

D5450 MEMBERSHIP SEMINAR

R-E-R

02 APRIL 2016

RECRUITMENT

1. What members of the Club should be responsible for membership recruitment?
 - a. All members are on the membership committee
 - b. We have a few people who are also responsible for processing the application.

2. Steps for ongoing membership activities
 - a. All club activities should have a membership component with it. Bring brochures, cards, etc. to any outside activities.
 - b. Social activities – give membership info to any and every guest.
 - c. For special speakers – make sure that every guest receives membership activity.
 - d. Mead club has a social meeting that is not the same as their regular morning meeting. This has brought new members into their club.

3. Have guest/prospective new member protocol
 - a. Invite the guest back to the following week's meeting and to stay for 15 minutes or so afterwards. Ask "what is your interest". For example, if it is Kids, highlight your club's activities that involve those interests. Guide the member by their own interest.
 - b. Information packet – up to club if membership application is included
 - c. Give them an application, discuss cost and attendance requirements and more

4. **MFC – Membership Front and Center -**
EVERYTHING YOU DO IN ROTARY THIS YEAR IS A MEMBERSHIP ACTIVITY.
 - a. How is the Club leadership (president elect) getting ready? Meet with every member in your club as response will be better and more honest/frank.
 - b. When you meet with people, they have your back. You made them feel important. Find out why they joined Rotary and why they remain in Rotary.
 - c. Membership should say one 30 second line about membership and what is happening next week.
Remember to wear your pin.
 - d. Your club can use a satellite group to make the membership smaller at your main meeting. If you are even considering forming a satellite, reach out first to the District Membership Team or send e-mail to satellites@rotary5450.org.
 - e. Member survey – why are you in Rotary, why do you remain a member, consider a table talk discussion on these questions.
 - f. Organizations can't stay the same – instead they are either growing or shrinking. Keep them growing. Encourage people to bring guests and constantly recruiting to offset attrition.
 - g. Focus on fellowship – topic encouraged at the PETS meeting.
 - h. Get a Facebook page – helps new members come, advertise the club speakers, and younger members and prospects. **Focus everything on membership activities.** Post meeting notices in the Villager or other community newspaper when available.
 - i. Some clubs have a calling card inviting prospects to breakfast/lunch and/or a meeting.
 - j. Most people join service organizations because **they get asked**. Always know WHY people join Rotary and why they remain. Critical to answer both questions. Ask for advice on what they want changed. Why are they passionate about Rotary

- i. Meet newest members first and go up the list by years of service.
 - k. People need to know what Rotary does and why we are successful at what we do.
 - l. Need to shift cultural view from old white guys to a younger, more gender diverse club with flexibility. Our external image is still bad.
 - m. Clubs need membership goals for new members and member retention. Need clear goals that are in front of the club and talk about their goals and what the current status is.
 - n. If someone were to ask you about what you are most proud of – apply that to Rotary. Put pictures of activities on your phone. Show that to guests and prospects.
5. How do we get information and where
 - a. Beef up the club newsletters and have a list: photo of speaker and content, next speaker and calendar, announcements,
 - i. Highlights of speaker
 - ii. Committee news and project status
 - iii. Committee meetings date, time, locations
 - b. DG Mary Kay says that any guest gets a handwritten card of thanks in the mail with a note about our next meeting, saying “please come back”. That personal touch is very important. Get guest’s business card and information. Also, follow up with an email to that person. If you get a card – you must follow-up so they feel valued.
 - c. In Centennial – the greeter writes the nametag and walks guests around the tables, meeting everyone.
 - d. Have new member describe themselves when inducted or do a Meet the Member presentation.
 - e. Focus on membership by looking at profession/classification.
 6. **Orange dot** on a blue membership badge that is worn until they recruit someone as a member. Then the orange dot is removed. Alternative B: put a gold star sticker on the badge when they DO recruit a member. Makes it more positive when they join the recruit someone.
 7. Encourage members to **always wear their pin**, even when you are not at a club meeting or Rotary event. People ask about those pins which starts conversations about Club. Other Rotarians come up and talk to you too.
 8. **Rotarian Sticker** for backs of phones and front of Rotarian magazines to place in medical offices and such.
 9. We need a Rotary emblem at DIA with 5450 and list the clubs.
 10. Rotary is a ground-up organization for new members. It all starts with the Club.
 11. Local Chambers of Commerce often give Rotary clubs a non-profit membership rate. Good opportunity for increasing awareness and prospecting
 12. **Recruit parents** of the young professionals Satellite club/group/alternative meeting time members and ask them to visit the host/parent club and hopefully join. Ditto for Interact and Rotaract parents/relatives
 13. Get contact information for each guest, especially email address and send them club information electronically.
 - a. Have a membership person send them an email with Rotary literature and an invite to come to the district meeting.
 - b. Talk about RLI (Rotary Leadership Institute) and everything there is about Rotary.
 - i. New members should be invited to go and be reimbursed for the \$40 fee.

14. Have your membership application tell the prospect annual fees/costs and expectations of participation: events, meetings, projects. One club, Denver Southeast (DSE) actually has them sign a form saying that we have the right to collect past due amounts, even though DSE has never done so.
15. **Rotary Rewards:** Google it. RI has discount programs available.
16. **Corporate memberships** --some clubs have implemented this and Debi Bush has samples. Denver 31, Boulder and Denver Mile High have corporate members. Dues structure and rates may be different – it's totally up to the Club to set rates and expectations.
17. Request time at a Homeowners Association meeting of its members to educate about Rotary
18. **Share graphics and ideas, templates for all clubs in District to use so as not to have each club create materials from scratch**

RETENTION/ENGAGEMENT

1. Track attendance to see who is involved and not involved. This is not just meetings, but committees, events and projects.
2. Members need to be noticed and appreciated.
3. Need Family of Rotary committee to be active and involved so members feel like other members care about them.
4. Cards, ask for help, support during down times. Personal interaction is vital. Thank you notes, notes of care, etc. Send cards and flowers, deliver food – whatever may be needed.
5. FELLOWSHIP: People stay as members because of personal interaction. It is not just good projects. Need to know other members as friends.
6. Events that involve children often help those children grow up to be Rotarians. This can even include members bringing baby or toddler to meeting.
7. Need personal intimacy as a friend, show interest in their personal life that makes a club grow.
8. Rotary is more than policy, protocols and procedures to grow membership.
9. Millennials prefer text over emails for notifications.
10. Have option, if possible and need exists, for live streaming of weekly meeting for members who can't make the meetings due to travel or health.
11. Meeting has to be (1) beneficial and (2) intriguing (fun, humor, engaging)
 - a. Almost always a skit at one club's meeting. Starts as an announcement and turns into a short skit for up to 5 minutes. Related to some club event or project. Funky and really funny. Keeps meeting light and moving.
 - b. Happy Bucks or Dollars
 - c. Raffles – can use as a fundraiser. Money pot grows until someone wins. So people buy a raffle ticket and the dollar goes into the pot. The speaker pulls out the raffle ticket at the end of the meeting and the member gets to go to a bowl full of marbles. If they draw out the single clear

marble, they win the pot of money. Drawn marbles are not returned to the bowl until the money pot is won by a member. Then, it all starts over again.

12. Book clubs, poker nights, bridge groups, Ladies Night Out, potluck dinners --- all build fellowship.
13. Rotation Day at a member's company is a good way to build fellowship.
14. Some clubs make a part of the member's dues include a RI/PH contribution. That helps the entire club get their PH (Paul Harris) status.
15. Club members who don't get along and don't work together: get between them, teach them to value each other through the "eyes of the good Rotarian".
16. Some clubs allow spouses to be members of the same club, without issue. This is a club by club decision. There are several clubs with both spouses as members.
17. **Dutch Treat:** 2 lists of members that are **randomly matched up for a monthly coffee/lunch/meal**. That forces members to reach out and meet new people.
18. Good service projects that build fellowship and keep them active.
19. New Members (and tenured): Attend the 3 courses of Rotary Leadership Institute (RLI) to learn more about Rotary at the club, district and international levels. Many clubs pay for the registration as an investment in the member and thank you for investing time in Rotary education

ENGAGEMENT

1. How do you keep a new member engaged?
 - a. Some clubs use Mentors to sit with new people, call to make sure that the members are coming to the meetings, are not sitting alone
 - i. Members volunteer to be mentors with a documented list of what the expectations are. This helps with a red to blue badge (onboarding) process, introducing them around, inviting them to committee meetings, board meetings, social events, etc.
 - ii. Help the new members feel valued **in the beginning**.
 - iii. Some clubs have the member sponsors become mentors. Good/bad: people who don't understand mentoring may be unwilling to bring in a new member to avoid the responsibility.
 - b. New Member Orientations
 - i. Quarterly or bi-monthly
 - ii. Need to invite all members to attend.
 - iii. Put it on the red badge requirement list – suggested, but not mandatory.
 - iv. Look at University Hills New Member Handbook
 - v. Make people sit with different people at the clubs – talk about different subjects. Don't lose that small town feel.
 - c. Home Hospitality - members host small dinner parties in their homes, potluck. Other members go to meet their peers. Great way to get new members involved too.
 - d. Rowdy Rotarians – meet monthly at an area bar – all dutch treat and gather for a happy hour, telling stories and having a good time.
 - e. **It is harder to leave an organization where everyone is your friend.** Glue that holds everyone together. Think about family events, out of the box events to bring people together. Must make the meetings fun. Keep weekly meeting entertaining.
 - f. Mentioned lady who brought props with her at the PETS meeting.

- g. President dressed up as a leprechaun to open the club meeting
 - h. Send out a Thank You note to guests for attending and for speakers too. The speaker Thank You notes are ready at the meeting and tell them that an additional donation is made in their honor and what the donation's impact is.
 - i. RI and Peace Corps members – means that we can get retired Peace Corps members to join the club.
2. New Member Orientation teaches members quickly about Rotary
- a. RI relationship to club
 - b. Acronyms/Rotary alphabet soup
 - c. Expectations
 - d. New member coffees, chats are similar.
 - e. Past president video tape of Why Rotary and what Rotary meant to them.
 - f. Some clubs upload club presentations on YouTube for members to watch later.
3. Need to meet with new member and **find out what their passion is** and match their passion with club projects.
4. Induct a person and give that new member a job and a responsibility at each meeting. Gives them a purpose to come and not be shy.
5. **Corporate memberships** – get 2 to 3 people as members from a corporation. Allow them to switch out seats with their members or can expect more than one to attend weekly meetings.
6. **Rotarian Of The Month / Unsung Hero**
- a. Recognize a member for work behind the scenes and give them some credit. Members can nominate other members.
 - b. Continue to introduce the new member at each meeting for the first 1 or 2 months: New Rotarians, Visiting Rotarians, Guests
7. Buddy up with Rotary clubs in your Area for socials like rafting, hiking, biking, happy hour, paintball,...