary club?**



# MEMBERSHIP RESOURCES



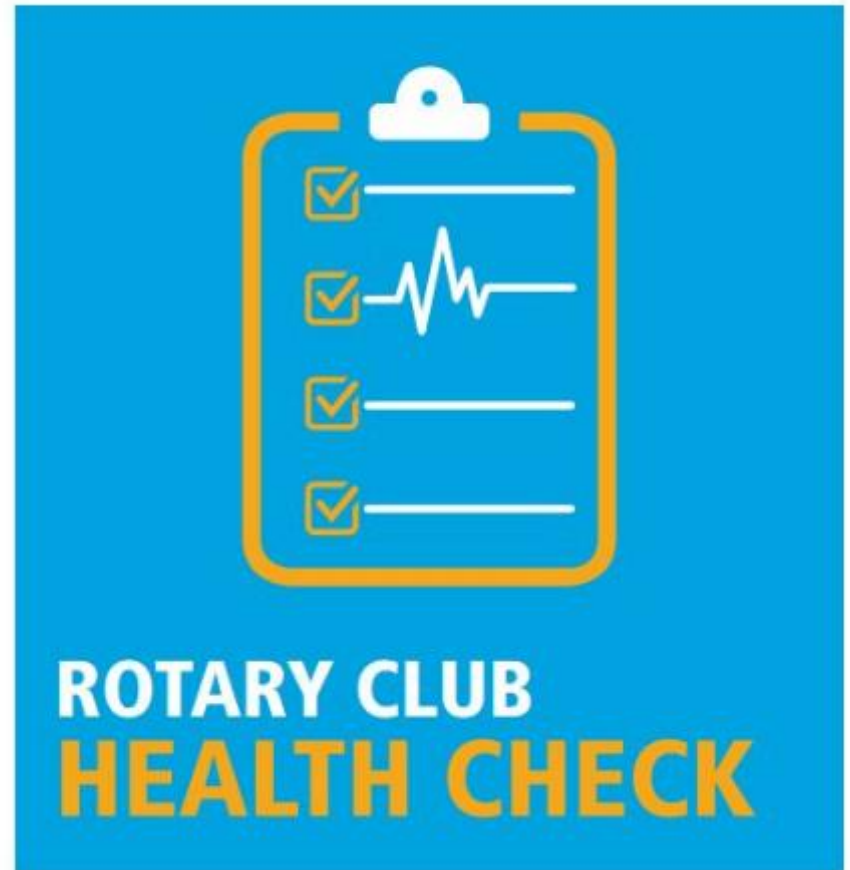
## ***Membership Assessment Tools***

- For club leaders to use for a more focused membership approach
- Includes diversity and classification assessments, member satisfaction and exit surveys, and more.



## *Rotary Club Health Check*

- Tool for club leaders to take their club's pulse
- Includes checklists to quickly diagnose what needs extra attention
- Suggests resources and ideas that can help remedy problem areas



# MEMBERSHIP RESOURCES

- *Proposing New Members*
- *Be A Vibrant Club*
- *Connect for Good*
- *Strengthening Your Membership: Creating Your Membership Development Plan*
- *New Member Welcome Kit*



# MEMBERSHIP RESOURCES

## Membership Resource Guide

- Listing of Rotary membership publications and resources
- Links included
- Updated quarterly



### MEMBERSHIP RESOURCE GUIDE

The names of hyperlinked resources appear with an underline and usually in a blue font and can be downloaded on [www.rotary.org](http://www.rotary.org) by clicking on the hyperlink, or ordered on [shop.rotary.org](http://shop.rotary.org) with the SKU number provided. If you experience any trouble when placing your order, please email [membershipdevelopment@rotary.org](mailto:membershipdevelopment@rotary.org) or [shop.rotary@rotary.org](mailto:shop.rotary@rotary.org).

PUBLICATIONS			
Name	Description	Audience	Available
<a href="#">Strengthening Your Membership: Creating Your Membership Development Plan</a>	This guide explains the process of creating a membership development plan and provides strategies and tools you can use to attract and engage new members.	Club presidents, district membership chairs, and club membership committees	<a href="http://shop.rotary.org/">http://shop.rotary.org/</a> (SKU: 447)
<a href="#">New Rotary Clubs Quick Start Guide</a>	This guide describes a nine-step process to create a new club, from the initial idea to the charter celebration, and beyond.	District governors	TBD
<a href="#">New Member Orientation</a>	This guide offers recommendations for developing each stage of your club's orientation program, from prospective member education to new member orientation.	Club leadership	<a href="http://shop.rotary.org/">http://shop.rotary.org/</a> (SKU: 444)
<a href="#">Be A Vibrant Club- Regional Leadership Plans</a>	Regional guides can help you to develop a leadership plan for your Rotary club. Find information and ideas customized to your region.	Club leadership	<a href="http://shop.rotary.org/">http://shop.rotary.org/</a> (SKU: 245A)
<a href="#">Connect for Good</a>	Colorful, eight-page guide shows how to get involved and connect with Rotary. Provides an updated overview on Rotary for all members.	Current members	<a href="http://shop.rotary.org/">http://shop.rotary.org/</a> (SKU: 595)
<a href="#">Membership Assessment Tools</a>	Learn how to create an effective membership development plan with these tools. Includes information on recruiting new members, retaining existing members, and organizing new clubs.	Current members	<a href="http://shop.rotary.org/">http://shop.rotary.org/</a> (SKU: 804)

REPORTS			
Name	Description	Audience	Available
Five Year History of Member Start Figures	Shows membership numbers for 1 July by region zone, for the year specified in the report name.	District and zone leadership	<a href="#">Rotary Club Central</a>
Membership Comparison to 1 July	Monthly report that shows a comparison of current year club and member totals with previous year club and member	District and zone leadership	<a href="#">Rotary Club Central</a>



# MEMBERSHIP BEST PRACTICES



# MEMBERSHIP BEST PRACTICES

- **Follow up on Membership Leads**
- **Ensure awareness of the membership tools available from Rotary and that membership information is reported promptly to RI**
- **Encourage development and implementation of new flexible membership options**
- **Focus on innovation, diversity, and ways to engage members in your Rotary club.**
- **Know your community! <https://profile.id.com.au>**

1. [LIVE ONLINE RI-LEARNING CENTRE](#)
2. MEMBERSHIP LESSON
3. STRATEGIES FOR ATTRACTING NEW MEMBERS
4. IS YOUR CLUB HEALTHY



# MEMBERSHIP SUMMARY– THE SIMPLE IDEAS

- **ASK!**
- **Create a list of potential members. Each current Rotarian submit at least 2 names, do it a couple times a year. Sources:**
  - Any new businesses or organizations in town to target
  - Track a list of former guests/speakers/programs
  - Diagonal Slice of classifications – who haven't you got or need more of?
  - Friend, Spouse, Children, Relative,



# MEMBERSHIP – THE SIMPLE IDEAS

- Work at home people
- Parents of Interact Students, former Interact members
- Former Members
- Be able to explain what Rotary is:  
“International Organization of people who share a passion for service in the betterment of mankind”
- Ask for “HELP” not volunteer

# MEMBERSHIP – SIMPLE IDEAS

- **Sell Benefits of Rotary – Positive Impact, Business Connections, Global Network**
- **Get new members engaged in the club, activities, and fundraising.**
- **Orientation of new members Rotary 101 is a must.**
- **Corporate Memberships**
- **ASK!**

# BE A VIBRANT CLUB

- **Have an established 3 – 5 year plan. (Vision)**
- **Set Goals and Revisit them regularly**
- **Club Socials**
- **Try new idea's**
- **Train people to be leaders – next level**
- **Everyone needs to get involved**
- **Survey members – like vs. dislikes**
- **Engaged in projects & Fundraisers**

# BE A VIBRANT CLUB

- **Good Public Image Chair – Social Media**  
– Facebook, Website, Twitter, WhatsApp etc.
- **Millennials & Women**
- **Accept Absences**
- **Evaluate – meeting times, venues, frequency, costs, meeting types**
- **Engaged in projects & Fundraisers**
- **HAVE FUN!!!**

# QUESTIONS

