



Membership / Women in Rotary / Community Corps

Presented by:

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Born to be a Rotarian !

My story



We've Got a Great Product !

- 1.2 million Rotarians from 34,000 clubs representing 200 countries and territories
- Local and international volunteer opportunities
- Inspirational speakers
- Network of people connected by shared values
- Professional development opportunities
- You name it

Obsessing Over Millennials?

Misconception

- Those darn millennials are ruining everything

Truth

- Millennials want the same thing out of their membership that all members want – the only difference is they are on the outside looking in rather than the inside looking out

Factors Influencing Membership Decision

- Cost
- Flexibility/Attendance Requirements
- Location
- Volunteer opportunities
- Level of engagement during first meetings and beyond
- Meeting Agendas/Speakers
- Others?

Get Creative !

- Trial Membership period
- Market other Rotary club times to increase flexibility of the membership
- Highlight your club's volunteer opportunities as well as our neighboring club's opportunities
- Bring friend to Rotary Day
- Encouraging Rotarians to host smaller get-togethers
- Co-membership plans
- Market Rotary initiatives and volunteer opportunities to non-Rotarians and potential partnering organizations

Keys to Success

- Reduce barriers to entry
 - Trial Membership
 - Reduced Costs
 - Flexible times/dates
 - Communicate attendance and involvement expectations
- Consistently engage existing members
 - Interesting Speakers
 - Communicate Volunteer Opportunities
 - Offer Leadership Opportunities to those interested
 - Coordinate with other clubs about their meeting times and volunteer opportunities

Share Your Best Ideas !

- Where have you had the most success in recruiting?
- Have you done anything new/creative to recruit/retain members?
- If you had to start a club from scratch, what would you do differently than you do today?

Women IN ROTARY

Women in Rotary!

My story



Why do we want to increase women in Rotary?

- We want MORE members
- They are underrepresented relative to our group population
- We want our Rotary clubs to grow and thrive into the future
- And.... (an unintended intention) niche marketing is much more effective!!

Recruiting sensitivities

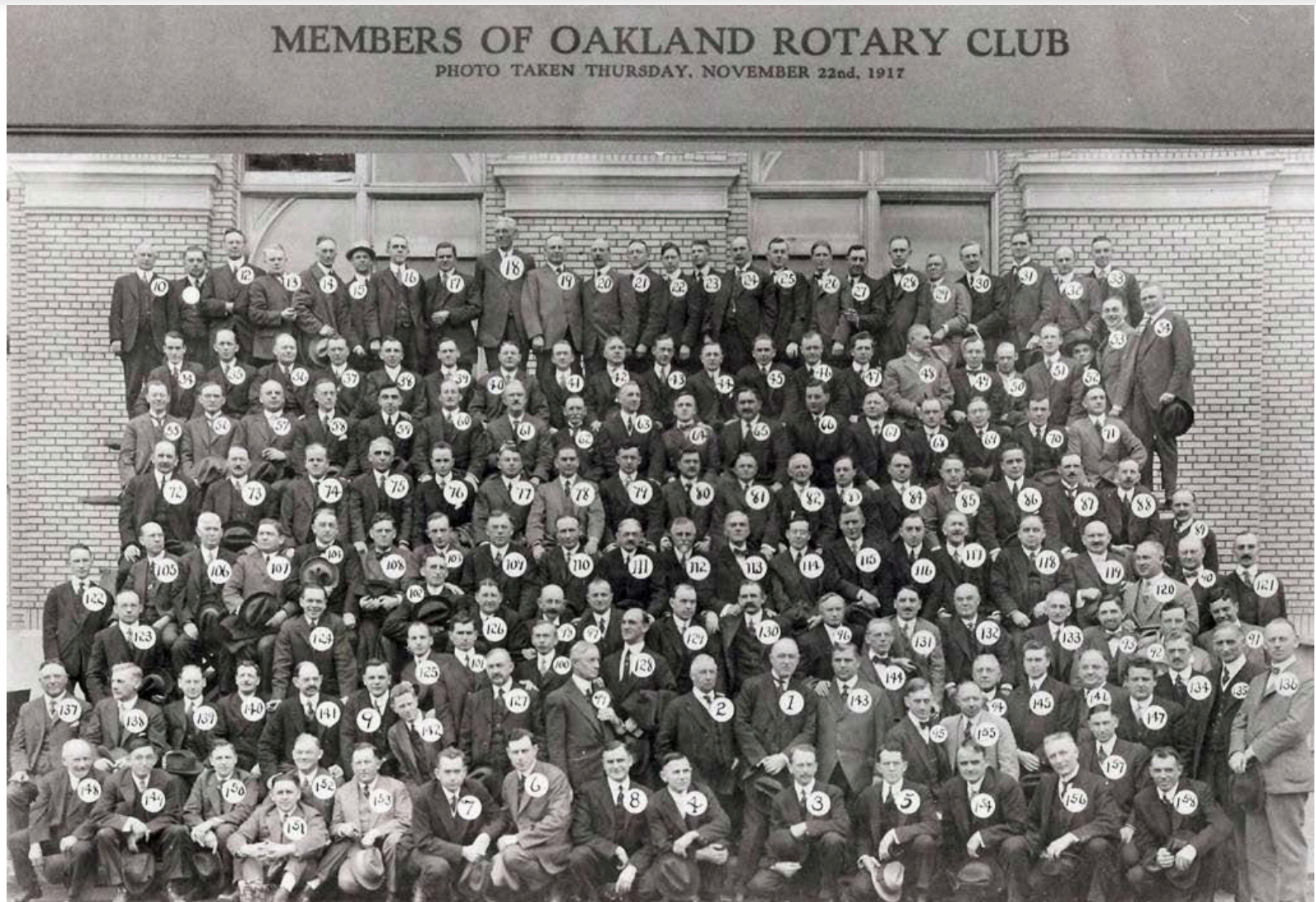


Focus on the WHY not the what.

Use your strengths



It is hard to recruit what you are not



It is hard to recruit what you are not

- Look to technology and engineering companies as examples
- No one has been trying to keep women out of Rotary since the 1980s yet women still only make up about 20% of the Rotary population
- This is not the same in other community service organizations. The American Red Cross was started by a woman.
- Our issue is that we were started as a mens only group and we have marketing work to do to let our community know that ALL are welcome (and have been for a long time)!!

The action plan: More women in Rotary

- **Make your club look more attractive for women**
 - Website/social media/brochure update
 - Family friendly events
 - Attractive at different stages of life (young mother, empty nester, retiree)
 - Career development - Leadership opportunities
 - Career development - Project management opportunities
 - Fellowship



The action plan: Look more inviting



Vs.



The action plan: More women in Rotary

- Friendship campaign
 - Ask your members to open their linkedin and facebook and identify friends that should be in Rotary and make the ASK
 - Create a spouse or co-worker membership category

ASK! ASK!
Ask! A
ASK! SK!

Questions?

- What are you doing to recruit more women members?
- Do you think the spouse/co-worker model would work for your club?



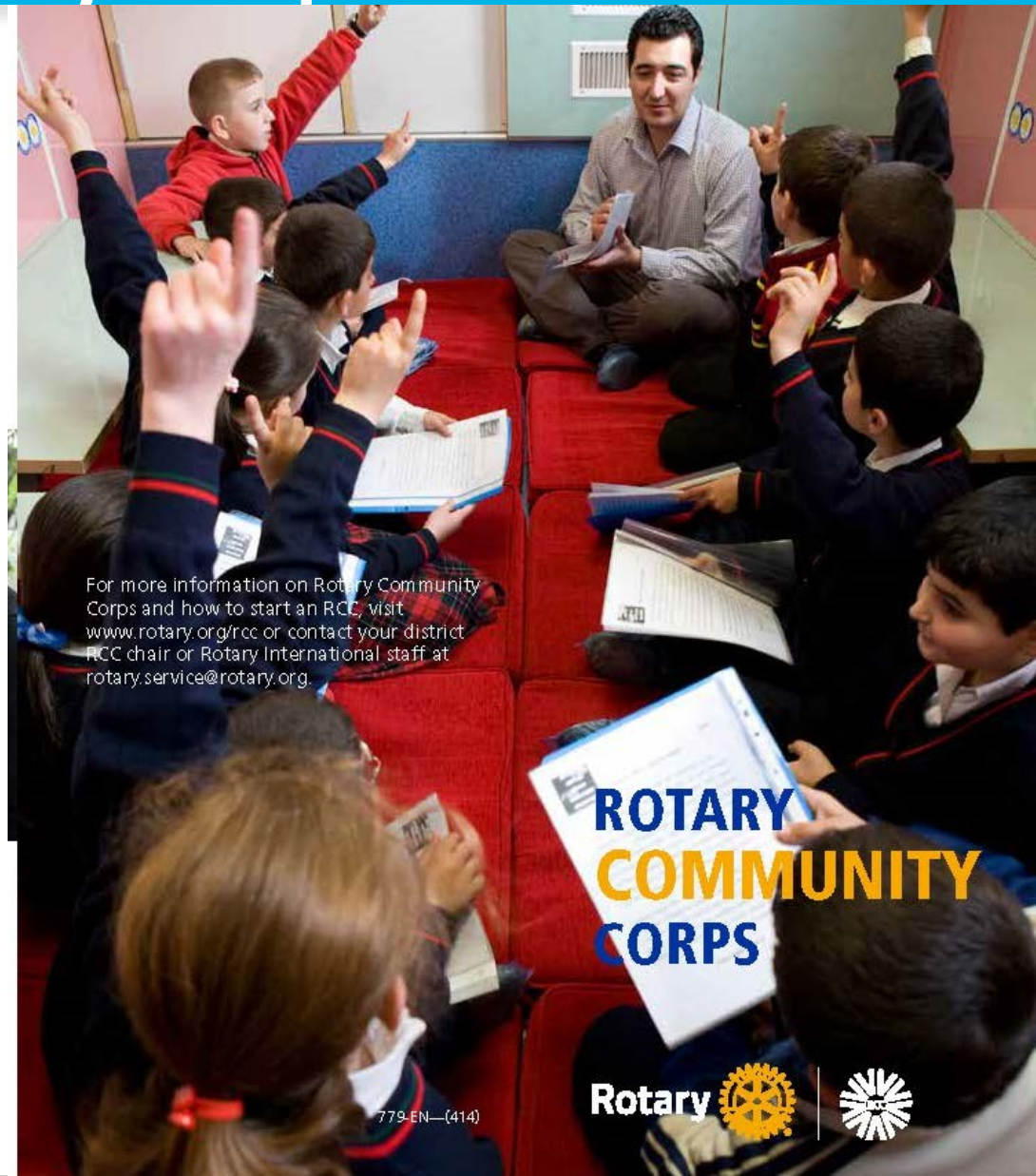
Steve Solbrack – St. Louis Park Rotary Club

District Membership Chair



Rotary Community Corps

- **Non-Rotarians**
- **Flexible partners in service**
- **Community solutions for community issues**



For more information on Rotary Community Corps and how to start an RCC, visit www.rotary.org/rcc or contact your district RCC chair or Rotary International staff at rotary.service@rotary.org.

Alternative Forms of Membership

Corporate Memberships

- Traditional – alternate members that are not full club members
- Additional corporate members pay RI and District dues
- Co-worker and spouse membership

Alternative Forms of Membership

- Club flexibility for meeting schedule, meeting format, attendance requirements, and membership types
- Family membership, junior memberships for young professionals, and corporate memberships
- Flexibility in policies on dues, attendance, and service expectations

Power of One to One Conversations

Engagement, Fellowship and Networking

- New members
- Unengaged members in year 2 or 3
- Long time members previously engaged, but no longer engaged
- 30 to 60 minute conversation over lunch or a cup of coffee
- You talk 30% of the time and ask questions and listen 70% of the time

Women in Rotary

Asking and Tracking

- The goal is 50.3% female membership in Rotary District 5950
- Gender neutrality to reflect state demographics
- How many of your club members bring at least one prospective member to a meeting each year?
- “I Asked”
- Set goals
- Measure, track, report, and recognize

Brainstorming and ideas from the group

Questions for discussion

- How will your club increase the number of prospective members asked?
- How will your club measure, track, report, and recognize?
- What's preventing your club members from inviting prospective members to Rotary?
- What must your club do to bring in more new members?





Membership

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