



District 5450 Membership Best Practices

District 5450, January 24th, 2023



Welcome!!!

Glad you are participating!

The goal is to help build Rotary through Membership!



Today's content:

- **Let's build our offensive strategy**
- **Erie Club's Guide to Membership**
- **What our clubs shared**
- **Q & A**



Jim Rohrer

District Membership, Co-Chair

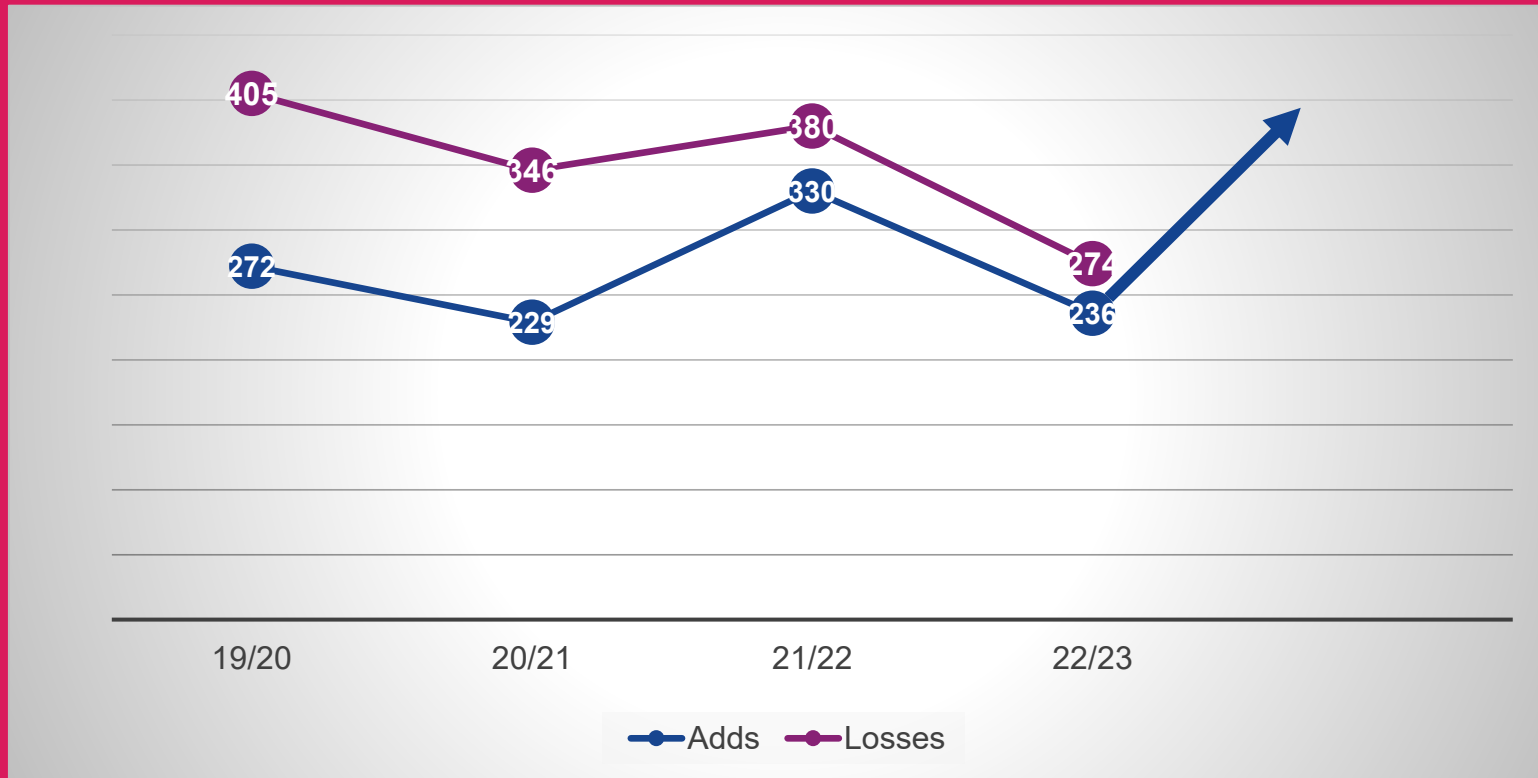
“I have been a Rotarian since 2001 when I became a charter member of Mountain Foothills. During my year as president of the club, we won the growth award. For the last several years I have served as Visioning Chair for our district.”

Member of Mountain Foothills
Club

Phone: 303-679-0144

Email: jim.rohrer2@gmail.com

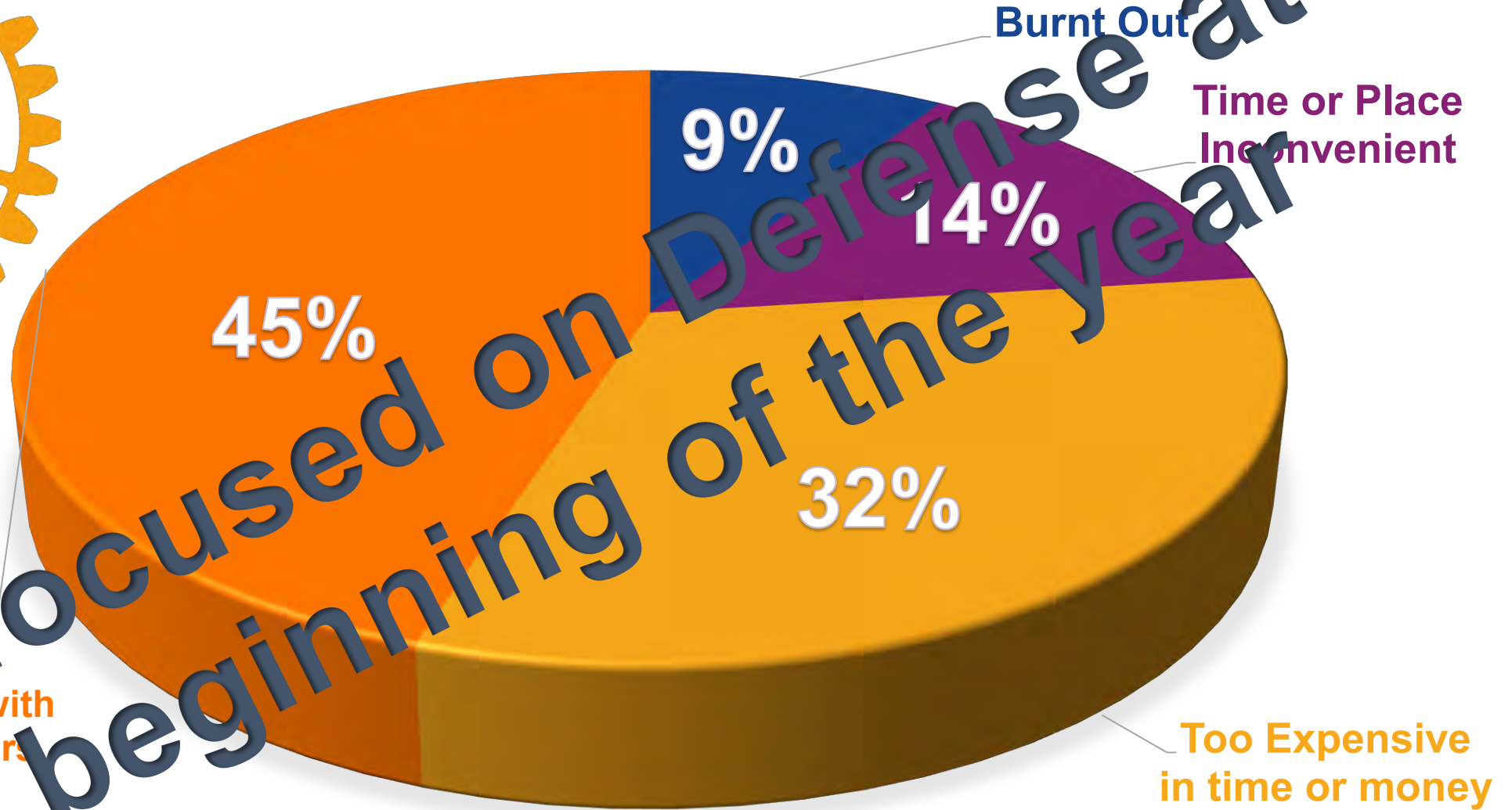




- **Membership Summit in August Helped with Retention**
- **38 of 59 clubs in the District are either even or positive with their membership**
- **One new club and one satellite club are in the works**



WHY ARE WE LOSING MEMBERS?



Lack of connection with club members

We focused on Defense at the beginning of the year

Too Expensive in time or money

We need to go on the offense!!





Kevin Taylor

Membership Chair, Rotary Club of Erie

Member of Erie Club

Phone: (303) 502-0810

Email: kevin@investmentwithinsight.com

“I believe Rotary is great and I want to see it be successful in Erie, but I couldn't even find my local Rotary for 10 years...

I think membership is the lifeblood of any charity or club. It can be the engine that drives us forward and gets us the skills and resources we need to be successful on any project. We need to introduce the legacy of interaction and community that Rotary has, to the next generation of automation and process that young and busy people expect. If we want younger busy people to commit their time, we need to get more from it.”



Rotary
Club of Erie Colorado



Membership Review

Our Tools, Message, and Methods

Membership Review

We have two channels we are using everyday to recruit, develop and galvanize a community of like minded Rotarians and potential Rotarians:

- Facebook
- Retail

We have the beginning of a brand, we are followed and “liked” by local politicians and business. Our presence is “active” and “fun”.

We are building on the “What is Rotary?” issues, by telling our story

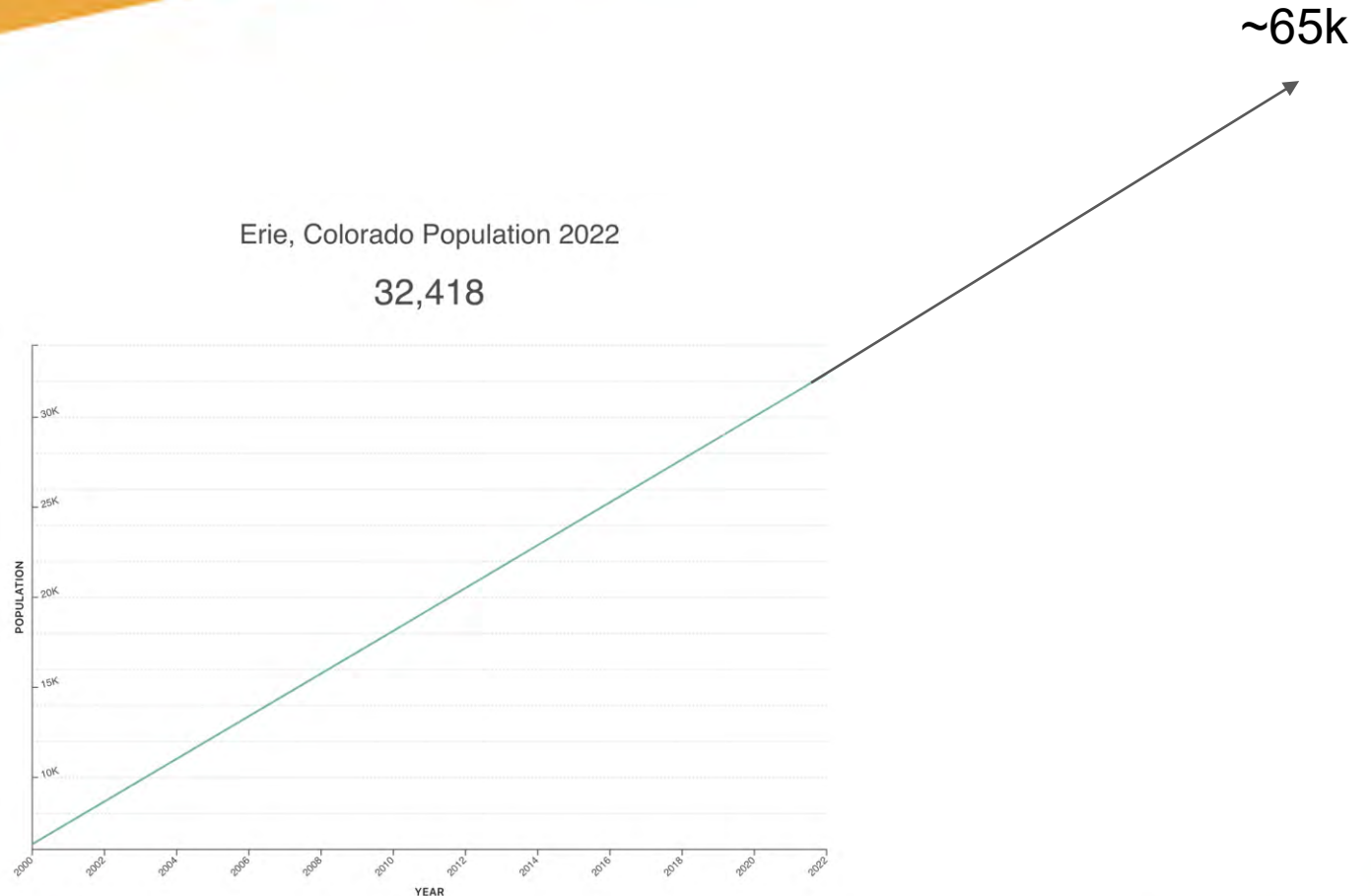
Growth in the Area

We are just trying to harness growth

- Erie is growing at >4x the national average and >3x the colorado average
- They come from other places - duh!
- People want instant community

We need to move past COVID

- In 2021 the messages was: “get out of the house and volunteer”
- In 2023 the message will be “find the coolest people to volunteer with” (Community)



Engagement



New "Engaged" Member

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Facebook

Why Facebook?

- 1) Its where people live
- 2) It's manageable
- 3) It's consistent
- 4) It's our demo
- 5) It's free-ish

The Top 10 sites for 2021 were:

1. TikTok.com
2. Google.com
3. Facebook.com
4. Microsoft.com
5. Apple.com
6. Amazon.com
7. Netflix.com
8. YouTube.com
9. Twitter.com
10. WhatsApp.com

By Comparison, here are the Top 10 sites for 2020:

1. Google.com
2. Facebook.com
3. Microsoft.com
4. Apple.com
5. Netflix.com
6. Amazon.com
7. TikTok.com
8. YouTube.com
9. Instagram.com
10. Twitter.com

Facebook is working...mostly



Facebook is:

- Light - fun or funny
- Informative
- Brief
- Image Driven

Facebook is working...mostly

Building from a Zero Base, and that is always hard

Our highs are declining...

Established baseline (about
1k people per post)

Results

Facebook Page reach ⓘ

19,167 ↑ 20.1K%

3.0K

2.0K

1.0K

0

Jun 20

Sep 28

Jan 6

Apr 16

Jul 25

Summer Lul

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Club of Erie Colorado



How can we make Facebook work better?

We need more, and better pictures

1) Lots of smiling faces, sunny, bright and taggable



2) Wearing your vests



3) More Negative Space



How can we make Facebook work better?

We need to add videos

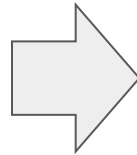
- 1) Engaging
- 2) Funny
- 3) People “like” them more

- 1) Super dumb
- 2) But prolific
- 3) Skew younger

How can we make Facebook work better?

We need to “share” more, and to more “places”

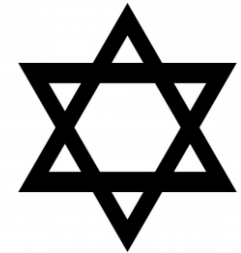
What people think
Facebook is...



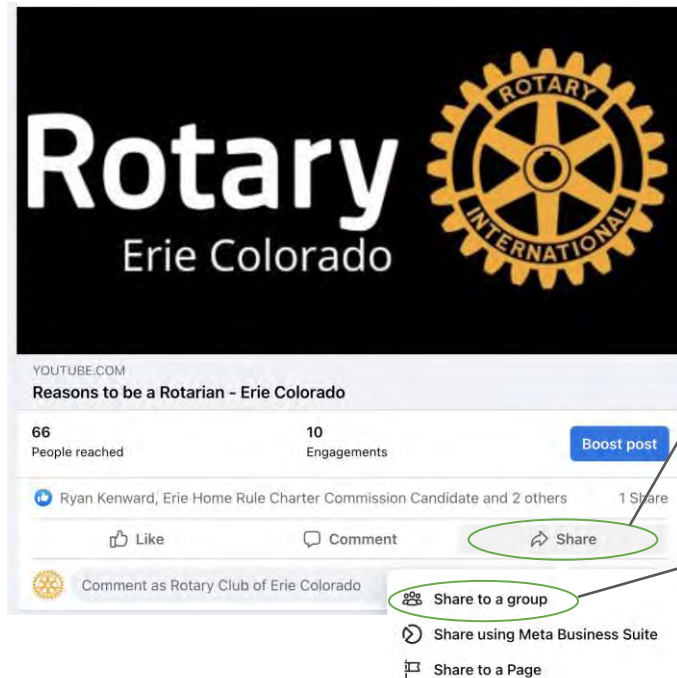
The Club and Charity for
Rotary
of Erie Colorado



Places where you
have credibility



How can we make Facebook work better?



This is good:

Message goes out to all your friend who follow you.
Your HS friends, your sorority, you family etc.

This is a broad and unfocused share that shows your friends and family that follow you.

But this is great:

The message goes to your neighborhood group, your homebrewing club, your kids schools

This targets people that are not your friend and family, but in your local community, clubs, and groups.

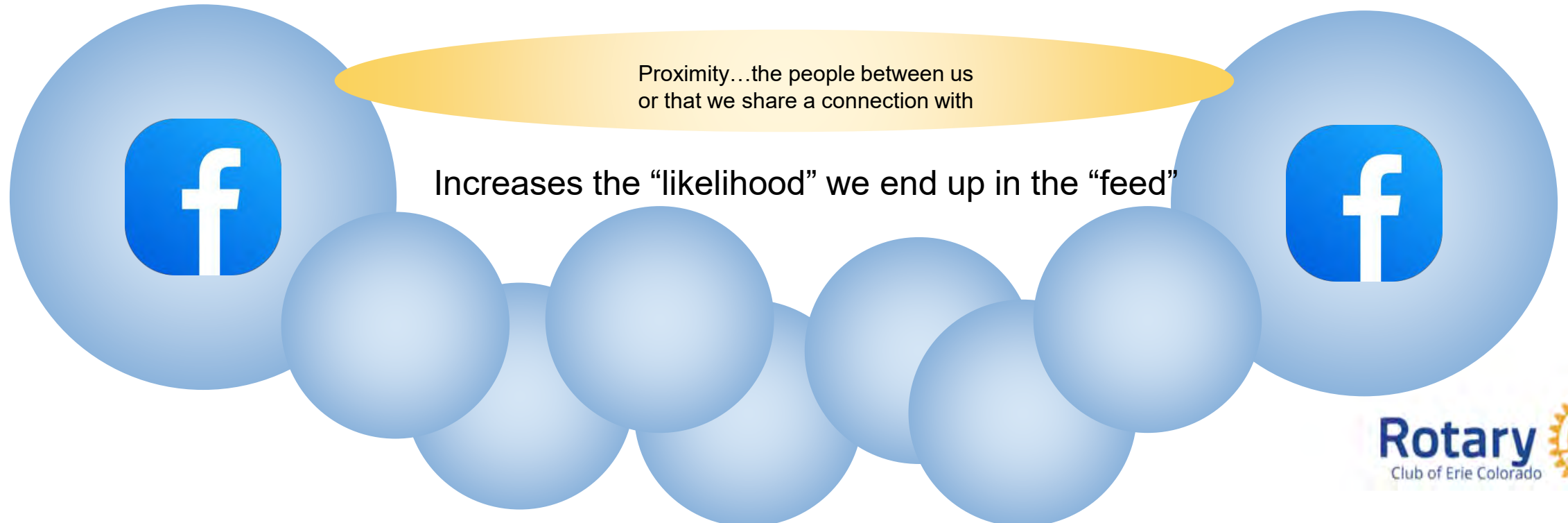
***Don't be a nuisance - people are really sensitive about what they deem topical. You can be an evangelist, and annoying with the same post. Have a thick skin and be mindful of your cadence. 1-2 a month is welcomed, +6 posts makes you a target.

How can we make Facebook work better?

We need to “like, share, comment” on each other more

Kevin

You



Facebook is working...mostly

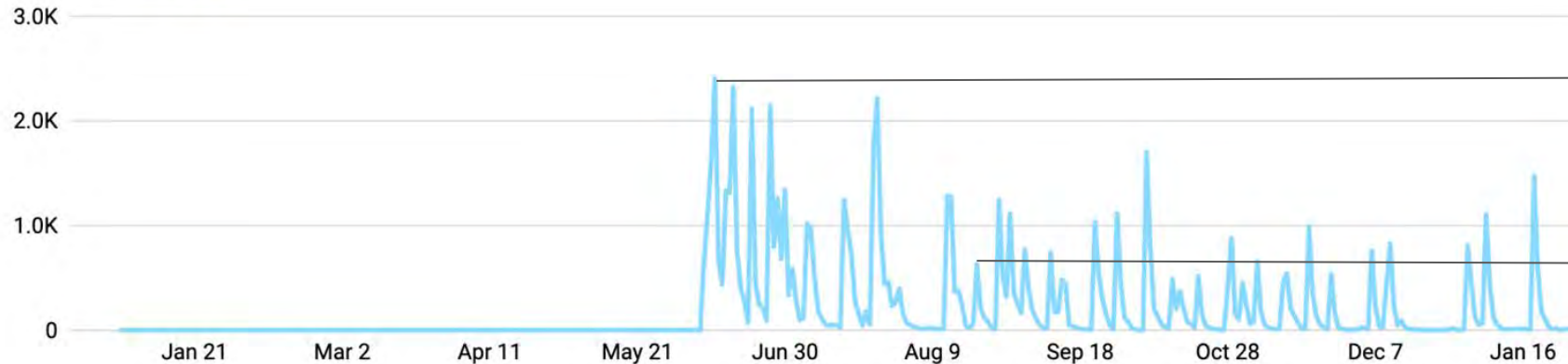
What this means over time

Results

Export

Facebook Page Reach ⓘ

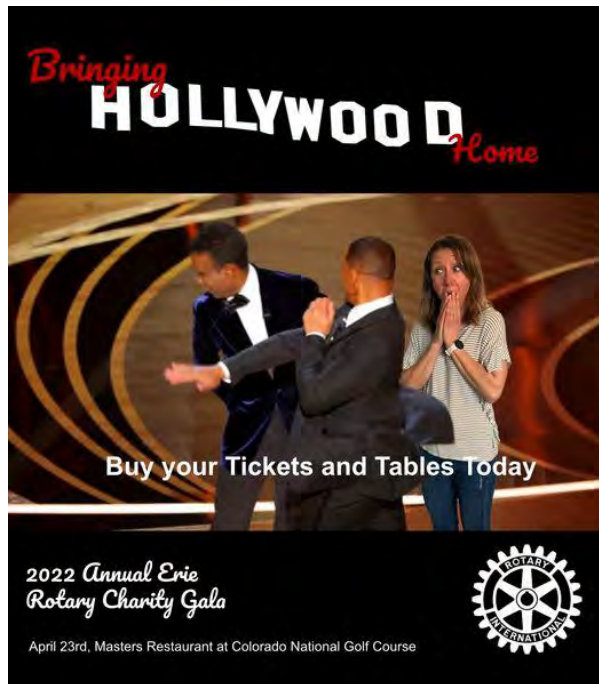
14,962 ↑ 6.4K%



Higher spikes means broader single posts and a bigger reach

Which, if the content is informative and engaging raises our audience

Facebook is working...mostly



This is our most engaged post yet

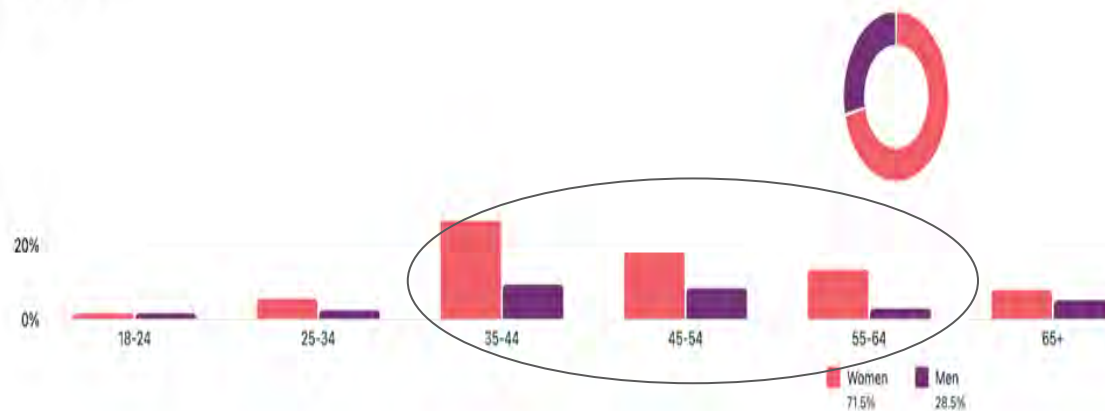
- It's funny
- It has a members face
- It was topical for the Gala and the Oscars
- This is our future

Who we talk to....

Facebook Page likes 0

225

Age & gender 0



Our demo, looks like our club

- Mid 30's to late 50's
- 3:1 Female (club is closer 50/50)
- I think it's good, this is where we want to live

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Retail

Who is out selling Rotary retail?

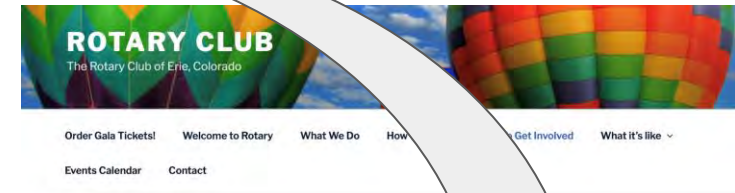
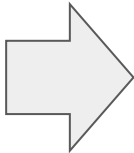
How was your trip to Cabo? Did you go to a Rotary meeting there?



Thank you waitress, I think I'll have the breakfast burrito and have you considered joining Rotary?

I'm sorry to hear about the loss of your dog, would you like to commit to the Rotary with all you new free time?

What can Lew do for you?



HOW TO GET INVOLVED

If you believe...

that civic participation is an essential element in the lives of well-rounded business leaders and engaged community members, please consider becoming a candidate for membership in the Erie Rotary club and connect with like-minded leaders.

Request a contact to join the club or volunteer here:

First Name*

Last Name*

Email*

More Info

Create your own free form with HubSpot

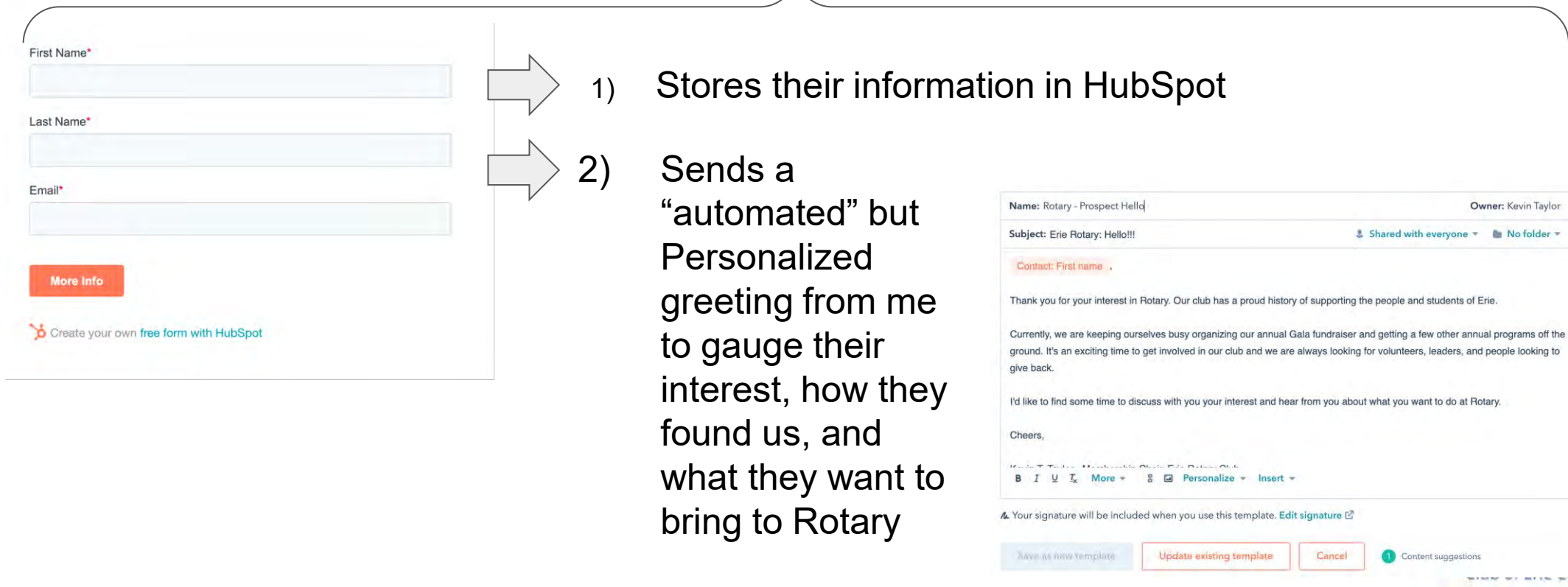
Several locations
on the website for
people to submit
their information

But there is one,
reliable spot.



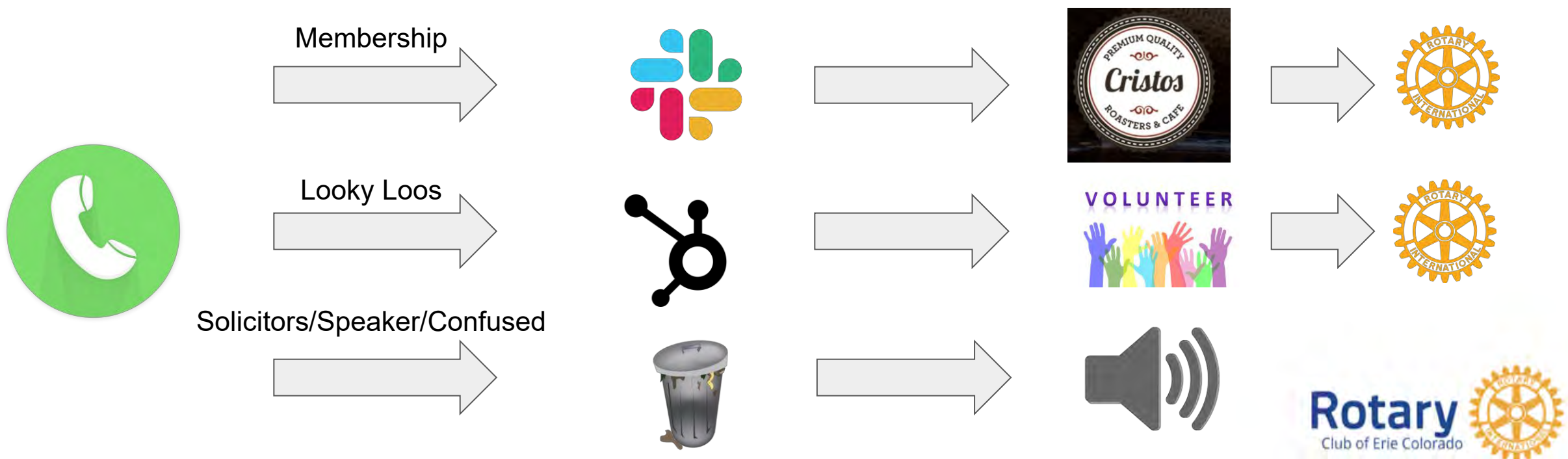
What the hand off looks like...

Process Phases 0 and 1

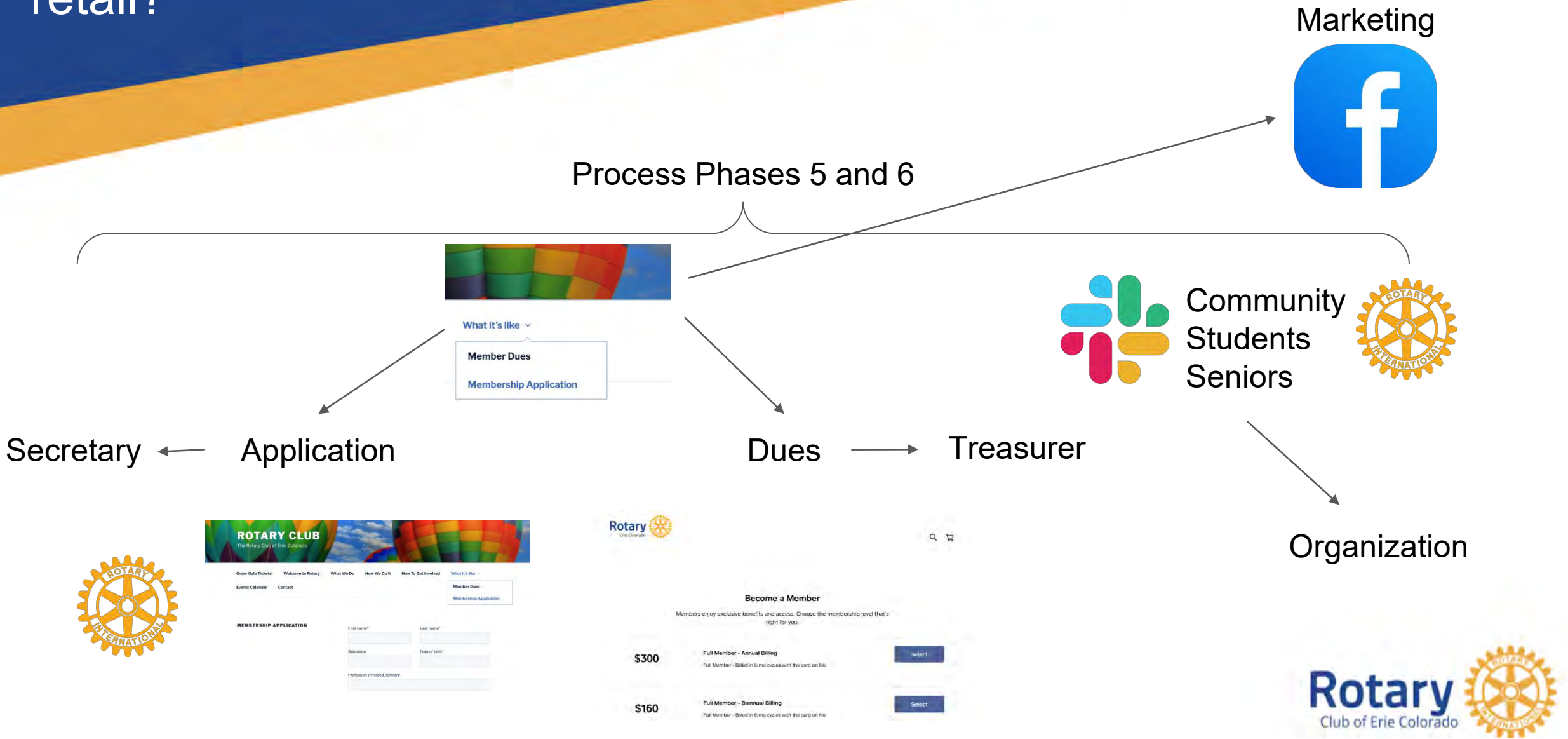


What the hand off looks like...

Process Phases 2 thru 4



Who is out selling Rotary retail?



Who is out selling Rotary
retail?

“We are a retail sales organization”

Our product is service and fun

Rotary
Club of Erie Colorado



Questions

What are clubs doing to bring in new members??



Littleton Rotary Foundation



OUR MISSION:

the development and implementation of youth leadership programs, education, nutrition programs for the needy, clean water and sanitation projects, polio prevention and eradication efforts, both locally and internationally. To support other non-profit organizations providing services to the community through grants, providing volunteers and assisting with fund raising endeavors.

HOW THE FOUNDATION MAKES *HELP* HAPPEN:
(Click on each photo to learn more)



Rotary Club of Littleton

Belinda Bianchi

- *"With our Littleton Rotary Foundation, we ask recipients to come to our club and present how funds were used. As executive directors of these organizations find out more about our club and what we do for the community, they join as members as we do more collaboration with them moving forward."*
- *Every year we host a booth at Littleton's Western Welcome Week... we display most of the projects we do throughout the year. This has given us great community exposure... we have people sign up if they want to know more info and then they are contacted later after the event.*
- *The best recruiting source is our members referring folks they know. We are successful with this as long as we keep it front and center at all times!*
- *When we receive any good prospects, they are put on our hot prospect list and followed up on a regular basis. Spreadsheet shows how they heard about us, meetings they have attended, if they are completing an application and when they become members.*
- *In the last 2 years, especially, we have gain membership with transferring Rotarians moving into the area... they see all the activities and speakers we have from our awesome website and want to be part of us!*



Rotary Club of Arvada Sunrise

John Volp

"I was very surprised at something that worked for us that I really didn't believe would work. We participated in several city sponsored public events [St. Patrick's Day celebration, Arvada on Tap, Taste of Arvada] where we bought a "vendor's" space. We set up a 10x10 foot tent, set up our banner, put a trifold of our projects on a table and stood around talking to people if they showed interest. Surprising number of people who were familiar with Rotary as exchange students. ."



Rotary Club of Broomfield

Gary Francis

“ We have had recent success in new membership using the Quick Contact mode supported by the district. The President gets the message and sends me the contact info and I call them immediately. So far we have had 6 positive replies in the past two months..”



Rotary Club Broomfield Crossing

Pizza Pete



“Structurally our dues are low because there is no food included. Purchasing a meal is optional. We think quarterly dues under \$100 is helpful. We do have engaging weekly programs and we also have ongoing service projects to fill the need for purpose. We have a nice balance between men and woman. If there is an area (like all clubs) we can grow, it is getting more youth (think 40 years old).)”



Rotary Club of Parker

Gail Lehrmann

Membership Director

"Our best tools that have been successful include:

- members inviting friends, co-workers, family members, etc. and following up with an immediate personal contact after a member brings a guest*
- Rotary International referrals*
- having an email address on our web page that is immediately responsive...For membership inquiries, email membership@parkerrotary.org*
- personal invitations to our Students-of-the-Month parents*
- same day contact after a visitor comes to a weekly meeting*
- good personal contacts after initial visits*
- great induction ceremonies*

"

One, District 5450

Rotary



Public Website

eClub (Jan 2002)

Our Service Projects | Who We Are? | Join Us | Your Donation, Our Service | Contact Us

History of eClub One
Club Officers
Rotary eClub One Presidents and Secretaries
Legal & Copyright Notice

President's Writing – January – Vocational Service Month.

As we usher in the New year, we recognize January as Vocational Service month.

LET'S FOCUS ON THE CONCEPT OF VOCATIONAL SERVICE

The Object of Rotary is a philosophical statement of Rotary's purpose and the responsibilities of Rotarians. The concept of vocational service is rooted in the second object, which calls on Rotarians to encourage and foster:

- High ethical standards in business and professions
- The recognition of the worthiness of all useful occupations
- The dignifying of each Rotarian's occupation as an opportunity to serve society.
- As a Rotarian, how can you put these ideals into action? Consider these suggestions:
 - Talk about your profession in your club and take time to learn about fellow members' occupations.
 - Use your skills and expertise to serve a community

Makeup For A

When you have mis
home club, we offer th
to complet

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–Choose A Category–

Search Vide

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Most Recent

NON-DISCLOSURE
General Article | 8/

Rotary eClub One

Peter Wild / Barbara Sulser

Immediate Past Presidents, 2022-2023

“Inquiries for Rotary eClub One membership have been going through our website..”



Rotary Club of Evergreen

Holly Brekke

Membership Co-Chair

"I believe that, first and foremost, our membership success is the result of the energy, generosity of spirit, kindness, and enthusiasm of our members. Secondly, there are also structural things that we do to reinforce their Rotary goodness."

"Advertise in newspaper (set up sponsors among members)"





Rotary Club of Conifer

Charlotte Wytias
Membership Chair

“ The Conifer Rotary membership growth has best been served by the 1. Individual Rotarians inviting folks, including inviting them to participate in our projects. 2. Response to articles in the local paper about our events..”



Rotary Club of Breckenridge

Mark Schneider

“Bring a friend to service projects.”



Rotary Club of Carbon Valley

Beverly Mendel

“Setup a booth at civic events.”



Rotary Club of Denver Mile High

Tom Gregory

"Invite friends to meetings."



Rotary Club of Denver 31

Chris Hemenway
Membership Chair

“ Intense orientation of potentials on club’s goals and mission. Sitting guests with a sponsor, new member service projects, service projects for potentials, potentials happy hour and quarterly dinners for members and potentials.”



Rotary Club of Denver Cherry Creek

Robert Mintz

“Mention and promote Rotary in all business conversations as business leaders are perfect potentials”



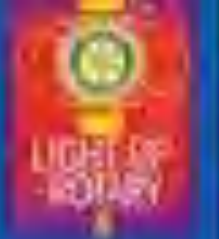
Rotary Club of Denver Northeast

Callie Mitchell

“Monthly happy hour with members bringing (1) guest each.”



Club Bulletin



Spelling

www.elsevier.com/locate/bsc



The last chapter of *Sparks* gets back into a new topic of parenting as it talks through having a normal teenage (reading) period in the house (reading) and some for continuing reading. This chapter is about the library and libraries in a family to help change their community and how to make sure to read in the summer of the child without

Having to wait outside the normal meeting hours. All I remember about what we were doing at our first committee meeting session last Tuesday morning was a little apprehensive at first, as I believed the block that had not my involvement, but was obviously someone at the time around the room as the committees got together and started chatting. All members were happily chatting away away in English and many people I hoped we had at the meeting. There are things we can do to make our lives better, we need to get through the first part of our meeting a bit earlier to give more time to the committees, but overall I think it was a reasonably success.

Quaker masters, the house was beautiful that we had built up some funds in the bank and it was decided to donate \$500 to the Committee, a local food service service, \$500 to the school for local handicapped youth, \$700 to the bank for the US Committee Campaign to Abolish the Slave Trade, via Mark Phillips' committee and the Lady of the Valley helped for the bank with another \$500 donation. AT 5000.00 a year.

44

I take freedom to mean for a person, such freedom as which we will have granted our institutions to all members to find out, what are most in freedom a danger that could harm the nation and other place. It does not mean the institution to have no hand.

It has been suggested at one point I considered, meaning to hold a winter meeting where the one week of meetings go out and present a different club's meeting to present back the next week. We may explore this in the future since we have had quite a few departures from normal meetings already in the last of the year due to work meetings and other events.

[illegible]

Happy little summer suggested from
the blue dissection table



Rotary Club of Parker Cherry Creek Valley

Kam Breitenbach

“Community letter and follow-up with guests with a letter.”



We Want YOU

Why Rotary ?

- Professional Networking
- Opportunity to Serve
- Friendship
- Leadership Development
- Personal Growth
- Cultural Diversity
- Public Speaking
- Assistance When Travelling

#MembershipDrive

1. Contact the nearest ROTARY club
2. Log on to <https://my.rotary.org/en/search/club-finder>

Rotary Club of Summit County

Dave Woodland

“Posters, flyers and business cards at fundraising events, Rotary guest dinners, seek contacts from government officials, school district, non-profits and arts community, radio ads, local newspaper, quarterly cover wrap in local paper.”



Rotary Club of Centennial

Tom Gross

“ We are members of S. Jeffco Chamber of Commerce, and remain actively involved.”



Rotary Club of Longmont Twin Peaks

Ashley Kapsak

“Fresh website and Facebook entries, three successful outreach activities, Booth at community event, launched Satellite Club”



Rotary Club of Niwot

Kerrin Reichen

“Participation in community events, Art walk, parades, Wine fest, active in schools providing scholarships, RYLA...the community seeks them out”



Rotary Club of Mountain Foothills

Bill Downes

“Members are the best source, but hounding is required.”