

## JAN. 2024 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.....

- Don Fipps, District Governor 2023-2024 (RC of Del Mar)
- Dianne Crawford, District Governor Elect (RC of Southeast San Diego)
- Luis R. Carranza, District Governor Nominee (RC of Rancho Santa Fe)
- Ranjan Lahiri, District Membership Chair (RC of La Jolla Golden Triangle)



## STATE OF THE DISTRICT

- Current Number of Clubs: 66
  - 58 Rotary Clubs
  - 6 Rotaract Clubs
  - 2 Satellite Clubs
- Current Number of Members: 2,766
- Overall we are seeing a decline in new members due to people leaving Rotary and a decline in new members.



## **CLUB SPOTLIGHT**

- Top five clubs in terms of percentage growth since the start of the Rotary year:
  - Mission Valley Evening 53%
  - Rancho Santa Fe 27%
  - Vista 14%
  - Coronado Binacional 11%
  - San Diego Paradise Valley 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
  - https://www.rotary.org/en/get-involved/join
  - 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

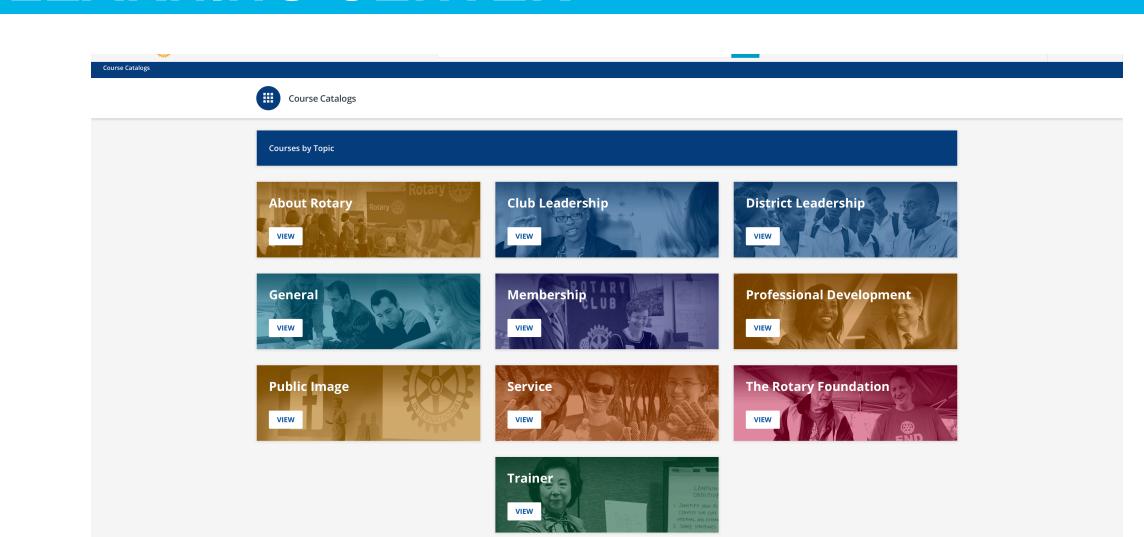
 Provides information on Rotary's projects and how the Rotary organization works, videos and training modules for members and club leaders (<a href="https://my.rotary.org/en/learning-reference">https://my.rotary.org/en/learning-reference</a>)

#### District 5340 website

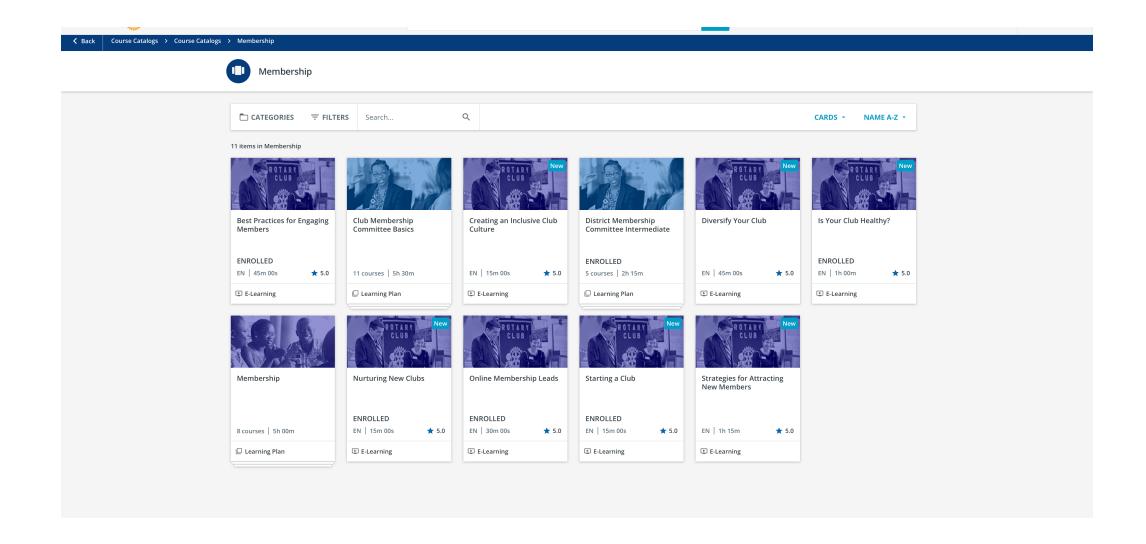
 Contains additional resources and tools for membership teams; contains links to RI Learning Center and Zone membership materials (<a href="https://www.rotary5340.org/sitepage/membership-team-resources">https://www.rotary5340.org/sitepage/membership-team-resources</a>)



## LEARNING CENTER



## LEARNING CENTER COURSES



## DISTRICT 5340 MEMBERSHIP INFO

Search Q Member Login

Rotary About - Events - Clubs - Members - News - Service - Foundation - Help -

#### **WELCOME**

#### MEMBERSHIP TEAM RESOURCES

Welcome

2019 Membership Seminar Presentation

Membership Recruiting: 2019 DTA Presentation

#### **Files**

Strengthening Your Membership

Membership Resource Guide

**Learning Center Courses** 

Your Membership Plan Worksheet

Why Rotary - What Our Members Receive

Club Models Matrix

#### Links

**RI Learning Center** 

Rotary International Membership Resources

Rotary Zone 25/26 Membership

#### **MEMBERSHIP RESOURCES**

#### Membership Resource Guide - Zones 25/26

Download this document for a list of all of the latest Membership tools, resources, webinars and more. Includes hyperlinks.

Category: Membership

Audience: Club & District Leadership, Membership Committees, Secretaries, Assistant Governors

#### **Strengthening Your Membership**

This guide explains the process of creating a membership development plan and provides strategies and tools you can use to attract and engage new members.

Category: Membership Retention/Recruiting/ Development Audience: Club presidents, Membership Committees

#### **Introducing New Members to Rotary**

Utilize this guide to develop a process for engaging new members from the start by helping them get involved, connecting them with a mentor, and by pacing the learning over time.

Category: Membership Retention / Development

Audience: Club Leadership

#### Be A Vibrant Club

A quick guide for clubs with strategies for enhancing your club's structure, activities and even culture.

Category: Club Planning Audience: Club leadership

#### Connect for Good

Fight-nage guide shows how to get involved and connect with Rotary. Provides an undated overview on Rotary for all



# What Can We Do To Grow Rotary?



# 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 (<a href="https://www.rotary.org/en/our-programs/more-fellowships">https://www.rotary.org/en/our-programs/more-fellowships</a>)
  - Rotary Action Groups (<a href="https://my.rotary.org/en/take-action/empower-leaders/rotary-action-groups">https://my.rotary.org/en/take-action/empower-leaders/rotary-action-groups</a>)
  - Rotary Cadre of Technical Advisers (<a href="https://my.rotary.org/en/take-action/apply-grants/cadre-technical-advisers">https://my.rotary.org/en/take-action/apply-grants/cadre-technical-advisers</a>)
- Membership is a choice; make the choice worthwhile.



### **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 <u>your</u> Rotary story?



## FROM IDEAS TO ACTION

- What is your club's long-term vision for growth and membership?
- What do you need to do to achieve your goals?
- What systems can you put in place to achieve your goals?



## **BREAKOUT SESSION**

- How can your club attract new members?
- How can your club improve the club experience for existing members?
- What is one thing your club could do in the next six months to improve membership?





# BREAKOUT SESSION DEBRIEF





## Thank You for Your Service to Rotary!

