

Edina Morningside Rotary Club
22% Membership Growth in Past 3 Years

Rob Laughlin – Past President

Here are my thoughts regarding our overall success at growing the club:

1. Be “relevant” to all club members - We all have a lot of choices regarding where we spend & invest our time. In order to insure our club remains relevant to our members we conducted a visioning exercise in 2012. This past year we updated the results by conducting a survey of all members (which was put together and administered by one of our college interns). We had a couple of primary outcome objectives of this survey: give all current members a voice in what they want and expect from club membership and provide next year’s leadership team with a summary of results which they will use to influence how we run the club and spend time & resources.
2. Encourage member engagement, especially new members – Last year we started a “new member” service project concept. The idea was to empower and engage new members in a service project where they were the primary stakeholders. Our Pres Elect facilitated the project – the new members lead and ran the project. We are doing this again this year. We also are working hard to promote leadership opportunities on committees or the Club Board within the first two years. Where we have done this we have increased retention rates.
3. Weekly Programs – quality programs are a plus and were rated as a relevant item in our survey. I think we generally do a good job here.
4. Website & Social Media – while there is always room for improvement this is significant. Many of our younger members found us via these sites. I think we do a nice job keeping the website fresh. New info is posted weekly.
5. Have fun – Our club culture is pretty loose. While we are well organized, we try and keep things light in the meetings. While we stay on point, we take time to get to know each other and celebrate each other’s gifts. Heather is doing a great job with this.
6. Encourage family participation – spouses and kids are encouraged to join us for breakfast and/or other events. The more engaged the family is – the more likely a club member will be engaged.
7. Newer members are bringing in other new members – this is huge. Referrals and networking of newer members is the holy grail of increasing membership. I wish I had a patent on how this works... I think all of the above contribute to this.

Heather Haen Anderson - President, 2015-2016

Per our club visioning that Rob mentioned, our club goal is to be at 75 members by 2017. My goal for the year is to increase our membership to 72.

I also give credit to a couple of members who have been doing a great job of recruiting. Mary Brindle, Alan Goltzman and our PE Tom Gump, among others. John Sorteberg has done an outstanding behind-the-scenes job,

For my part, I have been in contact with new members within 30 days of induction to get them onto a committee.

John Sorteberg – Membership Co-Chair

Here are a couple of blocking and tackling points that I would add to what you say:

- Have the sponsoring Rotarian team up with Membership to personally invite the candidates to any and all meetings they can to really find out about the club’s culture and membership.

- Send each prospect an outline on Rotary's mission and purpose; the individual club's schedule; membership requirements, responsibilities and the process to become a member and 2-3 members' contact info in case they have any questions.
- Call or talk to the prospective members after each meeting to get their feedback and see if they have any questions. Follow-up any questions or requests that they may have as quickly as possible.
- Be aware of their concerns and time table for commitment.
- Do not be pushy, but once they show a desire for commitment...get the on boarding process done as quickly as the club's bylaws allow. Do not let this get stretched out.
- The induction should be serious, fun and welcoming.
- Get one or two members to be mentors to the new member.