

Rotary

ReBoot



*The Journey to a Vibrant Club*

Rotary

District 5180



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# WELCOME AND OVERVIEW

**Strengthen Your Club** is a three-part series to help a club develop a winning strategy that will help them create a club culture that is welcoming to the community, and promotes building & retaining its membership.

**Part 1 Data collection** – During this section, we will discuss forming a team or teams that will develop and implement a Community Assessment, Club Assessment, and Club Survey so that they can create a Strategic plan.

**Part 2 Building the Plan** – We will use the data collected and create a Strategic plan for you club.

**Part 3 Review and Adjust the Plan** – We will check in and see how the plan is working, and discuss how to adjust it to be more effective.

# SESSION 1 – Data Collection

## Community Assessment

Who are the Community Leaders that the Club decided to reach out to?

- School Administrators
- School Teachers
- School PTA Members
- Local Non-Profit Organizations
- Government – City Council Members
- Government – First Responders
- Chamber of Commerce Leadership and Members
- Local Business Owners

### Demographic Information:

Male %

Female %

Racial Mix:

Income Breakdown:

Age Breakdown:

### Government Resources:

Community Needs:

**School Resources:**

Community Needs:

**Non-Profit Resources:**

Community Needs:

**Media:**

Community Needs:

**Other Resources:**

Community Needs:

Target Issues:

Possible Partners:

## Club Assessment

What Research did the Club do on their Community?

- Population Growth/Decline
- Racial/Gender/Age and other Demographic Information
- Compare the above with the Club Growth and Demographics

What is the Perception of the Club in the Community?

- How does Community feel about your Service Projects?
- Does your Club have a relationship with members of the Community?
- Are you perceived as Friendly and Open with people from outside of the Club?

### Club Information:

Male %

Female %

Racial Mix:

Age Breakdown:

How is Your Club perceived?

Have you had Your Club shopped? Results?

Current Projects/Outreach:

Current Fundraisers/Outreach:

Current Marketing/Public Image:

Match Needs of the Community?

What Issues can the Club address?

What Partners should the Club reach out to?



## Build Your Team

### Club Information:

President

President Elect

Other Future President

Membership Chair

Marketing Chair

Community Service Chair

Other Key Members

Assignments:

## **Club Survey**

How do you Survey Your Members?

- On-line Survey site like Survey Monkey?
- Paper form can be either emailed or distributed at the meeting?
- A Club Meeting or Program?
- Personal Interview of Members - in-person or on the phone?

***Remember to use the information gathered in the Community Assessment in the Member Survey to enhance it and make it more relevant and actionable.***

**Issues Can We Work On:**

**What Are the Benefits on Those Projects For The Club/Members?**

**Create A Survey Based on Those Projects:**

Specific Questions:

Open Ended Question:

### **Sample Survey Questions**

**Question 1** – Why do you continue to pay your dues each year?

**Question 2** – If you show up to our meetings, why? If not, why not?

**Question 3** – Did you attend the service project last year? If so, why? If not, why?

**Question 4** – Other than buying a ticket, did you help at our fundraiser last year? If not, why not?

**Question 5** – During the past 12 months, did you talk about Rotary to somebody who is not a Rotarian? If yes, did you invite them to visit a club event? If no, why not?

**Question 6** – Are you a member of any other local non-profit organization? If yes, could we partner with this organization for service, and how?

**Question 7** – We have identified needs within our local school district. Would you be excited about participating in one of the following projects that directly benefit our schools and kids? (check as many as apply)

- Mentoring at an after school, at-risk kids' athletic program.
- Improving the elementary school computer lab.
- Reading assistance in an elementary school reading room.

**Question 8** – The Hispanic Chamber wants to partner with us on a Business Leadership Program. Would you be interested in volunteering your time and expertise?

**Question 9** – Would you be in favor of which of the following:

- Continuing with our existing fundraiser, as is.
- Continuing with our existing fundraiser with changes – like Shrimp.
- Continuing with our existing fundraiser and adding an additional fundraiser.
- Ceasing our existing fundraiser and adding a new one in place of it.

**Question 10** – We have identified three potential new fundraising events. Which of these would you be in favor of exploring?

- A chili cookoff, engaging local businesses and non-profits.
- A music festival, featuring local bands, food, and beverages.
- A virtual auction, where we promote stuff for sale.

## Homework

- **Build your team.**
- **Do a Community Assessment**
- **Do a Club Assessment**
- **Do a Club Survey**
- **Gather and Organize Your Data for Part 2 - 3/13/2021 10 AM**

## Session 2 – Building Your Plan

### Review Your Data - Conclusions

**What Community Service Projects Should the Club Should Target?** For each project ask the following:

- Is this New or a Continuing Project?
- Is this a short or long term project?
- How would the project develop new partnerships?
- What and How would you market this product?
- Would special fundraising be needed to fund this project?
- Will the club need volunteer help with this project?



**What Fundraisers will you hold?** For each fundraiser, consider the following:

- Type and name of the Fundraiser
- Marketing Objectives, Prior to, During and After the Event
- Project(s) to Market
- Partnerships that might get Involve
- Income goal

**How to Attract & Retain Your Membership?** For each idea, consider the following:

- What is your estimated loss of membership per year?
- What is your increase in membership goal per year?
- How will you attract new members and membership types?
- How will you retain your current members?
- Does your marketing pieces and New Member kit need to be updated?
- Where will you market for new members (events, fundraisers, etc.)?



**Club Culture, how does it need to adjusted?** For each idea/event, consider the following:

- How do you, will you operate your event (on-line, live, combo, hybrid)?
- Why should your members attend?
- Why should prospective member attend?
- How will you market your events?

## Put Together Your Plan

### *Creating a Vision Statement*

#### **Membership Goals:**

End of Year Membership Goal: \_\_\_\_\_

Subtract: Current Membership: \_\_\_\_\_

Addback: Projected Membership Loss (Retention Goal): \_\_\_\_\_

Add New Members Needed (Attraction Goal): \_\_\_\_\_

Prospective Members Needed \_\_\_\_\_

List things your club will do to improve your ability to attract new members:

List things your club will do to improve your ability to retain your current members:

List tools that need to be created or updated to attract new members:

How can other directors help membership achieve their goals?

***Community Service:***

What Projects has the club decided to complete?

What Fundraiser will be needed to achieve complete these projects?

What partners can help us achieve these projects?

***Marketing/Branding:***

How Are You Going To Reach Target Market?

- Projects:
  
- Meetings:
  
- Fundraisers:
  
- Socials:
  
- Database:

***Events:***

- How will you make them, must attend?





## Homework

- **Create Your Plan.**
- **Share the Plan**
- **Adjust the Plan**
- **Review the Plan**
- **Adjust the Plan**
- **Continue the Review & Adjust Process**
- **Attend Session 3**

DISTRICT 5180 MEMBERSHIP NUMBERS	Start	Add	Term	Start	Add	Term	Start	Add	Term	Start	Add	Term	Start	Add	Term	Start	Total		Avg		
	15-16	15-16	15-16	16-17	16-17	16-17	17-18	17-18	17-18	18-19	18-19	18-19	19-20	19-20	19-20	20-21	Add	Term	Add	Term	Diff
Arden-Arcade (Sacramento)	55	6	14	47	3	0	50	5	4	51	4	7	48	5	8	45	23	33	4.6	6.6	-2
Carmichael	31	8	6	33	5	3	35	2	4	33	1	2	32	2	2	32	18	17	3.6	3.4	0.2
Citrus Heights	39	6	10	35	9	9	35	4	6	33	3	10	26	3	6	23	25	41	5	8.2	-3.2
Clarksburg					34	4	30	23	20	33	1	18	16	1	2	15	59	44	19.7	14.7	5
East Sacramento	44	1	3	42	4	6	40	2	1	41	8	3	47	4	2	49	19	15	3.8	3	0.8
El Dorado Hills	30	6	7	29	4	8	25	16	7	34	8	3	39	5	3	41	39	28	7.8	5.6	2.2
Elk Grove	60	7	5	62	5	7	60	6	5	61	9	10	60	4	0	64	31	27	6.2	5.4	0.8
Fair Oaks	79	8	13	74	13	7	80	13	11	82	10	7	85	10	13	82	54	51	10.8	10.2	0.6
Folsom	73	15	9	79	9	3	85	14	7	92	15	13	94	7	17	84	60	49	12	9.8	2.2
Folsom Lake (Folsom)	21	1	5	17	4	3	18	6	3	21	2	5	18	1	4	15	14	20	2.8	4	-1.2
Foothill Highlands	21	1	4	18	2	1	19	1	7	13	1	1	13	1	1	13	6	14	1.2	2.8	-1.6
Granite Bay	37	8	7	38	6	10	34	5	7	32	2	5	29	2	4	27	23	33	4.6	6.6	-2
Great Sac Passport One	43	55	16	82	14	29	67	28	41	54	17	27	44	16	5	55	130	118	26	23.6	2.4
Gridley	39	6	5	40	5	4	41	0	3	38	0	0	38	1	4	35	12	16	2.4	3.2	-0.8
Historic Folsom	34	3	4	23	5	6	22	3	2	23	6	12	17	6	10	13	23	34	4.6	6.8	-2.2
Laguna Sunrise (Elk Grove)	42	13	10	45	12	13	44	4	10	38	9	7	40	13	8	45	51	48	10.2	9.6	0.6
Lincoln	51	4	5	50	6	8	48	9	10	47	10	7	50	11	13	48	40	43	8	8.6	-0.6
Loomis Sunset	22	4	8	14	1	3	12	2	6	8	0	8	0			0	7	25	1.4	5	-3.6
Marysville	39	9	5	43	8	6	45	4	6	43	4	6	41	6	2	45	31	25	6.2	5	1.2
Midtown-Sacramento	9	1	2	8	2	3	7	1	0	8	0	3	5	12	3	14	16	11	3.2	2.2	1
Natomas (Sacramento)	11	0	0	11	0	3	8	1	2	7	0	0	7	3	0	10	4	5	0.8	1	-0.2
North Sacramento	18	1	3	16	1	3	14	5	1	18	4	1	21	6	3	24	17	11	3.4	2.2	1.2
Orangevale	34	3	5	32	3	2	33	2	5	30	3	2	31	4	3	32	15	17	3	3.4	-0.4
Oroville	47	7	8	46	4	4	46	4	5	45	5	0	50	4	7	47	24	24	4.8	4.8	0
Oroville Sunrise	29	6	4	31	4	6	29	4	5	28	0	1	27	0	11	16	14	27	2.8	5.4	-2.6
Pocket/Greenhaven	13	4	2	15	3	2	16	5	3	18	2	6	14	2	3	13	16	16	3.2	3.2	0
Point West-Sacramento	152	4	15	141	10	20	131	13	16	128	7	17	118	16	22	112	50	90	10	18	-8
Rancho Cordova	34	1	8	27	0	2	25	4	3	26	1	3	24	1	4	21	7	20	1.4	4	-2.6
Rancho Cordova Sunrise	26	3	1	28	1	2	22	4	7	19	0	19	0			0	8	29	1.6	5.8	-4.2
Rancho Murieta	8	0	8	0			0						0			0	0	8	0	4	-4
RLB/Placer Valley Sunrise	25	2	11	16	10	9	17	2	3	16	1	5	12	1	1	12	16	29	3.2	5.8	-2.6
Roseville	92	11	6	97	26	10	113	12	23	102	13	11	104	15	10	109	77	60	15.4	12	3.4
Roseville Sunrise	16	5	9	12	1	13	0						0				6	22	1.2	4.4	-3.2
Sacramento	276	12	37	251	25	33	243	21	20	244	30	24	250	8	24	234	96	138	19.2	27.6	-8.4
Sacramento Breakfast	19	2	4	17	1	0	12	1	3	10		10	0			0	4	17	0.8	3.4	-2.6
South Placer (Rocklin)	35	7	5	37	5	10	32	5	2	35	13	3	45	8	5	48	38	25	7.6	5	2.6
South Sacramento	16	3	4	15	15	3	27	1	11	17	7	3	21	3	3	21	29	24	5.8	4.8	1

South Yuba County Sunrise	14	5	3	16	2	4	14	4	2	15	3	1	17	5	5	17	19	15	3.8	3	0.8
Twin Rivers Sacramento	0	22	1	21	2	7	16	1	4	13	4	17	0			0	29	29	7.25	7.25	0
Walnut Grove	41	2	5	38	3	2	39	3	5	37	3	5	35	3	1	37	14	18	2.8	3.6	-0.8
West Sacramento	69	6	2	73	14	10	77	7	7	77	7	10	74	10	6	78	44	35	8.8	7	1.8
West Sac Centennial	17	3	5	15	3	0	18	2	0	20	1	1	20	0	2	18	9	8	1.8	1.6	0.2
Yuba City	86	3	10	79	8	11	76	5	7	74	6	10	70	10	9	71	32	47	6.4	9.4	-3
<b>Totals</b>	1847	274	294	1813	292	289	1805	254	294	1764	220	303	1682	209	226	1665	1249	1406	259	291	-32

