

GROW ROTARY



Membership Engagement – Now and the Future

Gary Volpe – 2020-2021 District 7430 Membership Chair

Dave Czarnecki & Herb Klotz

May 19, 2020



ZOOM Webinar



- Panelists will be seen / Attendees will not.
- Use the CHAT box to ask questions. The questions will be answered at the end of each section.
- This Webinar is being recorded and will be available on the district website. (rotarydistrict7430.org)



"COMMUNITY IS ABOUT DOING SOMETHING
TOGETHER THAT MAKES BELONGING MATTER."

Brian Solis



#ROTARYSTRONG
#PEOPLEOFACON
#TOGETHERWECONNECT

For most Rotarians....

EVERYTHING'S CHANGED

Not our values and WHAT we do, but HOW we connect and operate is now very different. How can we keep and build our community?



AGENDA

- District Membership Regional Plan
- Member Attraction
- Effective Rotary Meetings
- Engaging Rotarians
- Member Retention

District Membership Team Regional Plan

District Membership Team

Gary Volpe (Membership Chair)

- Area 6 – Harleysville, Perkasio, Quakertown, Souderton-Telford, Upper Perk
- Area 8 – Central Bucks, Doylestown, Morrisville-Yardley, Newtown, Warrington
- Area 9 – Ambler, Blue Bell, Montgo-New Britain, Norristown, North Penn, Springfield Twsp.-Flourtown

Dave Czarnecki

- Area 4 – Birdsboro/Mt. Penn, Conrad Weiser, Spring Twsp, West Reading-Wyomissing
- Area 5 – Boyertown, Central Perk, Collegeville, Pottstown, Spring-Ford
- Area 7 – Hatboro, Horsham, Huntingdon Valley-Churchville, Warminster, Willow Grove

District Membership Team (2)

Herb Klotz

- Area 1 – Allentown, Allentown West, Emmaus, LV Passport, Slatington, Whitehall
- Area 2 – Bethlehem, Bethlehem Morning Star, Easton, Nazareth, Saucon, Center Valley
- Area 3 – Fleetwood, Hamburg, Kutztown, Muhlenberg, Reading

Member Attraction

Attracting New Members in the COVID-19 World

- Before: Face-to-Face meetings
 - Relationship Building, Fellowship, Program/Speaker
- Now: Virtual meetings
 - Reduced costs for travel & meals
 - Invite speakers from anywhere
 - Invite guests from other Zoom calls you participate on
 - Tell them about your upcoming projects & service
 - Update your social media and club website

Attracting New Members – Start with a Plan

- Be a Rotarian every day – be proud you're involved in the largest civic organization in the world!
- Take time in your club to develop and update your current Membership Plan
- EVERY club member is on the membership team
- Suggestion: Have a Town Hall meeting format with your Club a few times per year
 - What is working, what changes needed
 - Invite the District Membership Team
 - Start a satellite club?

Other Helpful Tips

- Send out Club info via Facebook, LinkedIn, email
- Reach out and Call a friend, Invite them to your next Zoom meeting
- Encourage members to invite guests, great way to learn about Rotary and your Club's Activities
- Recruit from your local chamber, community leaders, and organizations your club supports
- Invite everyone to all events, even if they're just supporters.
- Maintain a "Friends List" – include anyone who has attended a meeting or event in the past

Mixers – A Helpful Networking & Membership Tool

- Rotary started with 4 business people.
- Maybe hold a Zoom business mixer? Invite both business and non-business guests to get a good mix of people.
- Try to have a new member sign up that night to build excitement and encourage others.
- Have new guests and Rotarians do short intros. Make them feel special.
- Rotary is a soft sell. Build a relationship! It's easy to get people involved in functions that will help others and their community.

Most Importantly

- Build relationships, Have fun
- Make it a big deal when you get new members!
- Assign a mentor (create a mentoring program if you don't already have one)
- Give new members time to see which committees they'd like to join
- Invite members to attend trainings/district conferences
- Create different types of membership (young professionals, corporate, spouse, etc.)
- The goal is participation, not just attendance!
- More Members, More Service



Effective Rotary Meetings

Tips for Virtual Meetings

- Plan a meeting agenda
- Sample Agenda
 - Ring the bell or similar sound effect
 - Pledge of allegiance—Have a picture of flag
 - Introduce any guests
 - Club Announcements
 - Short video or ‘fun game’
 - Program Speaker
 - Updates and Review of Calendar
 - “Brag & Sags”/ “Happy Dollars”

Other Tips

- Keep your meeting moving
- Make it different each week
- Encourage member participation
- Compliment your club members on jobs well done
- BE PREPARED---THINGS CAN GO WRONG

Engaging Rotarians



TOGETHER, WE

CONNECT

**GROWING ROTARY
IN A TRANSFORMED WORLD**

Rotary

Innovative Club
Advocates



Zones 28 & 32

What makes a Rotary Club?

- Meet twice a month
- Follow RI Constitution
- Pay RI/District Dues



The rest is up to you...





Take a look at the Rotary toolbox.

<https://my.rotary.org/en/learning-reference/learn-topic/membership>





Experiment

- Meeting frequency
- Meeting format
- New Service Project
- Social Media Campaign

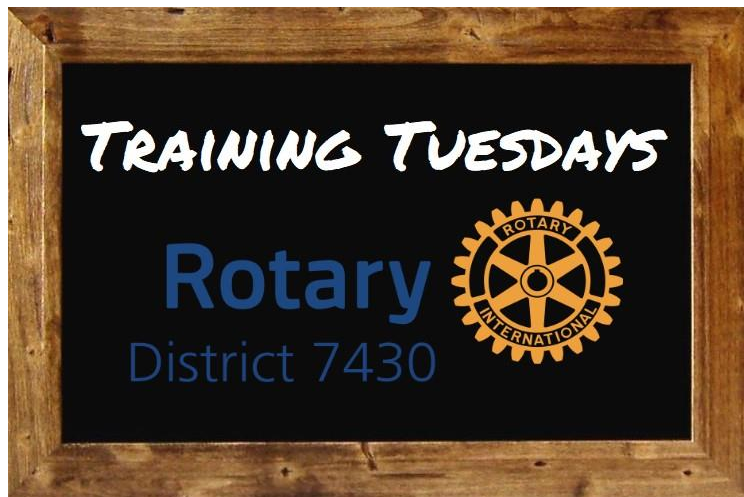


Member Retention

Keep Your Members Engaged!

- New Members
 - Provide a New Member Orientation
 - Assign a mentor
 - Give them an assignment: Committee, Greeter, Board Member
- All Members
 - Make sure they participate in the club's projects
 - Contact members that are not attending
 - Get feedback from your members (Survey)
 - Encourage Members to attend RLI

Questions?



May 26, 2020 GROW ROTARY: Telling the Rotary Story!

June 2, 2020 GROW ROTARY: The Power of The Rotary Foundation

