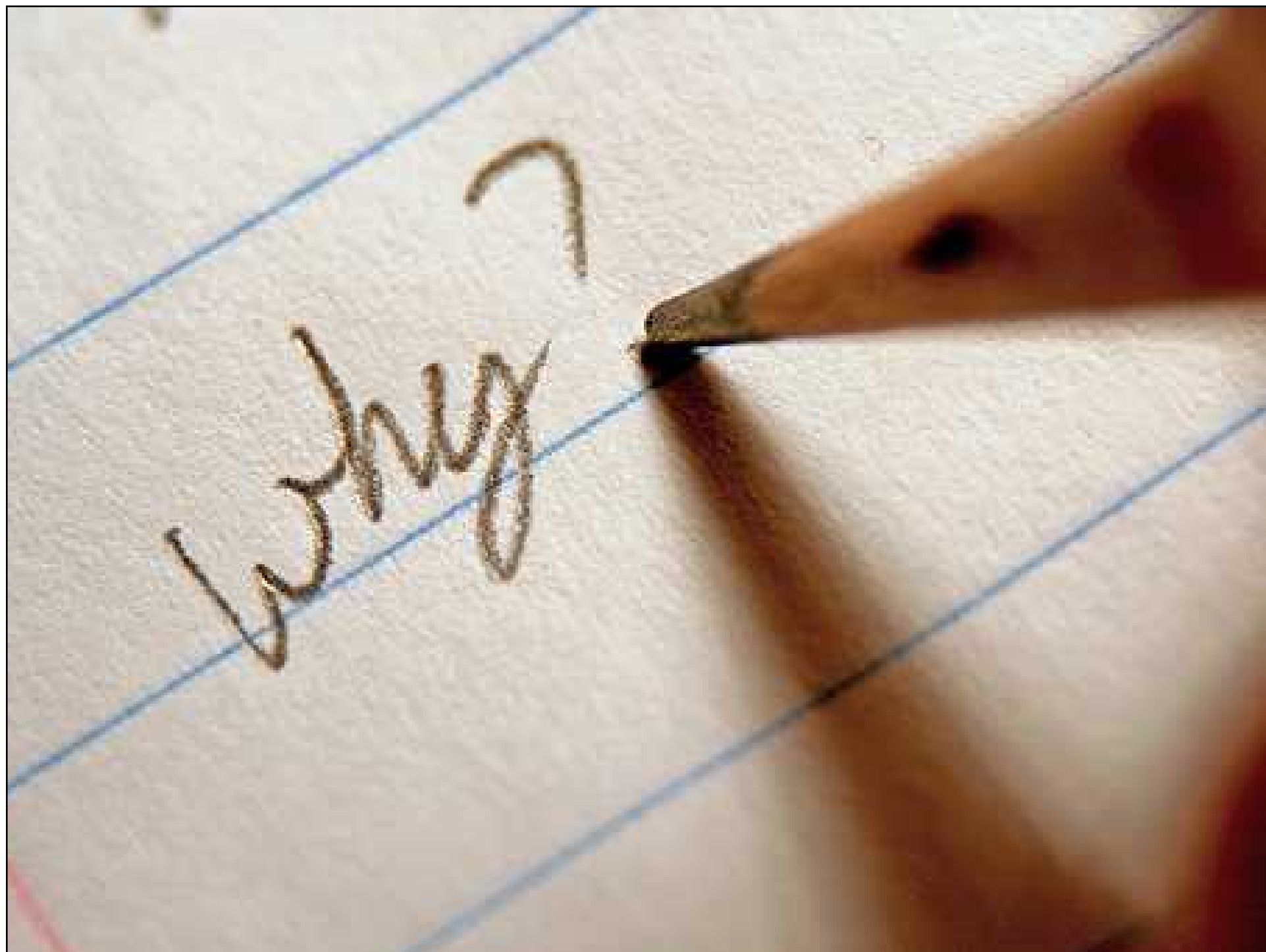


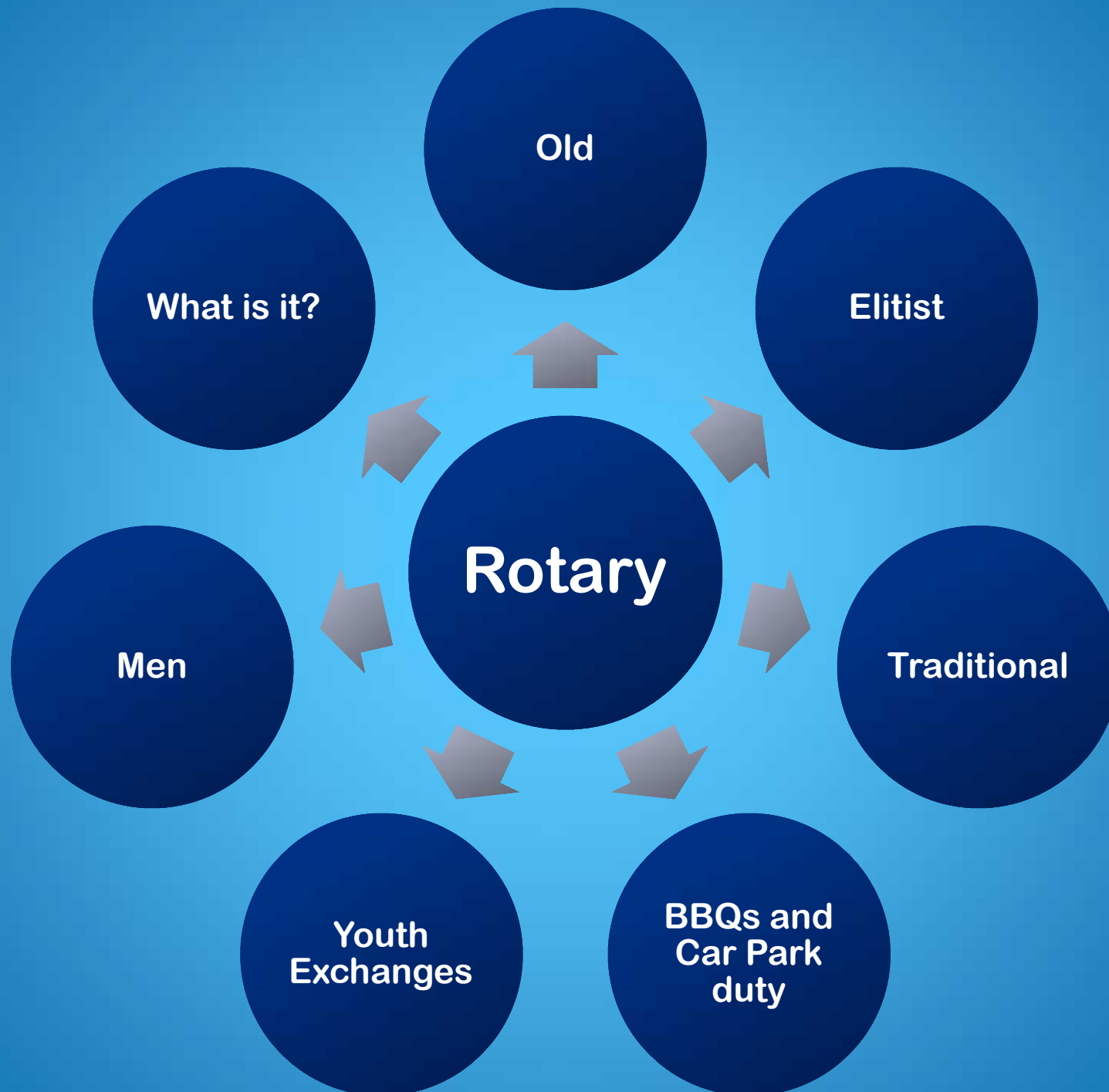


MEMBERSHIP

A presentation for the Sydney Multi
District PETS by Holly Ransom

Of Rotary's **1.2 MILLION**
members worldwide,
only **2%** are **UNDER 30**
and
only **12%** are **WOMEN.**





What we learn from this:

- 1. Rotary has a branding issue**
- 2. The current Rotary “brand” is failing to attract certain demographics**

Q. Who is your ideal member/your ideal membership demographic?

Q. What would attract them to your club?

Q. How do you market & communicate with them?

Touchpoints





Public

**Rotary
Meetings**

Communication

Club Structure

1. Public Perception

- **Media stories**
- **Social media platforms**
- **Logo and tagline**
- **Marketing materials**
- **Website**

2. Meetings

- **Location**
- **Breakfast, lunch or dinner?**
- **Guest speakers**
- **NO fine sessions**
- **NO traditional meetings**

3. Communication

- **Social Media platforms**
- **Email bulletins**
- **Automatic calendar invites**
- **Smart-phone enabled content**
- **Electronic quiz surveys**

4. Projects and Programs

- **Choice of fundraising projects**
- **Scholarship programs**
- **Leadership development program**
- **Mentoring program**
- **A focus on affordability**
- **Social Setters Team**

CONSISTENCY



Public

Rotary
Meetings

Communication

Club Structure

Rotary Club of Crawley



- 105 members
- 30 % under 30; 50% men and 50% women
- \$850k+ raised in the first two years
- Approximately 70% of our club are new to Rotary

Rotary Club of Crawley





PAY TO THE
ORDER OF

Global Polio Eradication Initiative

October 28, 2011

DATE

\$20,000.00

Twenty Thousand Dollars



Security
Features
Details on
back

Rotary Club of Crawley

⑆0000000186⑆

0000000529⑈

1000



Youth Scholarship Program

- Focus: Young Leaders and Diversity Scholars
- Funded by: individual donors
- Requirements
- Opportunities



Corporate membership

- Focus: Up-and-coming leaders
- Funded by: Corporates who get exclusive industry access to our club
- Cost: \$2000 per place for 1 year



www.rotarycrawley.org.au



Never doubt that a group of thoughtful and committed citizens can change the world, it's the only thing that ever has. Margaret Mead

social entrepreneur • not-for-profit leader • public speaker • leadership development coach • women's rights advocate • youth-led sector leader • consultant

Contact me at
holly.ransom@gmail.com
Find more information at
www.hollyransom.com



m: +61 (0)412 249 628 e: holly.ransom@gmail.com w: www.hollyransom.com

SACRIFICING PROFESSIONALISM FOR TRADITION



DISCLAIMER

My comments today are not aimed at all Clubs, just the ones where I pinch a nerve. I am just one Rotarian saying what I think and feel, which I'm sure others agree with.



SACRIFICING PROFESSIONALISM FOR TRADITION



Change



Where are we now?



- There is only one District smaller than District 9690 in Australia
- Our membership has not grown since 1998
- The number of Clubs have dropped since 1998
- If the Board of RI wants to enforce Re-Districting, say goodbye to District 9690

“This club shall be composed of adult persons of good character and good business, professional and/or community reputation.”



But We've Always Done It
That Way



THE OBJECTS OF ROTARY

- *First.* The development of acquaintance as an opportunity for service;
- *Second.* High ethical standards in business and professions; the recognition of the worthiness of all useful occupations; and the dignifying of each Rotarian's occupation as an opportunity to serve society;
- *Third.* The application of the ideal of service in each Rotarian's personal, business, and community life;
- *Fourth.* The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service



SACRIFICING PROFESSIONALISM FOR TRADITION



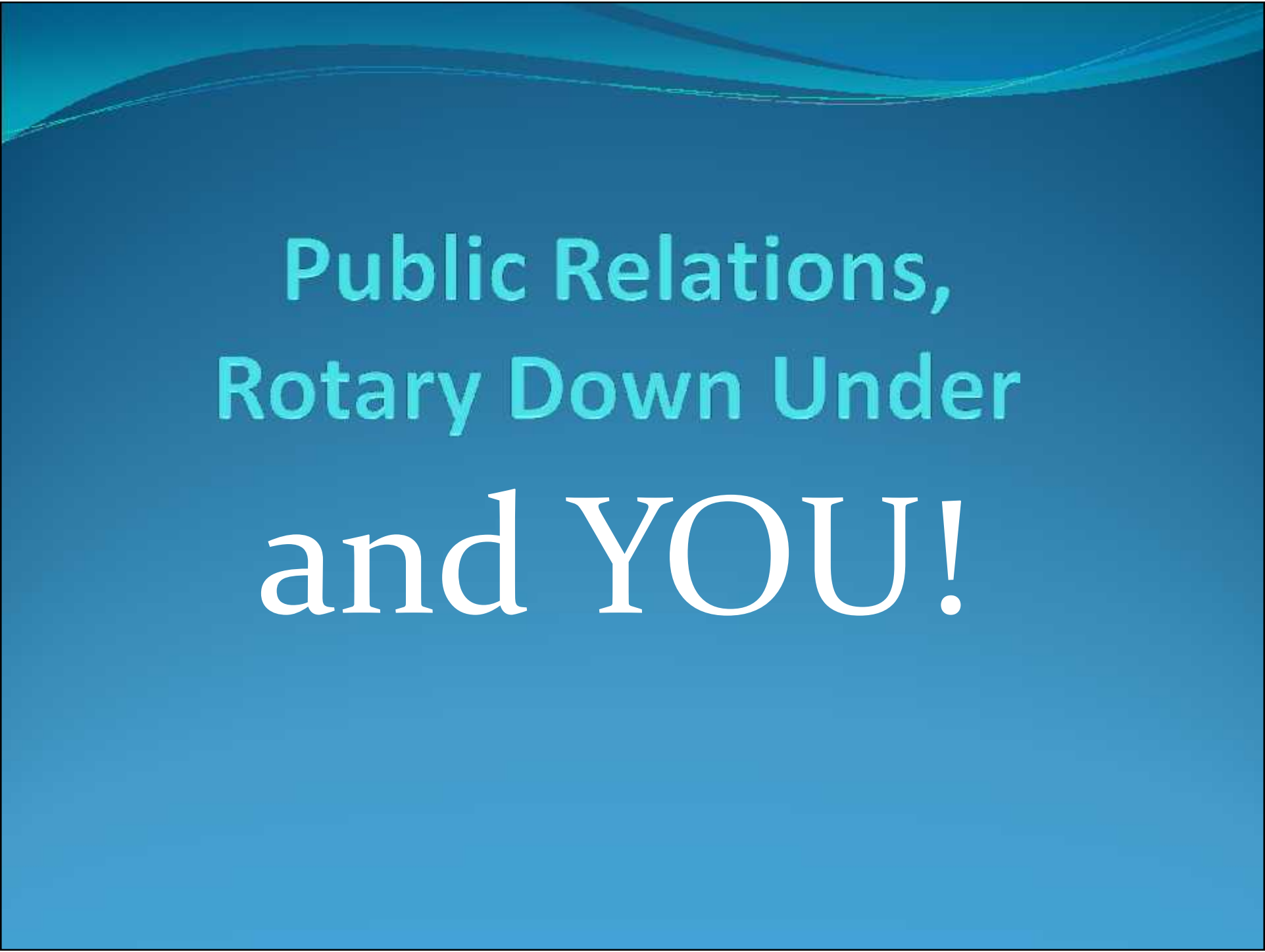


Peace

Through Service

Sakuji Tanaka

**Rotary International President
2012-13**



Public Relations,
Rotary Down Under
and YOU!

The background is a solid blue color with a subtle gradient. At the top, there are several thin, wavy, light blue lines that create a sense of movement or a horizon line.

Public relations in Rotary
is the responsibility of
every member
of every club

But what does that mean?

NEWS

Philip's standing tall now...

Thanks to the Crows Nest Rotary Club

LIKE most 15-year-old boys, Philip Hojgaard-Olsen loves playing his Xbox.

He also likes cycling, but both activities were hindered because he is suffering from Duchenne Muscular Dystrophy, which affects one in 3500 Australian boys.

This means he is losing his ability to walk and would have required spinal surgery.

But thanks to the Crows Nest Rotary Club, where his father Peter has been a member for 30 years, they raised \$33,500 to buy Philip a standing wheelchair.

The chair will enable the teenager's spine to bear more of a load, preventing any need for surgery.

Most importantly, he will be able to take part in activities with his friends," Mr Hojgaard-Olsen, of Freshwater, said.

"Without the chair, his social reality was affected. I don't see the share of fundraising on a local level; the people as I was completely limited for Philip to be able to benefit from this club's generosity."

Philip, a Year 7 student at Gillmer Heights high school, is not expected to grow taller than 150cm, but in his new chair he can face his friends at eye level. One of his favourite subjects is food technology, and the wheelchair en-



ables him to continue to cook as part of his education.

"He had virtually no strength left in his arms, but now he can rest his arms on a table or support, giving him more independence," Mr Hojgaard-Olsen said.

"Philip likes to make barbecue chicken and play his Xbox - and the wheelchair makes this pos-

ible, instead of being confined to home."

Club president Bruce de Graaf said they were delighted to help Philip, a very special boy. "We are trying to encourage the club members to fund these wheelchairs, and not the surgery for all of the other boys with this affliction."

BENEFITS OF STAND-UP CHAIR

- Place hands on eye level
- Can continue to cook
- Prevents need for surgery
- Prevents loss of muscle
- Allows 300% to 200% weight

Philip Hojgaard-Olsen gives his dad a tow using his new stand-up wheelchair. Photo: DAVID BROWN / PHOTODISC

Newspaper stories?

Television?

Radio?

Social Media?

Advertising?

Teacher. Mother. Poverty Fighter

Rotary is 1.2 million ordinary men and women working together to accomplish extraordinary things. Join us.

The Rotary Club of Balgowlah

Phone 1300 4 ROTARY



Rotary.
Humanity in Motion

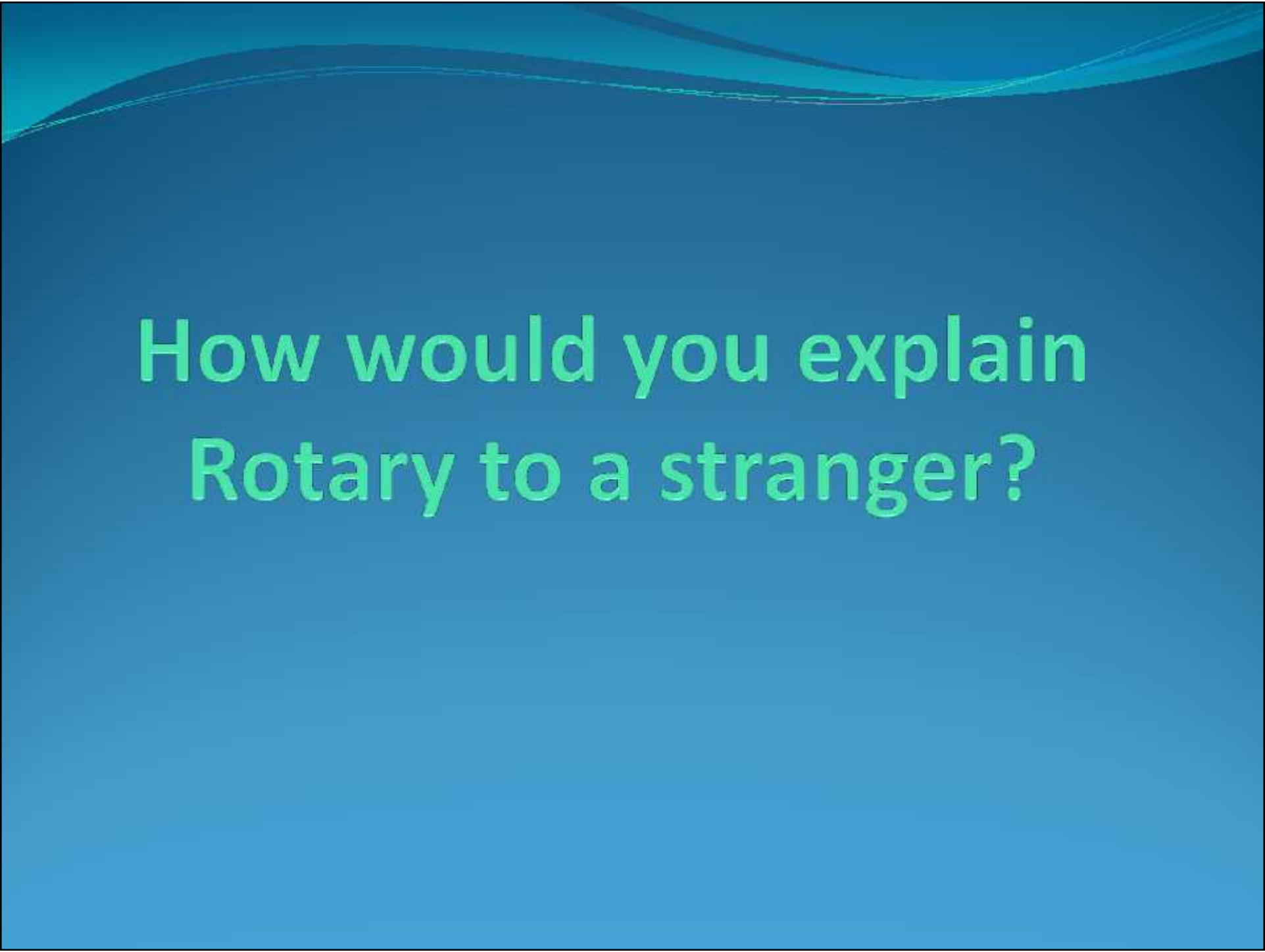


The answer is

Yes ... but

Word of mouth!!!






**How would you explain
Rotary to a stranger?**




Will you talk about sausages or saving
children's lives?

Will you talk about sergeants sessions or
Ambassadorial Scholars?

Will you talk about attendance statistics or
eradicating polio?

The background is a solid blue color with a subtle pattern of wavy, horizontal lines in a slightly darker shade of blue, creating a sense of depth and movement.

**If you don't know what's
going on, how can you be
fair to yourself, your club
and this worldwide
organisation?**

The background is a solid blue gradient, transitioning from a darker blue at the top to a lighter blue at the bottom. A wavy, white line runs horizontally across the upper portion of the image, creating a sense of movement or a horizon line.

**So where do you go to
find out?**



Crawley's Ransom notes

At just 21, Holly Ransom is one of the youngest upcoming Rotary Club Presidents in Australia.

She is also among her peers – more than a dozen members of her WA-based Rotary Club of Crawley are aged under 30 – and the bulk of the club barely tips the half-century. Holly is part of a club with almost 100 members that has an even 50-50 gender split, setting it aside from many clubs in Australia.

Holly is also part of a special cohort at the club, joining through a



Corporate Sponsorship program for members aged under 25. The program gives her, and 11 other accepted sponsored members, the opportunity to make contacts in Perth's business, not-for-profit and activist communities.

"Through the Rotary Club of Crawley, I've met people I would not have access to in my normal day-to-day life," Holly told *Rotary Down Under*.

The law student has already packed more into her 21 years than many will fit during a lifetime. She is a non-executive director at Global Voices, ambassador for Opportunity International Australia and past chair of the Young UN Women Australia's Perth Committee.

Current President Lindsay McLeod said one of the most frequently-asked questions since he took on the mantle in June was what his club was doing differently that attracted members like Holly.

"We have taken the national and international network of Rotary International and looked for ways we can fine-tune it to appeal to a new generation of people who are keen to give back to their community," Lindsay said.

"One innovation is to create sponsored club positions for people who would not normally join Rotary, like Holly, to give them exposure to the organisation. These sponsored positions come with a responsibility for the members to contribute in a meaningful way to both the club, and Rotary International. This has been one way we've attracted a strong membership base of young members who have brought enthusiasm to the Club."

All sponsored members are involved in the club through teams such as PR, membership, branding and projects.

Lindsay said another strength of the club was appealing to another bracket of membership who were not typical Rotarians.

"We have a strong base of members aged 30 to 50, many of whom are our team leaders. Many people in this demographic are building careers and families and often do not have the time to dedicate to an organisation like Rotary. Ensuring we have succinct, stimulating, interesting meetings and carefully-vetted projects gives these members, many of whom are women, the confidence that their time is being well-spent and invested in sincere community projects."

One of the club's recent successful meetings was a speed-conversation style meeting where Rotarians had just a few minutes to speak to a member, before they moved on to the next conversation. The concept was the brainchild of the club's youth committee.

Lindsay said the meeting was an inspiration as many members did not know each other particularly well and the ideas that came from the networking-based meeting were staggering.

The meeting was the latest innovation from the club, which also holds new-member nights hosted by club members to assist new members make friends in their early days, mentoring and buddy programs to assist retention, regular fundraisers, social events, and popular "soap-box" segments where members are given two minutes free rein to speak a given passion.

"These sorts of ideas do take courage and commitment to implement, but it has resulted in a vibrant community that our club is proud of," Lindsay said.

In its first two years the club has stumbled occasionally – the sheer volume of project ideas has been one of the major hurdles to deal with – but has struck a successful recipe for growth, retention, innovation and enthusiasm.

For more information on the Rotary Club of Crawley and its latest projects and innovations, check it out at www.rotarycrawley.org.au.

Peta Rule

Rotary Club of Crawley, WA

[Ed: Look for next month's feature on Peta, media adviser to Western Australia's Deputy Premier. You'll never be able to say you're too busy for Rotary ever again!]



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How to join Rotary

Dial 1800 4 ROTARY for details
of your nearest club. In New
Zealand, dial 0800 4 1801 4111

Links

Rotary Down Under



This Month in Rotary Down Under

- **Pride of the Illawarra: Emergency Services Awards**
- **Old clubs open sluices on flood donations**
- **Rotary Australia World Community Service: Special feature**
- **Global Outlook: A Rotarian's guide to sustainability**
- **Rotary Foundation and Mercy Ships unite**

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Latest News

February 1, 2012
[Event wheels in motion](#)
PREPARATIONS have clicked into gear for Castle Hill Rotary Club's 12th Tour de Hills Bicycle Classic on March 4. The charity bike ride will...

Rotarian Life & Leisure

This issue of Rotarian Life & Leisure

- **The back roads of La Belle France**
- **Explore your horizons: French Polynesia**
- **Healthy Habits: How that excess weight crept up on you.**
- **Flick Tix: Win tickets to The Grey, starring Liam Neeson**

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Photo Sales



Pictures from the Rotary Zone Institute in Brisbane (others club) and other Rotary event galleries

Pin It For Polio



Polio: Prime Minister Thanks Rotary

Your best PR resource

- Ideas for club projects
- Help when you need it: Speakers, videos, contacts
- Material for club bulletins
- Updates on all the big Rotary activities
- Free services like Rotarians Doing Business
- And most importantly, a chance to ...

Have your say . . .

That's not an honour ... this is an honour

So often we hear of Rotarians being honoured by their club with Paul Harris recognition billed as "Rotary's Highest Honour".

Nothing could be further from the truth.

Bestowing Paul Harris recognition to acknowledge community and club service is commonplace in Australia, New Zealand and many other parts of the Rotary world – and those who get them under such circumstances, understandably treasure them – but in reality, a Paul Harris medal is virtually a receipt from The Rotary Foundation for an important \$US1,000 contribution to continue Rotary's good works.

The highest of all Rotary awards, on the other hand, is the Rotary International *Service Above Self* award, and only 150 of the world's 1.2 million Rotarians get one in any given year.

The Rotary International Board recently announced this year's recipients, which included 10 names from Zones 20 and 21.



The Rotary Delegation, left, led by then President Ray Kingmonick, centre, Past RI President Bill Boyd, and PDG Tony Lee, of District 9680, meeting with the Vietnamese Government Delegation in Hanoi.

Challenge the conventional wisdom

And make people think!

EDITORIAL

Looks like we opened a can of worms



Mark Wallison
Editor Between us

Looks like we opened a can of worms by publishing a letter from a disgruntled former Rotarian in our July edition.

Entitled *Why I resigned from Rotary*, the letter sparked a response that I haven't seen to anything we've published in more than four years since I've been at *Rotary Between Us*, and to any letter we've published in the past 27 years of Bob Atkinson's experience.

It was a calculated provocation to assign it as the lead letter of the Mailbox section, and Rotarians have responded to the provocation.

A number of issues were canvassed in the letter, not the least of which was its anonymity. In deciding to allow an exception to our general rule against anonymous criticisms, we took into account the fact that we'd heard similar criticisms of clubs in the past, the fact that the correspondent bore no grudges against his old club and saw no reason to single it out when the problems he cited were far more widespread than at his club alone.

The lesson for Rotary in what our correspondent had to say is that we are always being assessed against the theories we espouse.



involved was too serious a way too cliché: downright unfriendly and rude.

This, of course, is common in just about any field of human endeavour in which people come together – sporting clubs, service clubs, businesses, schools, universities, even churches and religious communities.

Whenever people are gathered together, you'll find the same challenges. It may well be that the local president is a grumpy old so-and-so who doesn't do much of a job of reflecting the values of the organisation he is supposed to represent. But he's just one person, and his behaviour does not represent the values of his religion, just as a grumpy boss doesn't necessarily reflect the ethos of his business, or a negligent shop assistant does not reflect the business philosophy of the multi-national retail chain.

We're all entitled to have a bad day once in a while. It doesn't make what we do on

like any other organisation, Rotary is full of people of different ages, cultures and opinions, who react. We'd be surprised if we could all agree on anything but have shared someone we didn't like as a particular member of the

The lesson for Rotary in what our correspondent had to say is that we are always being assessed against the theories we espouse.

At the same time, it must be said that our correspondent himself served a year as President of his club and still felt powerless to make any real changes.

Is this an indictment of the club or of the man himself? Who can say without knowing the intricate details of the dynamics of that club? It is, however, a question that both the club and the new past President should ask themselves.

It's like to think that having gone through

Love us or hate us, just don't ignore us!

We also give your club a chance to show off

- Unique activities and projects
- No more than 300 words
- Your two best pictures

Please, no firing squad pix



See what a little creativity can do!



The Good ...





The bad ...





And the ugly!!!!



Oh dear ...!



Anything is salvageable



Which is why they invented Photoshop!

Be mindful of our image



We're not Masons!

Not that there's anything wrong with that!


What's an elevator speech?

It is the conversation you have in an elevator when somebody notices your Rotary pin and asks, "What is Rotary all about?"

Rotary is a worldwide network of inspired individuals who translate their passion into relevant social causes to change lives in their environment.

Stop resisting: face up to facebook, Twitter, etc, etc





**But all these social
mediums have to be
based on your website**

So keep it

- bright
- Friendly
- up to date
- and relevant!



Rotary Club of Crows Nest

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Member Log In

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Nest

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Club logo

Rotary Club of
Crows Nest
MC181

Join us for lunch at Northbridge Golf Club, Sailors Bay Rd,
Northbridge, on Mondays, 12.30pm for 12.50pm.

Welcome to the Rotary Club of Crows Nest

Rotary is a worldwide network of inspired individuals who
inspire their communities to relevant social causes for change
lives in their environment.

At the Rotary Club of Crows Nest, we're looking for inspired
individuals like you to join us for lunch on Mondays at The
Northbridge Golf Club to bring us your knowledge, expertise
and ideas to help us make this world a better place. If you've got an idea, we can help multiply your efforts using the resources of 30
fellow members of our club, almost 2000 Rotarians in our District, 22 Districts around Australia and 1.2 million Rotarians in more than
550 Districts in more than 220 countries across the globe. Many hands make light work!

Over the years the Rotary Club of Crows Nest has helped the Crows Nest Centre, North Sydney Boys and North Sydney Girls High
Schools, raised half a million dollars for the global End Polio Now campaign of Rotary International
and donated many thousands of dollars into organisations such as the Fred Hollows Foundation, Duchenne Muscular Dystrophy, Triple
Care Fund, the North Shore Heart Research Foundation and many, many more.

We do this by working on several fundraising projects throughout the year. It's hard work, sometimes, but in the company of our fellow
club members it's also a whole lot of fun.




Every meeting of the Rotary Club of Crows Nest is a public event, so you'll be made more than welcome. Check out our
weekly Lookout news bulletin for details on upcoming guest speakers, then contact our President, Warren Bolton (pictured)
to let him know you'll be there so we can make sure our caterer looks after you.

For more information on Rotary and Rotary Membership,
contact Mark Wallace on 0408 182436

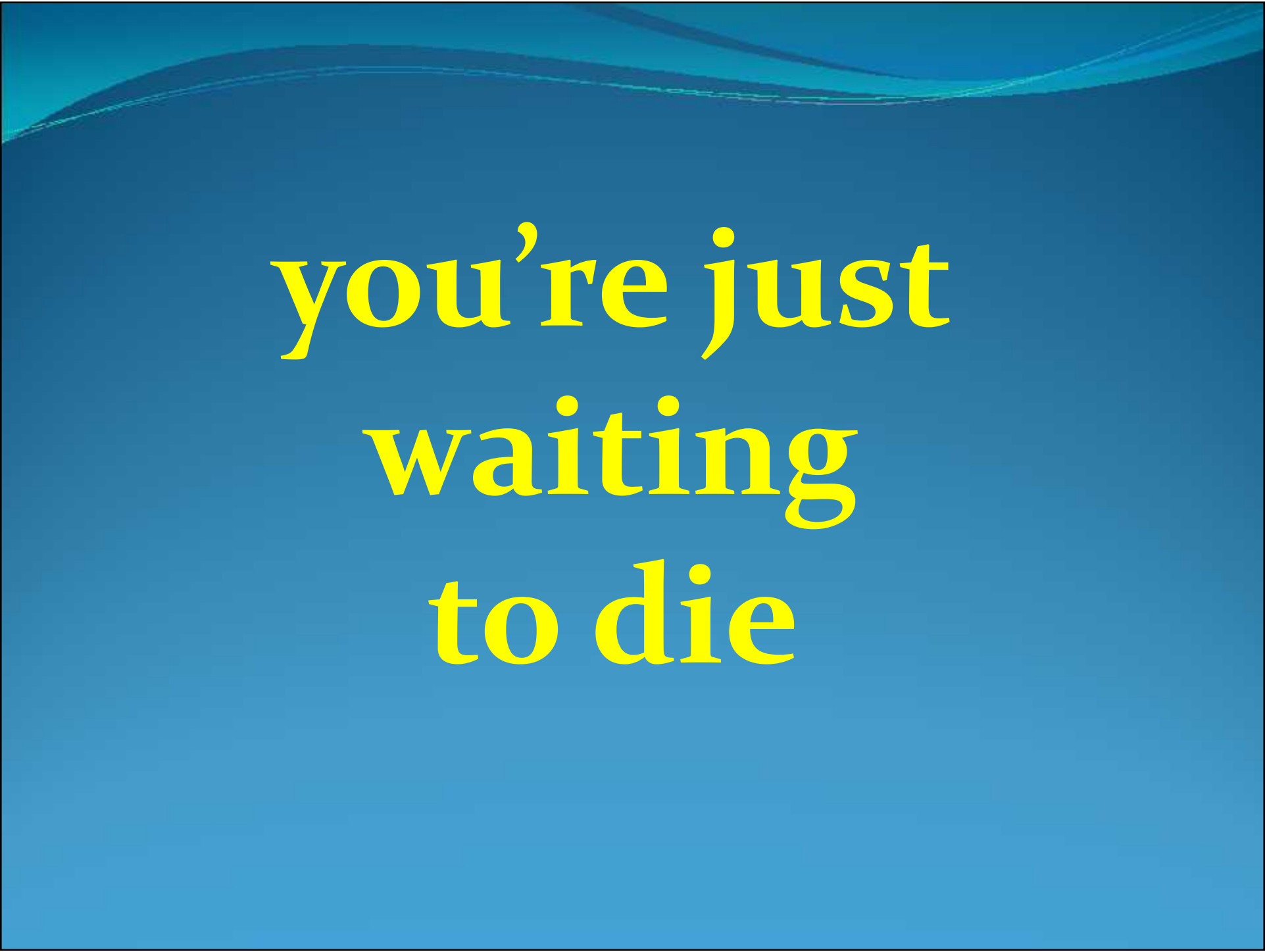


The only constant is change



The background is a solid blue gradient, transitioning from a darker blue at the top to a lighter blue at the bottom. A wavy, horizontal line in a slightly lighter shade of blue runs across the upper portion of the image, creating a sense of depth or a horizon line.

If you
don't keep
up . . .

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**you're just
waiting
to die**



What's your prognosis?



Building a Club Image





What Makes a Club Image?

Two Factors

- Internal Image
- External Image

It's all about getting the recipe right



Internal Image

First Impressions: *Good Venue & Easy Parking
Best Meeting Day & Time*

Club Culture: *Meet & Greet, Room Layout & Look
Members' Badges
Appropriate Speaker Gifts*

Meeting Format: *Structured & Run on Time
Ceremonial
Meal Options
Quality Speakers & Variety
Short Topical Sergeant's Session*

Quality Projects: *For both Fundraising & Donating*

Social Content: *Friendship Beyond Club Meetings*



External Image

Club Marketing Team: *Have a marketing person / team work on External Club promotion*

Community Links: *Strengthen Connection with Your Community & Local News Media*

Communications: *Club Bulletin, Website / Blog
Annual Report & Club Brochure
Information Pack
Facebook
R.I. News Media*

Contactibility: *Get Mobile*



Internal & External



**Try a new recipe
with improved ingredients**





Peace

Through Service

Sakuji Tanaka

**Rotary International President
2012-13**