

Rotary



Ray Ward – District Membership Chair

New Focus

Today

- Plan
- Attract
- Retain
- Teamwork



Plan

- Review
- Set Goals
- Develop Strategies
- Review



Where Are You NOW?

- Have you evaluated your club?
- Do you understand your target consumer?
- What is your value proposition?

Attract

- WHO?



Attract

Siegel & Gale Survey

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



Attract

What is Rotary?

It's a leadership organization we're made up of local business, professional and civic leaders.

We meet regularly, get to know each other, form friendships, & through that, we're able to get things done in this community.

Attract

Meetings

- Are they Friendly?
- Fit the needs of your consumers?
- Options



Attract

Communications - Invites

"The miracle is this - the more we share, the more we have."

Leonard Nimoy



Rotary



Attract

Communications – Invites

- Ask
- Events
- Other



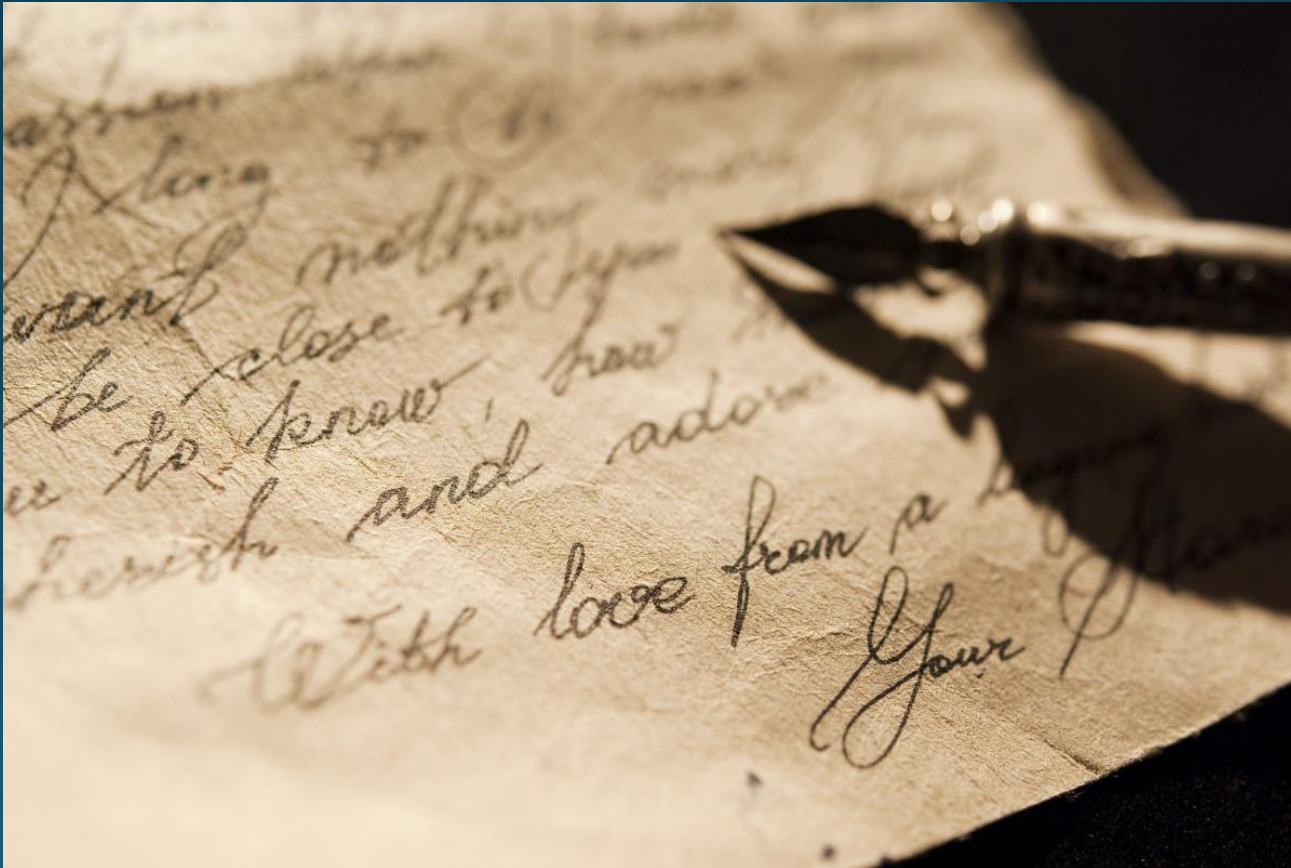
Retain

New Focus Induction



Retain

12 Letters



Retain

Integration

“To love what you do and feel that it matters
— how could anything be more fun?”

Katharine Graham



Retain

Integration

- Leadership
- Fundraiser
- Unwanted Jobs

“To love what you do and feel that it matters
— how could anything be more fun?”

Katharine Graham



Teamwork

- District Membership Team
- Partner with Public Image
- Attraction Team
- Retention Team



Questions



Contact

Ray Ward

RotaryRay5180@gmail.com



Rotary

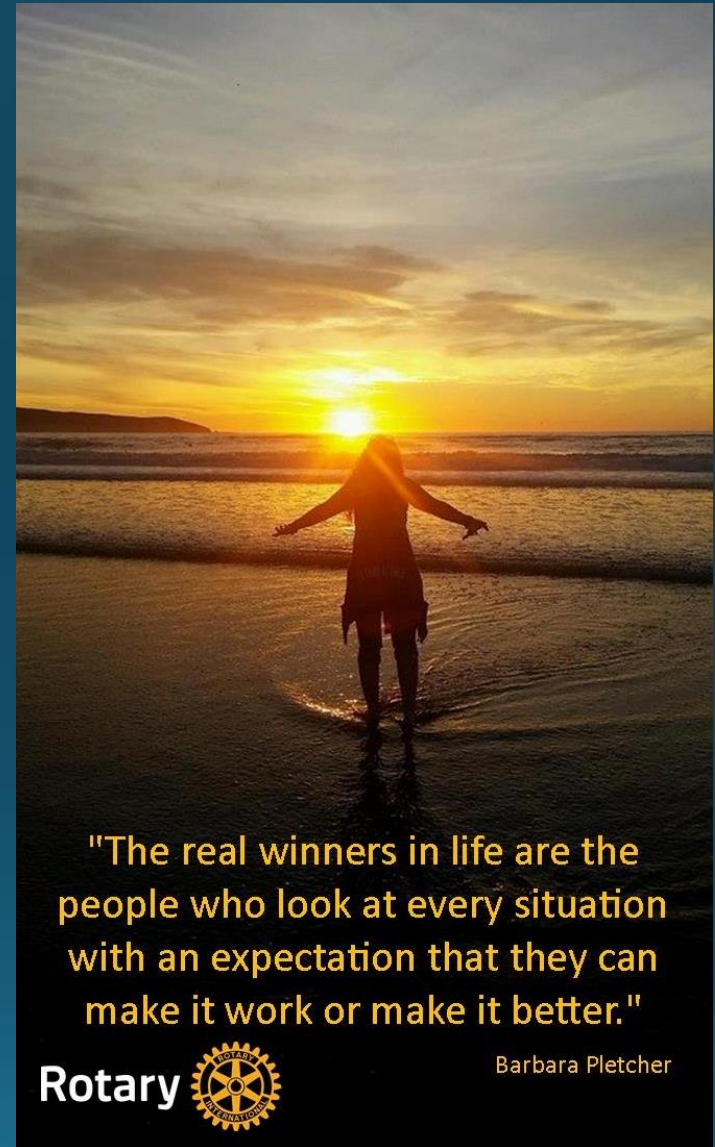


Ray Ward – District Membership Chair

Membership Plan

Today

- Review
- Goals
- Strategies/Timelines
- Review/Adjust



"The real winners in life are the people who look at every situation with an expectation that they can make it work or make it better."

Barbara Pletcher



Rotary

Rotary

Review

- Consumer Survey
 - Leadership
 - Members
 - Non Members
 - Survey Monkey
 - Secret Shopper



Review

- Consumer Survey
- Research
 - District Planning Website
 - ReferenceUSA
 - Clubrunner
 - Historic Data



Review

- Consumer Survey
- Research
- Strength/Weakness
 - Club PrePlan Document
 - RI Club Survey



Goals

- Setting Your Goals (40 members)

Goal	+2
<u>Est Loss (15%)</u>	<u>6</u>
New members	8



Goals



- Setting Your Goals (40 members)

New Members	8
-------------	---

Prospective members (3:1)	24
---------------------------	----

# of Asks (5:1)	120
-----------------	-----

Strategies/Timelines

- Who are targeting?
 - Local Business
 - Local Leaders
 - Age
 - Ethnic Background



Strategies/Timelines

- Who are targeting?
- Value Proposition



Strategies/Timelines

- Who are targeting?
- Value Proposition
- Marketing Materials
 - Tri-Fold
 - Website



Strategies/Timelines

- Who are targeting?
- Value Proposition
- Marketing Materials
- Invitation
 - Who
 - How
 - When



Strategies/Timelines

- Who are targeting?
- Value Proposition
- Marketing Materials
- Invitation
- Visitor Strategies



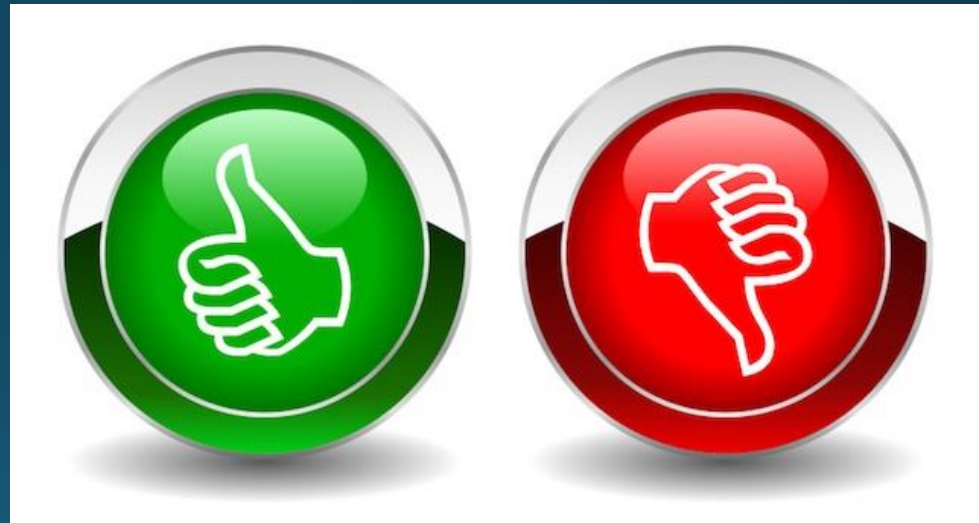
Strategies/Timelines

- Meeting Outlines
- Other Events
- Retention Plan
- Create a Written Plan
- Communicate Plan



Review

- Review Timelines
- Review Events
- Evaluate Success
- Adjust Plan



Contact

Ray Ward

RotaryRay5180@gmail.com

