2022-2023 MEMBERSHIP WORKSHOP
DISTRICT 5340
We Are ALL Responsible for Membership!
DISTRICT LEADERSHIP TEAM

We are here to help support the District and your club’s growth and success.....

• Chuck Pretto, District Governor 2022-2023 (RC of San Diego)
• Don Fipps, District Governor Elect (RC of Del Mar)
• Dianne Crawford, District Governor Nominee (RC of Southeast San Diego)
• Ranjan Lahiri, District Membership Chair (RC of La Jolla Golden Triangle)
MEMBERSHIP OVERVIEW

- Current Clubs Worldwide: 37,118
- Current Members Worldwide: 1,181,651 (up 15,320 since July 1st)
- Current Clubs USA: 7,359
- Current Members in USA: 278,580
- Slight dip in membership but numbers are quickly rebounding to pre-COVID levels
MEMBERSHIP OVERVIEW

- Males (76%) v. Female (24%)
- Average Age
  - Male - 65
  - Female - 59
- 82% found their clubs through friends, colleagues, and other members
• Current Number of Clubs: 60
• Current Number of Members: 2,746
• From 2021 to 2022 - 212 new added members
• Net loss of 39 members (1% drop)
• Net increase of 10 members since July 1, 2022
• Top five clubs in terms of percentage growth during past Rotary year:
  • San Luis Rey (Oceanside) - 125%
  • San Diego Downtown Evening - 73%
  • Imperial Valley (Breakfast) - 30%
  • El Camino Real (Oceanside) - 29%
  • Ramona/Southeast San Diego/E-Club of San Diego Global - 25%

• Top three clubs for growth since July 1, 2022:
  • San Diego - Paradise Valley - 25%
  • Ramona - 13%
  • Imperial Valley (Breakfast) - 10%
WHY DO MEMBERS STAY?

• Club’s positive impact on their communities
• Friendship and fellowship
• Learning new things from speakers
• Interesting discussion topics
• Hybrid meetings that allow clubs to host different speakers and allow members who have difficulty attending to participate
• Participation in projects and grants
• Contribution through volunteering and/or donations
WHY DO MEMBERS LEAVE?

• Club’s lack of impact
• Cost and time commitments
• Uninteresting guest speakers
• Lack of communication or response from club leaders
• Personal circumstances
• Conflicts within club/cliques
• Rituals or unnecessary formalities
WHAT SUPPORT DOES ROTARY OFFER CLUBS?

• Membership Leads
  • Potential members can click and RI will connect them with a club
  • Important to contact leads in a timely manner
  • Keep the lead database updated so RI can track how leads are processed
• Zone Coordinators
• District Governor, District Leadership Team, and District Membership Committee
• Area Governors
WHAT SUPPORT DOES RI OFFER CLUBS?

- **RI Learning Center**
  - Provides information on Rotary’s projects and how the Rotary organization works, videos and training modules for members and club leaders ([https://my.rotary.org/en/learning-reference](https://my.rotary.org/en/learning-reference))

- **District 5340 website**
  - Contains additional resources and tools for membership teams; contains links to RI Learning Center and Zone membership materials ([https://www.rotary5340.org/sitepage/membership-team-resources](https://www.rotary5340.org/sitepage/membership-team-resources))
LEARNING CENTER COURSES
What Can We Do To Grow Rotary?
“[F]inding the right ‘part’ to engage each member should be our core function”….“It comes down to the comfort and care of our members.”

Jennifer Jones, Rotary International President
ENHANCE THE MEMBERSHIP EXPERIENCE AND RETAIN MEMBERS

• Providing friendship, connection, and mentorship to new and existing members
  • Mentorship programs (formal or informal)
  • Orientations (now easier to do in person rather than via zoom)
• Reminding all members about the different opportunities that Rotary offers them
  • Club/District Leadership Roles
  • Rotary Fellowships (https://www.rotary.org/en/our-programs/more-fellowships)
  • Rotary Action Groups (https://my.rotary.org/en/take-action/empower-leaders/rotary-action-groups)
• Membership is a choice; make the choice worthwhile.
“It is our offer of hands-on service, personal growth, leadership development, and lifelong friendships that creates purpose and passion.”

Jennifer Jones, Rotary International President
DEVELOP YOUR PITCH

• How can you connect with a potential member?
• How will membership in your club add value to their life?
  • Personal growth?
  • Personal and Professional Relationships?
  • Leadership development?
  • Community Service?
• How can you tell someone about your Rotary story?
DISTRICT MEMBERSHIP GOALS

• Chuck Pretto, District Governor 2022-2023 (RC of San Diego)
• What are some ways that your club can improve engagement with existing members?
• How can your club connect with potential members?
• What type of action plan can you develop for your club?
BREAKOUT SESSION DEBRIEF
Thank You for Your Service to Rotary!