



Case Study Notes

Details

- 1) Grange / Kiwanis / BPOE / VFW
BSA / GSA / 4H / Lions / FFA
- 2) Schools foundations / PTAs / Clubs
- 3) Youth exchange
- 4) Invite District leaders to
meetings grants
Foundation
- 5) Bring a shelter box w/ Scouts
camping in it
- 6) Partner every possible event

MEMBERSHIP IDEAS

- study local demographics for potential members
- offer both evening and daytime meetings
- maybe alternate meeting places
- brainstorm for change
- create videos of speakers and put them online
- CREATE MORE INVOLVEMENT in Committees to ENGAGE MEMBERS
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1 - Associate membership

Added Value member

Sharing facebook posts w/ community + friend

Engage new members immediately in committees

2 - Flyers, social media, newspapers
Radio, website

3 - Partner with Local clubs (Lions)
to increase events + service

4 - Promote Rotary Direct to get
all members set up to
meet goals.

- Meet & Greet to get New members
- Regular Service Projects to Retain younger members
- Engage 50-59 age group
- Reduce ANNUAL expenses (sliding scale)
- DECREASE emphasis ON ATTENDANCE
- Exit interviews
- USE Social Media

The mantra of this Organization
is: DO GOOD IN THE WORLD.

It is each Rotarian's responsibility
to communicate this mantra.

Be MISSION DRIVEN.

Set a VISION. What do you want to
accomplish?

What is in it for you?

What is in it for me?

Get the attention of your targeted
group. Brick & Mortar groups are not
needed in the Digital Age.

Inc. Membership

- Web page, Social media
- Meaningful projects

Inc. Public Awareness

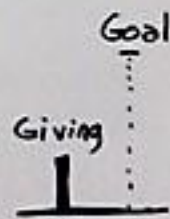
- Meet-up.com, Linked-in, Facebook
- Roadside Signs

Enhance Comm. Service

- Networking with other service groups
- Facilitate Ad hoc initiatives

Grow Foundation Giving

- Stickers for donors
- Club updates on Foundation giving



Membership

1. Fellowship nite (meeting)
2. Keep \$ (charges) to be AFFORDABLE (ie, meals, dues)
3. Keep meeting times Flexible (meet x2 A month) - make sure younger, working members can attend
4. No need to be competitive - work w/ Lions, Kiwanis, etc - OTHER ROTARY clubs in your AREA.
5. make it Fun!
6. Be a welcoming club!

The Genius Table

- Stop complaining - do something - get moving.

- Nothing ventured,
nothing gained.

- 1) membership

- 2) activities

- All members input on new activities.

- 3) Foundation engagement

- Ask to join Rotary.

Ask to engage in activities.

Make realistic dues options.

- Community-honoring events

♀ | youth | everywhere

healthcare | schools | gov't

- Other service clubs

- Events w/ partners

1. Dues structure: make affordable
for young members, fixed income members
corporate members, etc.

2. Targeting membership:
ie. recruit New retirees

3. Retention:
- Keep "core" group happy/active
- mentor new members
- mtgs. for fellowship
- mtgs. for service projects