

DISTRICT 5340 MEMBERSHIP WORKSHOP



DIANNE CRAWFORD
District Membership Resource

MEMBERSHIP IS PRIORITY 1

**EVERYONE IS RESPONSIBLE
FOR MEMBERSHIP**

**EVERY CLUB NEEDS A
MEMBERSHIP PLAN**



ROTARY MEMBERSHIP

2017/2018 RI Survey



WHO JOINED?

150,000 PEOPLE JOINED

**1 JULY
MEMBERSHIP**

1,202,936



**WHO
RESIGNED?**

150,000 MEMBERS LEFT

**12% HAVE BEEN MEMBERS FOR
LESS THAN A YEAR**

WHY DO MEMBERS LEAVE?

Too expensive/
too much time

Club
environment

Unmet
expectations

31%

21%

15%

46%

Would **NOT** recommend their club

35%

Would **NOT** recommend Rotary

MAKE MEMBERSHIP A PRIORITY

ASSESS YOUR CLUB

EMBRACE & ENCOURAGE FLEXIBILITY

TAKE ACTION ON MEMBERSHIP LEADS



[ROTARY.ORG/MEMBERSHIP](https://rotary.org/membership)

PRIORITY 1 WORKSHOP RECAP

Rotary Experience

- How to answer “What’s Rotary?”
- Why Rotary? Membership Benefits
 - Club Image & Branding
- Personal Approach to Member Inductions
 - Learn about your club members
 - Increased Focus on Retention

WHAT'S ROTARY?

Rotary is where individuals come together to change the world for good.

With over 1.2 million members across the globe, Rotary is where business and civic leaders come to share ideas, connect, and get inspired.

Rotarians are people of action, dedicated to sustainable, impactful change in the communities in which they live and work.



WHAT'S ROTARY?

**POTENTIAL MEMBERS
BUY INTO THE CLUB
FIRST, THEN ROTARY**



BEST PRACTICES - RECRUITING

ASSESS YOUR CLUB BRAND

SELL YOUR CLUB FIRST

DEVELOP A MEMBERSHIP PLAN

FOLLOW-UP WITH CANDIDATES & VISITORS

PARTNER WITH OTHER ROTARY CLUBS

DEVELOP ALUMNI PROGRAM

OFFER MEMBERSHIP OPTIONS

ASSIGN MENTORS TO EVERY NEW MEMBER

NEW MEMBER ORIENTATION



BEST PRACTICES - RETENTION

ANNUAL MEMBER SATISFACTION SURVEY

ON-GOING MEMBER EDUCATION

MEMBERS ENGAGED & ACTIVE

FORM A “WE CARE” PLAN TO REACH OUT TO “AT RISK” MEMBERS

DIFFERENT MEMBERSHIP LEVELS

RELEVANT & INTERESTING SPEAKERS/MEETINGS

MEETING OPTIONS / FLEXIBILITY

LEADERSHIP DEVELOPMENT

COMMUNICATE USING ALL MEDIA

FREQUENT, FUN SOCIALS

INVOLVE THE FAMILY



FLEXIBILITY

IT'S UP TO YOU



EMBRACING CLUB FLEXIBILITY

ALTERNATIVE:

MEETING FORMATS

MEETING TIMES &
FREQUENCY

MEMBERSHIP TYPES



[ROTARY.ORG/FLEXIBILITY](https://rotary.org/flexibility)

CLUB MODELS

Rotary is a global network of 1.2 million neighbors, friends, leaders, and problem-solvers who see a world where people unite and take action to create lasting change — across the globe, in our communities, and in ourselves. The criteria for membership are simple. For Rotary clubs, a member needs to be an adult — or for Rotaract clubs, a person age 18-30 — who demonstrates good character, integrity, and leadership; has a good reputation within their business or profession and community; and willing to serve in the community or have an impact elsewhere in the world. All clubs share similar values and a passion for service, but no two clubs are the same because each community has its own unique needs.

Club Model	Description	Appeals to	Minimum number of charter members
Traditional Rotary Club	Professionals and aspiring leaders who meet regularly for service, connections, and personal growth	People looking for connections, service opportunities, and traditions Learn more at Start a Club.	20
Satellite Club	A Rotary club sponsored by a traditional club but with its own meetings, projects, bylaws, and board	Those who want a club experience or meeting format or time other than what's offered by the traditional clubs in the area Learn more in the Guide to Satellite Clubs.	8
E-Club	A Rotary club that meets primarily online	People who travel frequently, whose schedules make it difficult to meet in person, or who prefer an online experience Learn more about online club meetings.	20
Passport Club	A Rotary club that allows members to attend other Rotary club meetings as long as they attend a specified number of meetings in their own club each year	People who travel frequently, or those who enjoy trying a variety of club experiences and meeting lots of new people Learn more in the Guide to Passport Clubs.	20
Corporate Club	A club whose members (or most of them) work for the same employer	Employees of an organization who want to come together to do good in their community	20
Cause-Based Club	A club whose members are passionate about a particular cause and focus their service efforts in that area	People who want to connect with others while addressing a particular set of problems.	20
Alumni-based Club	A club whose members (or most of them) are former Rotary or Rotary Foundation program participants	People who have participated in Rotary outside of a club	20
Rotaract Club	A club of members ages 18-30 that is sponsored by a Rotary club and often works with that club on projects	Younger people who want to serve their communities, develop leadership and professional skills, and have fun through service. Learn more in the Rotaract Handbook.	n/a

All club models meet at least twice each month. With exception of Rotaract clubs, all active members pay US\$68.00 in annual dues, are counted in Rotary International's database, and have voting privileges.

MEMBERSHIP TYPES

- **CORPORATE**
- **FAMILY**
- **YOUNG PROFESSIONALS**
- **ASSOCIATE**

LEAD MANAGEMENT

5 REASONS TO CHECK YOUR MEMBERSHIP LEADS

WHO IS YOUR NEXT MEMBER?



18,000+ Leads per year

50% Have a personal connection to Rotary

63% Are under age 40

35% Are women

60% + Are NEVER contacted

WHO CAN MANAGE LEADS: IN A CLUB

Role (if reported to Rotary International)	Receives email	Can manage (update status, admit)	Can view
President	X	X	X
Membership chair	X	X	X
Secretary	X	X	X
Executive secretary	X	X	X
Other current officers		X	
Club's assistant governor	X		X
Officers-elect			X
Immediate past officers			X

Sample of candidate introduction sent to club after District has contacted candidate

joinrotary5340@gmail.com

Club Membership Chair, I would like to introduce you to *Candidate*, who contacted us through www.Rotary.org/ . *Candidate* is an electrical engineer with McDonnell Douglas/Boeing. He & his wife are interested in learning more about Rotary, opportunities to serve and membership in the Valley Center Rotary Club. Please reach out to him to explore membership opportunities and visiting your club, his contact information is below.

Candidate doughyrax@gmail.com XXX-XXX-XXX

Candidate, the Valley Center Rotary Club meets at Noon on Monday's @ the Valley Center Community Hall. For more information about the club here's a link to their website,

Thank you for your interest in Rotary. Feel free to contact me with any questions or if you would like to visit another club in the area.

Hope to see you at a New Member event soon!

Regards,

Dianne Crawford
Rotary District 5340-Membership
619-267-0893
"Service Above Self"



EMAIL NOTIFICATION OF MEMBERSHIP LEAD

Rotary membership lead for your club

To: Club president
Club secretary
Club membership chair
Club executive secretary
Club email address (if applicable)

Cc: Assistant governor (you are copied on the club notification after the lead was assigned to a club in your club group territory, access information through your district's Manage Membership Leads page)

Dear Club Officer,

You have a new membership lead! The following person expressed interest in Rotary, and district leaders screened the information and assigned the lead to your club:

Mona Lisa; Chicago, IL

First [find contact information and learn more](#) about this candidate.

SUBJECT TITLE GOES HERE

- **CONTACT LEADS QUICKLY**
- **FOLLOW UP & FOLLOW THRU**
- **UPDATE LEAD STATUS -My Rotary
on www.rotary.org**

LEARNING CENTER

2 Ways to Access the Learning Center

From the District website, www.rotary5340.org
click on Members tab, select Membership Resources, select RI
Learning Center

OR

Go to rotary.org, sign into My Rotary, click on the Manage tab,
select Learning Center



TOOLS & RESOURCES

- District Website www.rotary5340.org
- Rotary International www.rotary.org
- Zone 25/26 www.zone2526.org/membership/
- Brand Center www.rotary.org
- Learning Center www.rotary.org
- Membership Resource Guide

GROUP DISCUSSION

- **What areas are you targeting?**
- **What are other clubs doing?**
- **What actions can you take?**

**DIANNE CRAWFORD
DISTRICT 5340 MEMBERSHIP
RESOURCE**

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