



# New Focus New Members

PP Ray Ward – District Membership Chair  
PE Mike Reiner – Passport Club

# New Focus Plus Program

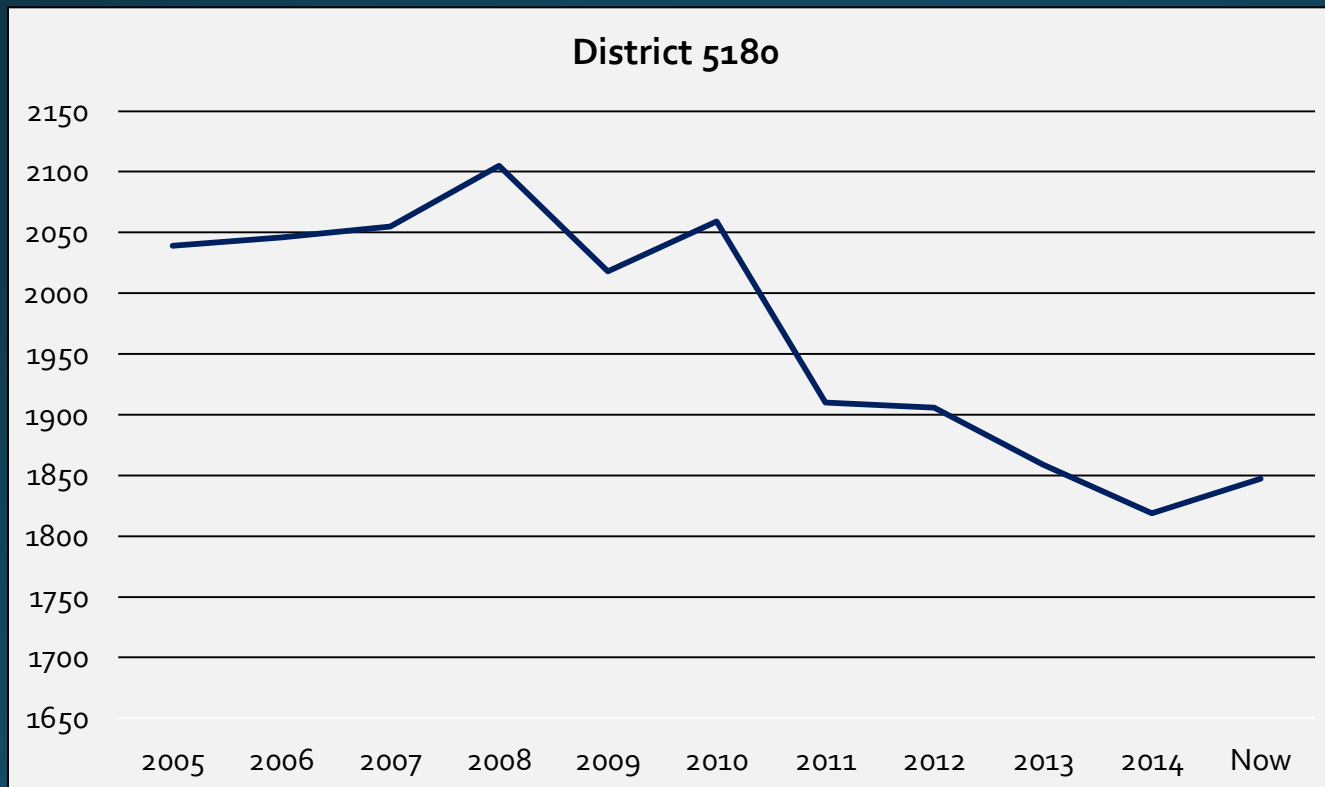
- Background
- Developing a Plan
- Developing a Team & Responsibilities

# New Focus Plus Program

- Background

# Background

## Rotary District 5180 Membership



As of  
3/12/2015

# Background

## Rotary District 5180 Clubs

- 22 Clubs are Net +1 or better

As of  
3/12/2015

- +11 Fair Oaks 64
- +6 Oroville 40
- + 4 Historic Folsom 17  
Rancho Cordova 33  
East Sacramento 39  
Roseville 104



# Background

Siegel & Gale Survey

Two key questions:

1. Why did you **JOIN** Rotary?
2. What is the main reason you **STAY** in Rotary?

# Background

## Why Joined?

|                     |        |
|---------------------|--------|
| Impact MY community | 35.50% |
| Friendship          | 30.00% |
| Networking          | 18.70% |
| Recognition         | 4.30%  |
| Training            | 3.30%  |
|                     |        |
| Global Impact       | 8.20%  |

# Background

## Why Stayed?

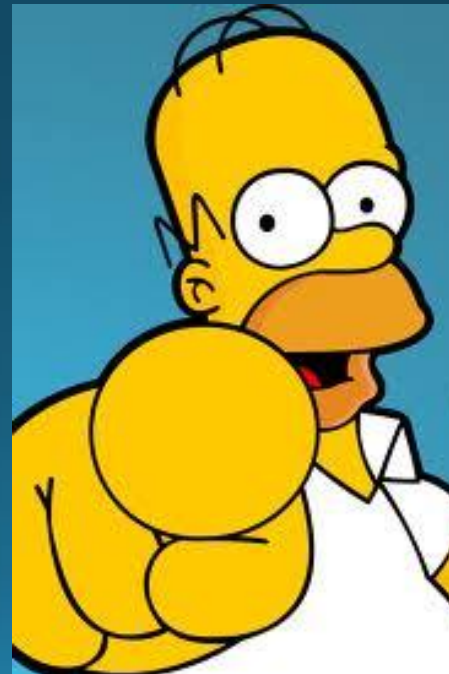
|                     |       |       |
|---------------------|-------|-------|
| Impact MY community | 35.5% | 36.1% |
| Friendship          | 30.0% | 38.4% |
| Networking          | 18.7% | 5.2%  |
| Recognition         | 4.3%  | 2.3%  |
| Training            | 3.3%  | 3.5%  |
|                     |       |       |
| Global Impact       | 8.2%  | 14.5% |



# Background

## Conclusion

1. Local Community Impact
2. Friendship
3. Networking
4. Leadership



# New Focus Plus Program

- Background
- Developing a Plan

# Developing A Plan

Rotary5180.org

| DISTRICT 5180<br>MEMBERSHIP NUMBERS | 2006-2007 | 2007-2008 | 2008-2009 | 2009-2010 | 2010-2011 | 2011-2012 | 2012-2013 | 2013-2014 | 2014-2015 | 10-Nov-14 | 22-Dec-14 | 23-Jan-15 | 24-Feb-15 | 01-Mar-15 |      |  |  | Goal | Diff<br>From<br>2014 | Diff<br>From<br>SAR<br>Peak |
|-------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------|--|--|------|----------------------|-----------------------------|
| Alder-Arcade (Sacramento)           | 47        | 51        | 50        | 49        | 44        | 45        | 44        | 50        | 53        | 51        | 50        | 53        | 50        | 52        | 52   |  |  | 55   | 1                    | -1                          |
| Carmichael                          | 28        | 29        | 28        | 28        | 28        | 27        | 31        | 30        | 30        | 28        | 28        | 29        | 30        | 31        |      |  |  | 29   | 3                    | 0                           |
| Citrus Heights                      | 35        | 28        | 29        | 27        | 28        | 35        | 36        | 42        | 45        | 48        | 42        | 43        | 42        | 41        | 41   |  |  | 50   | -7                   | -7                          |
| East Sacramento                     | 52        | 51        | 48        | 47        | 39        | 37        | 38        | 38        | 44        | 39        | 41        | 41        | 41        | 43        | 43   |  |  | 41   | 4                    | -9                          |
| El Dorado Hills                     | 62        | 67        | 52        | 48        | 45        | 42        | 37        | 36        | 29        | 28        | 30        | 30        | 30        | 31        | 30   |  |  | 38   | 2                    | -37                         |
| Eli Grove                           | 81        | 86        | 87        | 88        | 87        | 74        | 69        | 68        | 65        | 60        | 62        | 62        | 62        | 63        | 63   |  |  | 74   | 3                    | -25                         |
| Fair Oaks                           | 48        | 46        | 44        | 48        | 45        | 46        | 49        | 53        | 60        | 64        | 71        | 71        | 72        | 75        | 75   |  |  | 65   | 11                   | 11                          |
| Folsom                              | 74        | 75        | 78        | 85        | 89        | 82        | 70        | 72        | 72        | 73        | 72        | 71        | 71        | 72        | 72   |  |  | 74   | -1                   | -17                         |
| Folsom (Lake Folsom)                |           |           |           |           |           | 24        | 28        | 25        | 19        | 20        | 16        | 20        | 20        | 20        | 20   |  |  | 24   | 0                    | -8                          |
| FootHill Highlands                  | 27        | 27        | 27        | 24        | 26        | 24        | 26        | 24        | 22        | 21        | 20        | 20        | 20        | 22        | 22   |  |  | 28   | 1                    | -5                          |
| Gold River                          |           | 7         | 7         | 5         |           |           |           |           |           |           |           |           |           |           |      |  |  |      |                      |                             |
| Grantee Bay                         | 35        | 37        | 43        | 42        | 35        | 43        | 39        | 40        | 39        | 36        | 36        | 38        | 38        | 38        | 38   |  |  | 44   | 2                    | -5                          |
| Grizzly                             | 45        | 44        | 44        | 46        | 38        | 41        | 41        | 41        | 36        | 37        | 38        | 37        | 40        | 40        |      |  |  | 37   | 3                    | -8                          |
| Hillcrest Folsom                    | 27        | 34        | 38        | 39        | 33        | 32        | 29        | 26        | 26        | 17        | 19        | 19        | 18        | 21        | 21   |  |  | 30   | 4                    | -18                         |
| Laguna Sunrise (Eli Grove)          | 14        | 15        | 11        | 24        | 34        | 42        | 38        | 46        | 40        | 42        | 43        | 44        | 44        | 43        |      |  |  | 59   | 3                    | -3                          |
| Lincoln                             | 48        | 50        | 52        | 54        | 52        | 57        | 48        | 51        | 55        | 52        | 53        | 53        | 52        | 54        | 55   |  |  | 57   | 3                    | -2                          |
| Loomis Sunset                       |           |           |           |           |           |           | 25        | 25        | 22        | 20        | 19        | 19        | 19        | 19        |      |  |  | 35   | -3                   | -6                          |
| Marysville                          | 42        | 44        | 48        | 47        | 46        | 44        | 41        | 41        | 43        | 42        | 41        | 40        | 40        | 40        | 40   |  |  | 51   | -2                   | -8                          |
| Midtown Sacramento                  | 14        | 10        | 9         | 7         | 8         | 8         | 7         | 8         | 5         | 5         | 6         | 6         | 7         | 7         | 7    |  |  | 6    | 2                    | -7                          |
| Natomas (Sacramento)                | 13        | 14        | 20        | 21        | 23        | 20        | 16        | 13        | 12        | 11        | 11        | 11        | 11        | 11        | 11   |  |  | 12   | 0                    | -12                         |
| North Sacramento                    | 34        | 30        | 28        | 31        | 30        | 29        | 28        | 27        | 25        | 22        | 21        | 21        | 21        | 21        | 21   |  |  | 32   | -1                   | -13                         |
| Orangevale                          | 41        | 47        | 48        | 51        | 46        | 38        | 34        | 30        | 32        | 34        | 34        | 35        | 35        | 34        | 34   |  |  | 35   | 0                    | -17                         |
| Oroville                            | 47        | 51        | 57        | 56        | 57        | 62        | 58        | 62        | 39        | 40        | 40        | 40        | 41        | 46        | 46   |  |  | 41   | 6                    | -16                         |
| Oroville Sunrise                    | 44        | 47        | 43        | 42        | 37        | 41        | 35        | 38        | 28        | 27        | 27        | 27        | 27        | 27        | 27   |  |  | 34   | 0                    | -20                         |
| Passport Club                       |           |           |           |           |           |           |           |           |           |           |           |           |           |           |      |  |  |      |                      |                             |
| Rockett Rosenbergs                  |           | 19        | 17        | 12        | 7         | 7         | 10        | 14        | 13        | 14        | 14        | 14        | 15        | 15        | 15   |  |  | 20   | 2                    | -4                          |
| Point West Sacramento               | 154       | 154       | 154       | 161       | 144       | 157       | 148       | 151       | 145       | 153       | 153       | 151       | 151       | 153       | 153  |  |  | 155  | 0                    | -8                          |
| Rancho Cordova                      | 40        | 40        | 38        | 36        | 40        | 44        | 40        | 39        | 35        | 33        | 36        | 37        | 37        | 37        | 37   |  |  | 38   | 4                    | -7                          |
| Rancho Cordova Sunrise              | 22        | 19        | 19        | 20        | 20        | 25        | 21        | 23        | 22        | 26        | 25        | 24        | 23        | 23        | 22   |  |  | 31   | -4                   | -4                          |
| Rancho Murietta                     |           | 0         | 20        | 19        | 19        | 15        | 11        | 10        | 9         | 9         | 9         | 9         | 9         | 9         | 9    |  |  | 11   | 0                    | -11                         |
| Rocklin/Loomis Basin                | 29        | 34        | 28        | 30        | 40        | 39        | 38        | 31        | 32        | 28        | 30        | 29        | 28        | 27        | 27   |  |  | 37   | -1                   | -13                         |
| Roseville                           | 95        | 91        | 82        | 85        | 85        | 85        | 85        | 93        | 96        | 104       | 104       | 104       | 107       | 108       | 108  |  |  | 105  | 4                    | 4                           |
| Roseville Sunrise                   | 22        | 15        | 14        | 15        | 16        | 16        | 17        | 16        | 15        | 13        | 15        | 15        | 15        | 15        | 15   |  |  | 23   | 2                    | -7                          |
| Sacramento                          | 472       | 444       | 444       | 433       | 384       | 390       | 349       | 340       | 320       | 310       | 302       | 301       | 302       | 296       | 296  |  |  | 355  | -14                  | -176                        |
| Sacramento Breakfast                | 14        | 19        | 18        | 21        | 18        | 17        | 16        | 18        | 19        | 19        | 19        | 19        | 19        | 19        | 19   |  |  | 22   | 0                    | -2                          |
| South Placer (Rocklin)              | 23        | 32        | 30        | 37        | 40        | 34        | 32        | 35        | 32        | 36        | 37        | 37        | 38        | 38        | 38   |  |  | 42   | 3                    | -2                          |
| South Sacramento                    | 21        | 20        | 35        | 35        | 35        | 32        | 29        | 25        | 28        | 20        | 20        | 20        | 20        | 20        | 20   |  |  | 22   | 0                    | -15                         |
| South Yuba County Sunrise           | 22        | 22        | 19        | 15        | 18        | 24        | 21        | 16        | 16        | 13        | 14        | 14        | 14        | 14        | 14   |  |  | 21   | 1                    | -10                         |
| Summer Sunrise Sunrise              | 24        | 28        | 24        | 23        | 25        | 28        | 12        | 11        |           |           |           |           |           |           |      |  |  |      |                      |                             |
| Walnut Grove                        | 38        | 38        | 41        | 41        | 44        | 46        | 44        | 41        | 42        | 43        | 43        | 43        | 43        | 43        | 43   |  |  | 47   | 0                    | -3                          |
| West Sacramento                     | 82        | 85        | 84        | 85        | 94        | 100       | 96        | 73        | 76        | 71        | 72        | 72        | 72        | 72        | 72   |  |  | 72   | 1                    | -28                         |
| West Sac Centennial                 | 21        | 17        | 23        | 25        | 25        | 23        | 16        | 17        | 18        | 19        | 15        | 18        | 15        | 19        | 19   |  |  | 37   | 0                    | -6                          |
| Yuba City                           | 100       | 96        | 91        | 95        | 84        | 88        | 88        | 85        | 88        | 84        | 86        | 83        | 81        | 87        | 87   |  |  | 96   | 3                    | -13                         |
| Totals                              | 2039      | 2046      | 2055      | 2105      | 2018      | 2059      | 1910      | 1906      | 1859      | 1810      | 1820      | 1824      | 1828      | 1846      | 1845 |  |  | 2085 | 35                   | -536                        |

|            |    |    |      |
|------------|----|----|------|
|            | +  | -  | Even |
| Vs. Goals  | 8  | 32 |      |
| This Year  | 22 | 8  | 10   |
| Highest Pt | 2  | 36 |      |

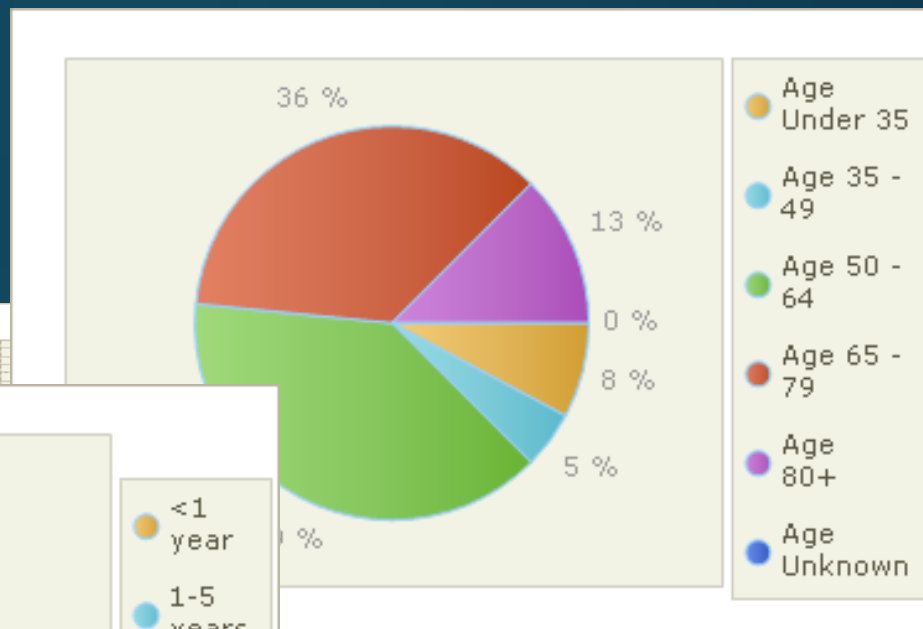
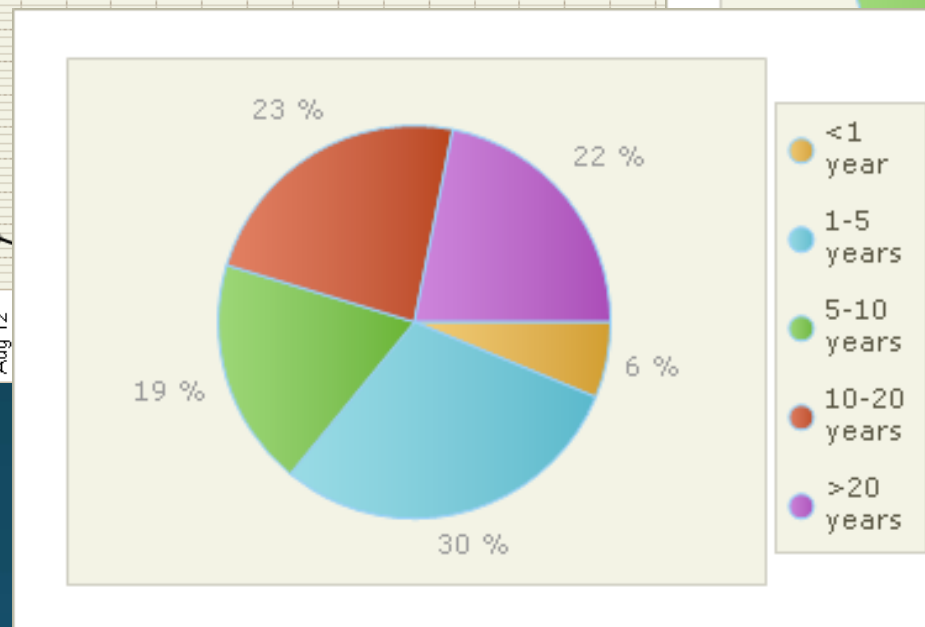
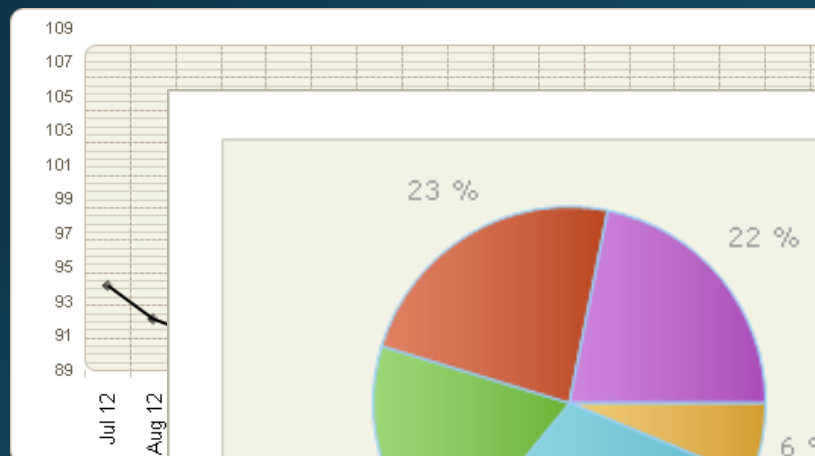
|                  |     |
|------------------|-----|
| 0 - 10 Members   | 2   |
| 11 - 25 Members  | 6   |
| 26 - 50 Members  | 16  |
| 51 - 100 Members | 21  |
| 101 + Members    | -10 |

Rotary



# Developing A Plan

## Clubrunner



# Developing A Plan

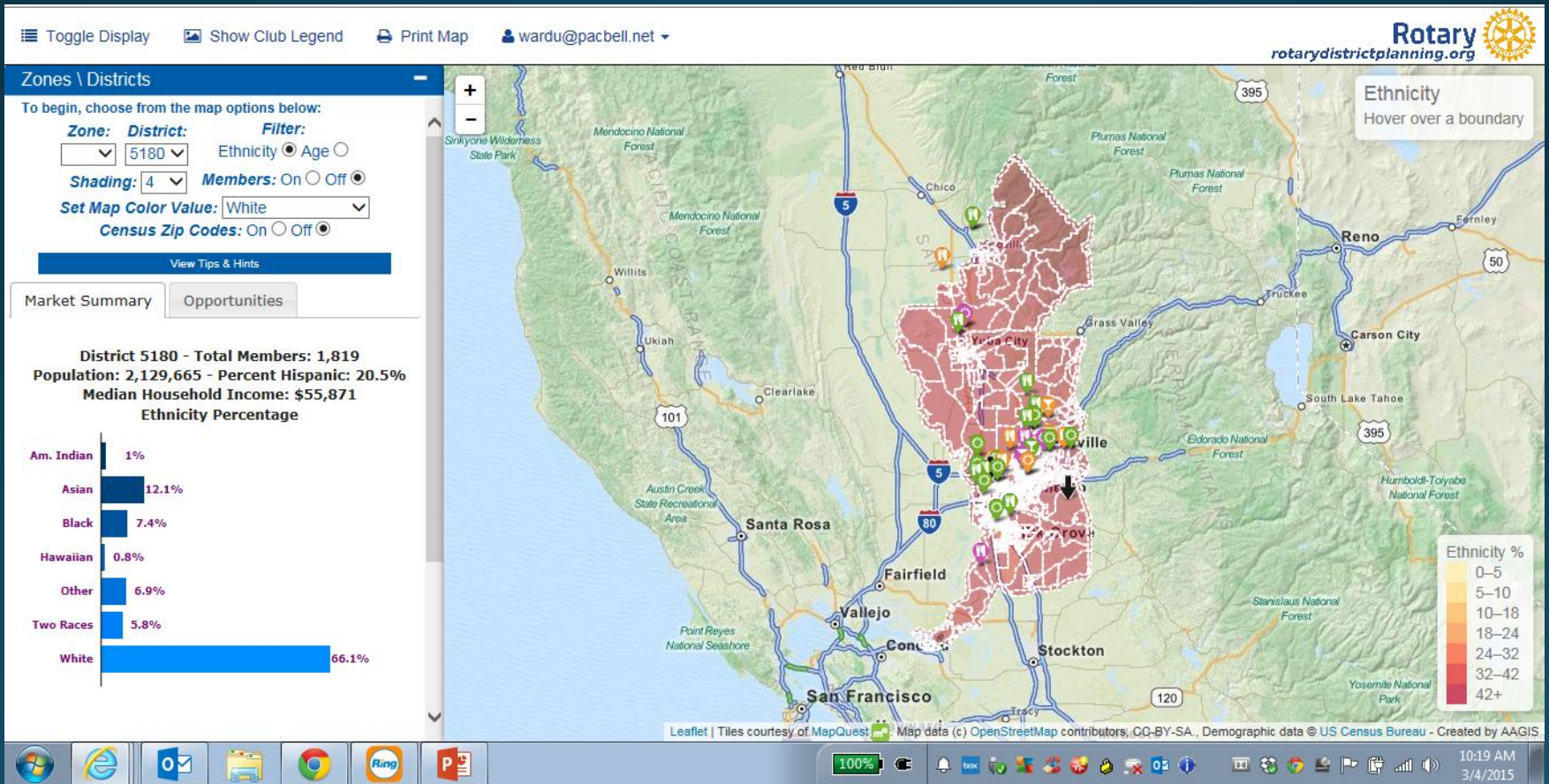
## Background/Review

- Strengths/Weakness
- Marketing Materials
- Fun/Friendly Meetings
- Statistical Data



# Developing A Plan

## RotaryDistrictPlanning.org





# Developing A Plan

www.SacLibrary.org

The screenshot displays the Sacramento Public Library website. At the top left is the logo with 'sac' in green and 'lib' in black, followed by 'SACRAMENTO PUBLIC LIBRARY'. To the right is a green search bar labeled 'Search Catalog' with a magnifying glass icon. Below the search bar are three radio buttons: 'catalog' (selected), 'ebooks', and 'site'. A horizontal navigation menu includes links for RESEARCH, LOCATIONS, KIDS, TEENS, SERVICES, CATALOG, and FAQ. The main content area is divided into two columns. The left column lists service categories with icons: ACCELERATED READER (star), AUTO REPAIR (wrench), BOOKS & MEDIA (book), BUSINESS & FINANCE (bar chart), COLLEGE (grad cap), GENEALOGY (family tree), and HEALTH & WELLNESS (heart). The right column features a yellow arrow pointing right, followed by a list of services: 'ReferenceUSA' (described as a premier source of business and residential information with over 24 million businesses and 260 million consumers), 'ReferenceUSA Online Training' (with a link to sign up for live online training), 'SACRAMENTO ROOM', and 'STUDENTS (K-12)'.

**sac lib** SACRAMENTO PUBLIC LIBRARY

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- 📊 BUSINESS & FINANCE
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- 👤 GENEALOGY
- ❤️ HEALTH & WELLNESS

and experienced investors.

- **ReferenceUSA**  
Research companies and consumers in the premier source of business and residential information, including listings of over 24 million businesses and over 260 million consumers.
- **ReferenceUSA Online Training**  
[Sign up for a live online training](#)

🕒 SACRAMENTO ROOM

😊 STUDENTS (K-12)



# Developing A Plan

## Elements of Your Plan

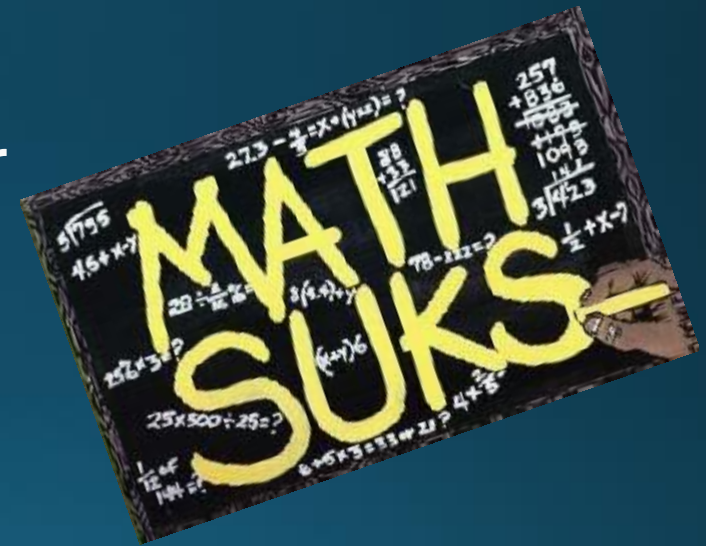
- Goals



# Developing A Plan

## Goals

- Retention Formula  
Members Start of Year  
+ New Members  
- Members End of Year  
Net Change



$$((\text{Net Change} + \text{Start}) * 100) / \text{Start} = \%$$

Rotary



# Developing A Plan

## Goals

- Retention Formula

| Rotary Club of                                                        |    | Fair Oaks                                                               |                                                                      |                                                         |
|-----------------------------------------------------------------------|----|-------------------------------------------------------------------------|----------------------------------------------------------------------|---------------------------------------------------------|
| Initial Semi-Annual Report Membership*<br><i>(July 1, 2010)</i>       | 64 | <b>This is your<br/><u>Retention</u><br/><u>Rate</u><br/><br/>98.44</b> | <b>This is your<br/><u>Growth</u><br/><u>Rate</u><br/><br/>17.19</b> | <b>This is your<br/><u>RG Index</u><br/><br/>115.63</b> |
| New Members Inducted during the target year.                          | 12 |                                                                         |                                                                      |                                                         |
| Total Existing + New Members                                          | 76 |                                                                         |                                                                      |                                                         |
| Next Semi-Annual Report Membership*<br><i>(July 1, 2011)</i>          | 75 |                                                                         |                                                                      |                                                         |
| Net Growth or Loss                                                    | -1 |                                                                         |                                                                      |                                                         |
| Put you mouse on the light turquoise cells and follow the directions. |    |                                                                         |                                                                      |                                                         |

# Developing A Plan

## Goals - Number of Members Vs Net

- New Members

Total Membership Goals

- Current Membership

- Estimated Loss (15%)

---

Total New Member Goal

# Developing A Plan

## Elements of Your Plan

- Goals
- Target

# Developing A Plan

## Target

- New Members



# Developing A Plan

## Target

- New Members
- Retaining Current Members



# Developing A Plan

## Elements of Your Plan

- Goals
- Target
- Strategies/Timeline

# Developing A Plan

## Strategies/Timeline

- What are YOUR CLUB's Strategies?
- Do you have Timelines?
- Is your plan, Written and Shared?



# Developing A Plan

## Elements of Your Plan

- Goal
- Target
- Strategies/Timeline
- Other Ideas

# New Focus Plus Program

- Background
- Developing a Plan
- Developing a Team & Responsibilities

# Membership Team

## Attracting

- Marketing Team – PI
- Sales Team
  - Bird Dog
  - Sales
  - Closer

# Membership Team

Attracting

Retention

- Sunshine
- Getting Them Involved
  - Find Their Passion
  - Train Future Leaders

# New Focus Plus Program

- Background
- Developing a Plan
- Developing a Team & Responsibilities

# District Membership Meetings

Fourth Wednesday of the Month

6:00 PM

Pomares & Co.

or GoTo Meeting



RotaryRay5180@gmail.com