

How to excite Rotarians

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Membership Director 2016-17

Definition

membership

/ˈmembəʃɪp/ 

noun

The fact of being a member of a group

“punters seeking membership to a Rotary Club”

synonyms; belonging, associateship;

. the members or the number of members in a group.

“our membership has grown by 600,000 the past year”

synonyms: members, subscribers, associates, representatives, attenders, fellows, comrades, followers

CONGRATULATIONS – YOU ARE NOW THE MEMBERSHIP DIRECTOR

Seriously, it's a good gig

They called for a membership director nomination at the AGM and while you stood still everyone else took one step back.

Congratulations.

The District team are here to help in any way we can...we aren't going to harass you or tell you what to do; the offer is there that we at the District level are simply there to help.

Work out the best way you can use us.

SET SOME GOALS

GOALS FOR THE YEAR

The District would be in great shape if each club could gain net 1 x new member. Make it a goal. Achieve the goal and then realign...make it 2 new members. Be like the Juggler....there is always one more ball.

Analyse your club – independently; ask a friend to come to a meeting to objectively evaluate the Fun factor. If it's not fun, you're doing it wrong.

Make everything you do an opportunity to shine your light so that others want to be a part of it.

YOU ARE NOT ALONE



DO YOU CURRENTLY FEEL LIKE THIS?



REMEMBER - YOU HAVE TONTO



THIS IS THE BADGE THAT YOUR DEPUTIES WEAR



Sage Words indeed

Geoff Brennan of the Rotary Club of Ryde shared with me his experience of getting into the unknown; which was how he first got into Rotary.

It could have gone one of two ways.

He has had a profound influence on me in Rotary.

Hit him up....ask him how it all worked for him.

FORMULA

RETENTION = R

retention
/rɪˈtɛnʃ(ə)n/ ▶

ACQUISTION = A

acquisition
/ˌakwɪˈzɪʃ(ə)n/ ▶

R + A = RA = RI

10(You) + $\sqrt{\text{Me}}$ = Us

WHY DO YOU DO IT?

Do you enjoy Rotary?

Are you proud of what you do?

Are you proud of your club?

Do you tell people about it?

If you are proud of the company you keep
and of your Rotary Club then why not
introduce the two.

ASK, ASK, ASK

Ask What? Join my Club. The high pressure “join my club” philosophy doesn’t work. They don’t stay.... Been there, done that.

Michael McQueen. It’s all my fault.

Mark Wallace found solace – he said to people he knew “You have such a kind heart – why aren’t you in Rotary?” It got them thinking.

Tell the club story; weave the dream around them so they can feel it.

HOW I FIRST HEARD ABOUT ROTARY

Warren Bolton PP Rotary Club of Crows Nest



THIS STARTED THE DISCUSSION





“

Rotary is unity
without
uniformity

RAY KLINGINSMITH

**THERE'S MORE TO ROTARY
THAN JUST GREAT SAUSAGES!**



Ask me about Rotary:
www.rotaryaustralia.org.au

Rotary
DOWN UNDER

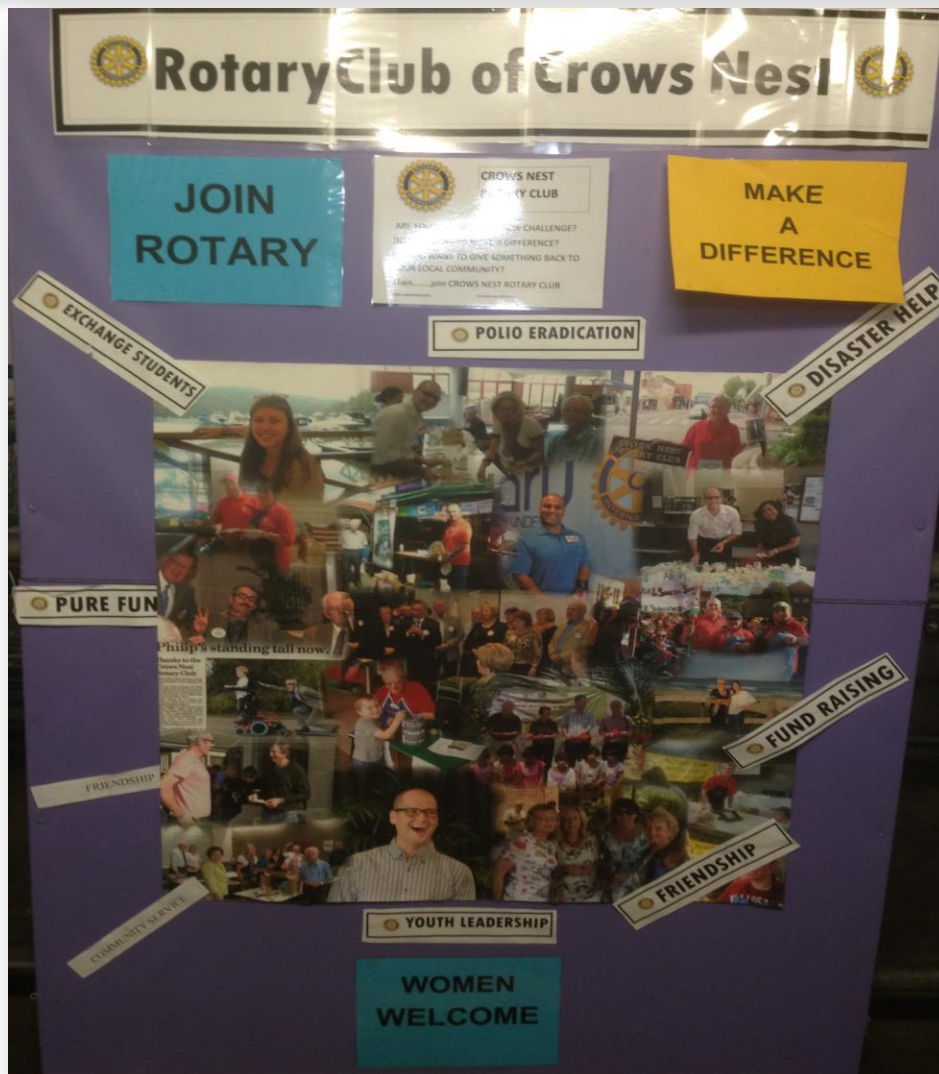




ROTARY CLUB
OF CROWS NEST
Service Above Self



HOW DO YOU SHOW THE PUNTERS WHAT YOU DO?



SOCIAL MEDIA – IT IS THE NOW; USE IT



MAKING YOUR PRESENCE KNOWN



WHO ARE THESE PEOPLE?



Training/ mentoring/ keep 'em busy

- We have the most wonderful programs that are eroded by acronyms. Job 1 – get the acronym out there, it's OK but get the corresponding program well known.
- Get yourselves to RYPEN/ RYLA/ MUNA. It is difficult to be anything but inspired at these events. You are encouraged and welcome to attend.
- Even Gnomes get to star in Rotary....9000 punters visited Glenbrook for the RC of LBM Aus Gnome Convention.....
- My big mistake... I didn't want to lumber a new member with work.... Chagrin. She left....



What else can you do

- Visit neighbouring clubs.
- Encourage members to attend other Rotary Club events.
- Get your PR team working like the DFG brand.
- Treat every person you meet as a potential member.
- TELL YOUR STORY!!!!!!!!!!!!!! In order for you to have someone listen, you need to be able to tell your story in such a way that they are drawn in.....
- Banners/ signs...make a banner that will fit to the gates of a truck – as a guide

What else can you do

- Start an Interact Club....an association with a local school is important. It gives natural progression through RYPEN, RYLA, Rotaract plus you get to associate with passionate parents
- Get involved with Rotaract. Young people keep you young.
- Get on Facebook...that's where people go.
- GRANTS...



BRANDING AT YOUR EVENTS AND HAVE FUN



YOU HAVE SUPPORT

We are here to HELP.



Just sing out....

There are some very talented people to assist you.

- Ross Pearse has been Membership Chair and is a fully engaged Rotarian.
- Lindsay May is the current Membership Chair and is also a lifer in the ranks of Rotary.
- Can I encourage you also to meet Geoff Brennan of the Rotary Club of Ryde, the man is an inspiration and is someone that everyone should meet, at least once.





Rotarian



What my family thinks I do



What my friends think I do

SECRET
SOCIETIES



What society thinks I do



What young people think I do



What I think I do



What I actually do

My Dad

**My Dad is seriously dirty on
you guys.**



WHEN NOT ASKING, ANNOYS PEOPLE

why?



WHEN NOT ASKING, ANNOYS PEOPLE

My Dad



WHEN NOT ASKING, ANNOYS PEOPLE

My Dad

The Development of a Modular Transport System — Freight Cells

WORKING CLOSELY WITH JETSROAD MANAGEMENT HAS MEANT POSITIVE RESULTS

Jetsroad sought to develop a secure, functional Freight Cell. The initial idea was born out of necessity and Jetsroad management came to Tubemakers to develop their ideas. Careful consideration was given to the various methods of handling and vehicle types to be used.

THE RIGHT WAY TO TRAVEL

Marketplace acceptance of the Freight Cell was immediate. The benefits of security and product protection offered by a modular system were obvious. Jetsroad realise that efficiency promotes profitability. Another client need was met with the introduction of 'quarter size' cells designed to integrate perfectly with the large cell.



LARGE FREIGHT CELL

2350mm x 1200mm over uprights x 2500mm overall height. Each cell will carry up to 1500kg evenly distributed load. Strategically placed floor bearers enable handling by fork lift, hand pallet jack and joe loaders also providing proper support to protect floors.



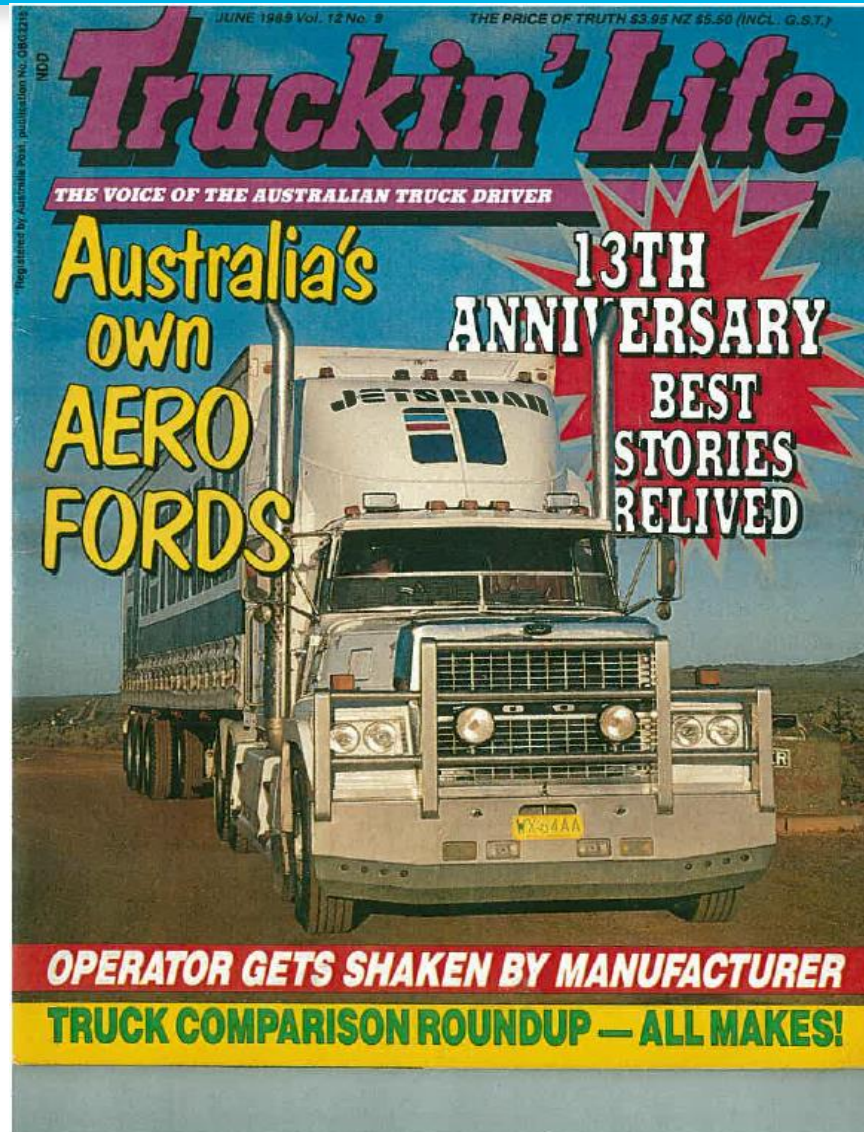
SMALL FREIGHT CELL

1180mm x 1180mm over uprights x 1120mm effective storage height. A ground clearance of 100mm is allowed for fork entry. Each cell will carry an evenly distributed

load of 1000kg and mounted on floor bearers will stack up to 4 high under load in warehouse or two high on road transport.

WHEN NOT ASKING, ANNOYS PEOPLE

My Dad



WHEN NOT ASKING, ANNOYS PEOPLE

My Dad



My Dad

My Dad is dirty because the first time he was ever invited to a Rotary meeting was after he had retired.



WHEN NOT ASKING, ANNOYS PEOPLE

Don't ignore valuable people who can give and have so much to give.

Not only can they, but often they want to and like my dad have no real avenue to do it.

Rotary can be that avenue.

You just need to ask why they aren't in Rotary yet.



INVITE ROTARIANS TO HELP AT EVENTS



INVITE ROTARIANS TO HELP AT EVENTS



INVITE ROTARIANS TO HELP AT EVENTS



A GOOD FATHER OR WHAT?



YEP A GOOD FATHER



YEP A GOOD FATHER



YOU WEIRDOS ARE MY TRIBE

WHEN YOU FIND
PEOPLE WHO NOT
ONLY TOLERATE YOUR
QUIRKS BUT
CELEBRATE THEM WITH
CRIES OF "ME TOO!"
BE SURE TO CHERISH
THEM. BECAUSE
THOSE WEIRDOS ARE
YOUR TRIBE.

