



TOOL TIME

NEW FOCUS MEMBERSHIP/PUBLIC IMAGE SEMINAR

The Numbers



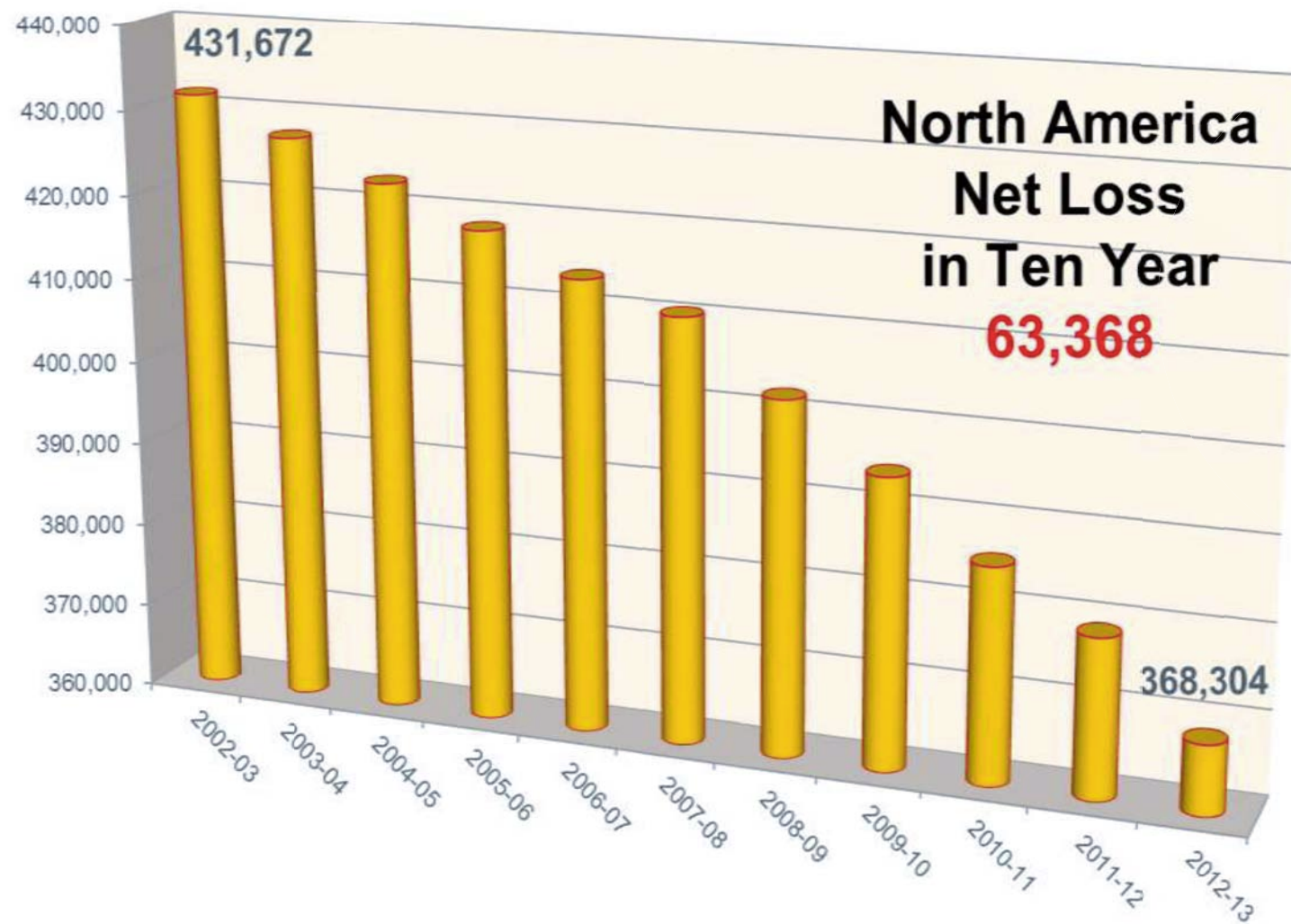
PDG Bob Deering
District PI Chair

The Numbers

We Have A
Membership
Problem!



The Numbers



The Numbers

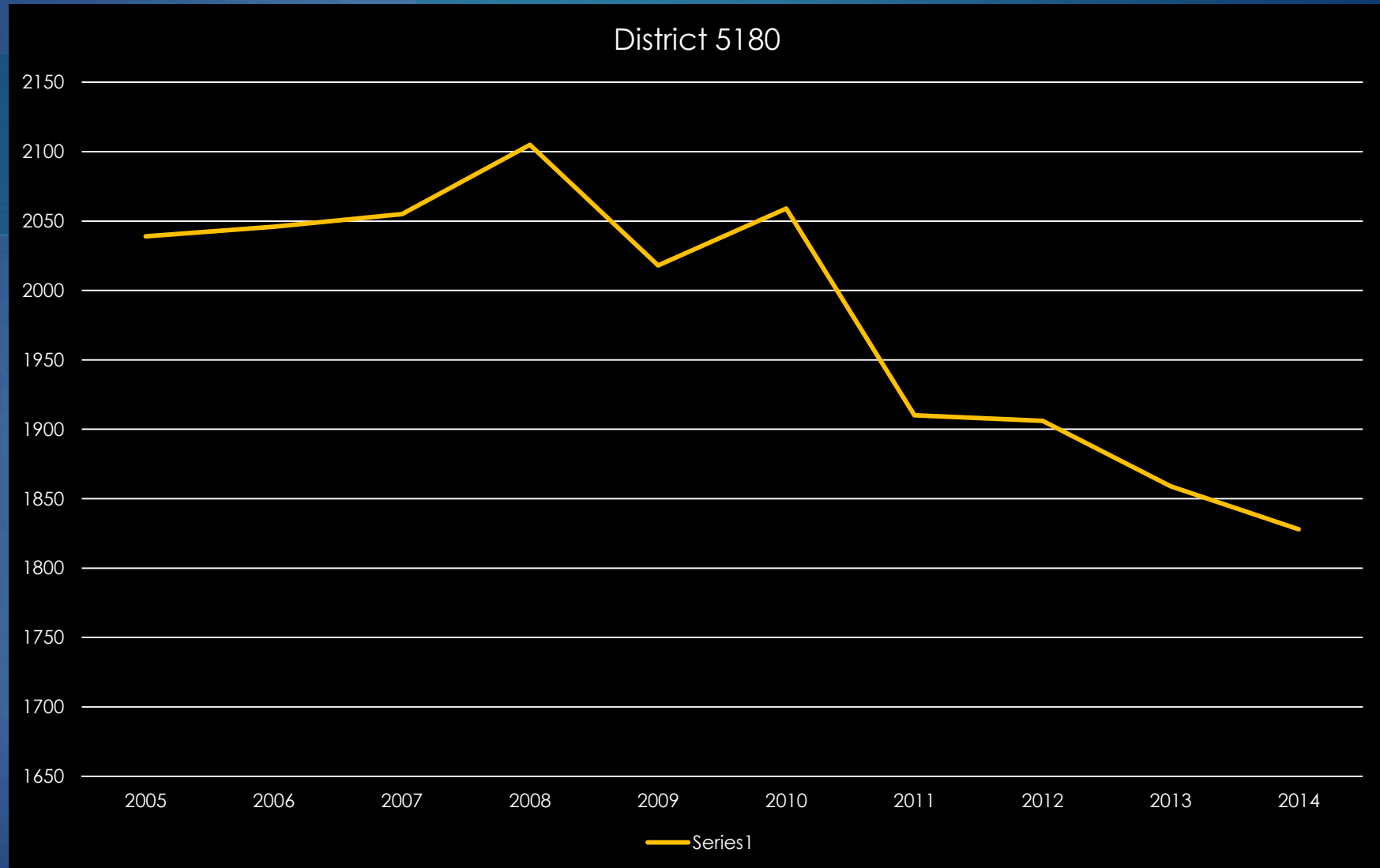
2003 – 2011 (worldwide)

Inducted: **1,100,000**

Growth: **226**



The Numbers



The Numbers

Clubs 2014/15 vs Previous 9 Yr High

- ▶ Membership Down **10%** **30**
- ▶ Membership Down **25%** **20**
- ▶ Membership Down **50%** **5**

Added 5 clubs / Lost 2

The Numbers

Clubs 2 / 7 Yr High

4 clubs are
greater than their
Previous 9 yr High

Member 5%

Added 3 clubs / Lost 2

The Numbers

Clubs 2 / Yr High

14 clubs have
more members
than 2005

► Me

► Mem

► Member

Added 5 clubs / Lost 2

Siegel & Gale Survey

Two key questions:

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

Why Join?

Impact <u>my</u> community	35.5%
Friends	30.0%
Networking	18.7%
Recognition	4.3%
Training	3.3%
International	8.2%

Why Stay?

Impact <u>my</u> community	35.5%	36.1%
Friends	30.0%	38.4%
Networking	18.7%	5.2%
Recognition	4.3%	2.3%
Training	3.3%	3.5%
International	8.2%	14.5%

Siegel & Gale Survey

Key Points

1. Local
2. Friendship
3. Vocational
4. Leadership



Siegel & Gale Survey

Remember:
Our Customers



Our MEMBERS

What Our Customers Want:

Key Points

1. Local Impact
2. Friends and Contacts
3. Vocation – Value Me & My Work
4. Leaders to Work With

Pre-Planning/Planning

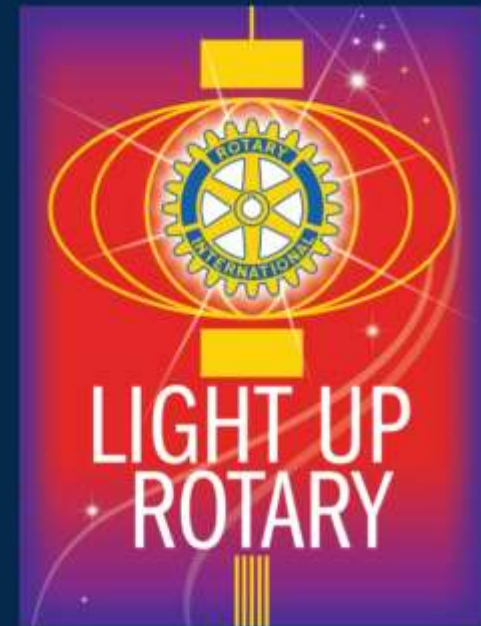


PP Ray Ward
Dist. Membership Chair

“It’s simple. The more members we have, the more people we can help. A stronger membership base will result in stronger communities.”

Rotary President Gary CK Huang

It’s Membership Month



Question

Why Are
You Here?

PAR Program

► P-Plan
► A-Attract
► R-Retain

Membership - PAR Program



PAR Program Forms

- » [Club Pre-Plan Review form](#)
- » [Preparing Your Club to Grow](#)
- » [30 60 90 Goals](#)
- » [Membership Plan](#)
- » [New Member Induction](#)
- » [Retention Cover Letter](#)
- » [Retention Letter 1](#)
- » [Retention Letter 2](#)
- » [Retention Letter 3](#)
- » [Retention Letter 4](#)
- » [Retention Letter 5](#)
- » [Retention Letter 6](#)
- » [Retention Letter 7](#)
- » [Retention Letter 8](#)
- » [Retention Letter 9](#)
- » [Retention Letter 10](#)
- » [Retention Letter 11](#)
- » [Retention Letter 12](#)

Membership - PAR Program



2014-15 District 5180 PAR Membership Program



The District Membership Committee wants to help every club grow. We believe one of the best ways to achieve this goal is to return to the basics. Therefore we have added additional resources to the Ignite program to help you achieve your goals.

*"If you can dream it, you can do it."
Walt Disney*

Develop A Plan

Review the Strengths & Weakness of your club with the Club Pre-Plan Review form or Preparing Your Club to Grow forms.

Create a 30, 60 90 day goals using this form.

Create a Written Plan by writing your own or by using 2014 Membership Plan form.

Pre-Planning

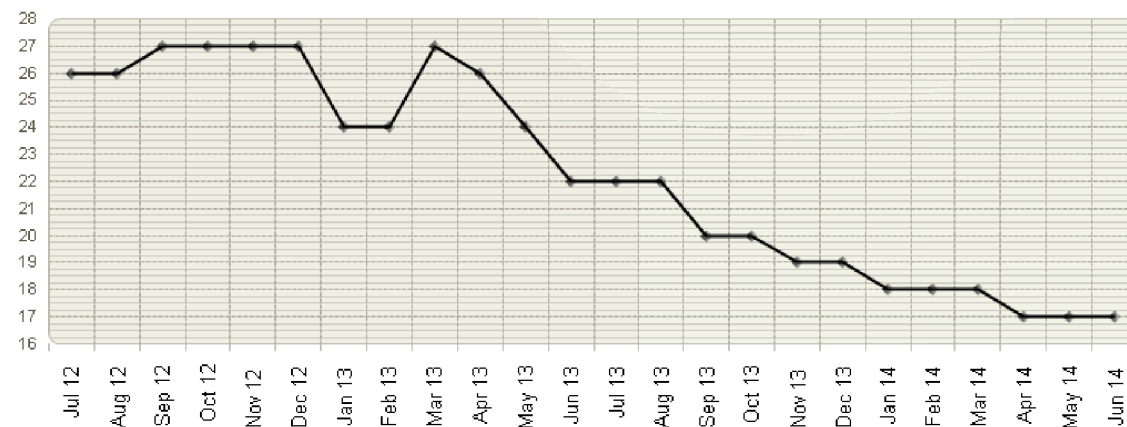
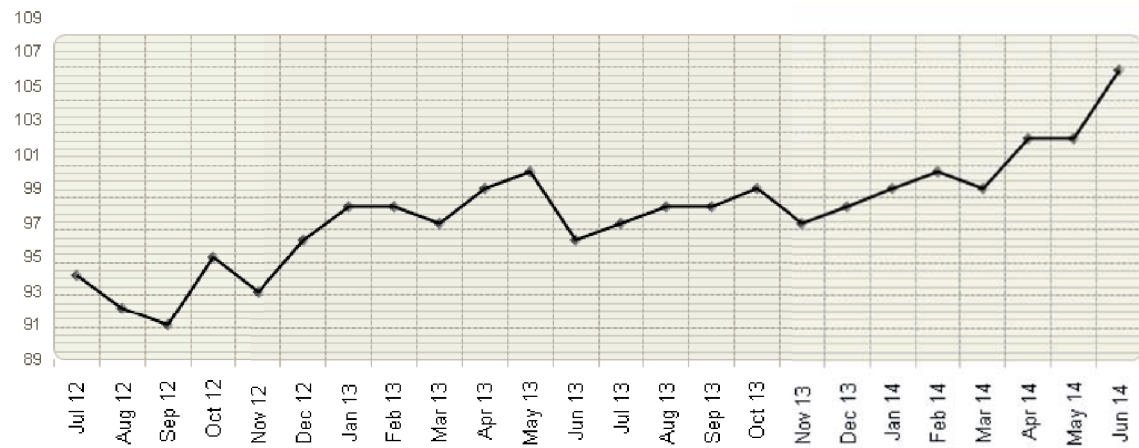
▶ Forms

▶ Preparing Your Club To Grow

▶ Club Pre-Plan Review

Pre-Planning -DATA

- ▶ ClubRunner/Manually
- ▶ Membership

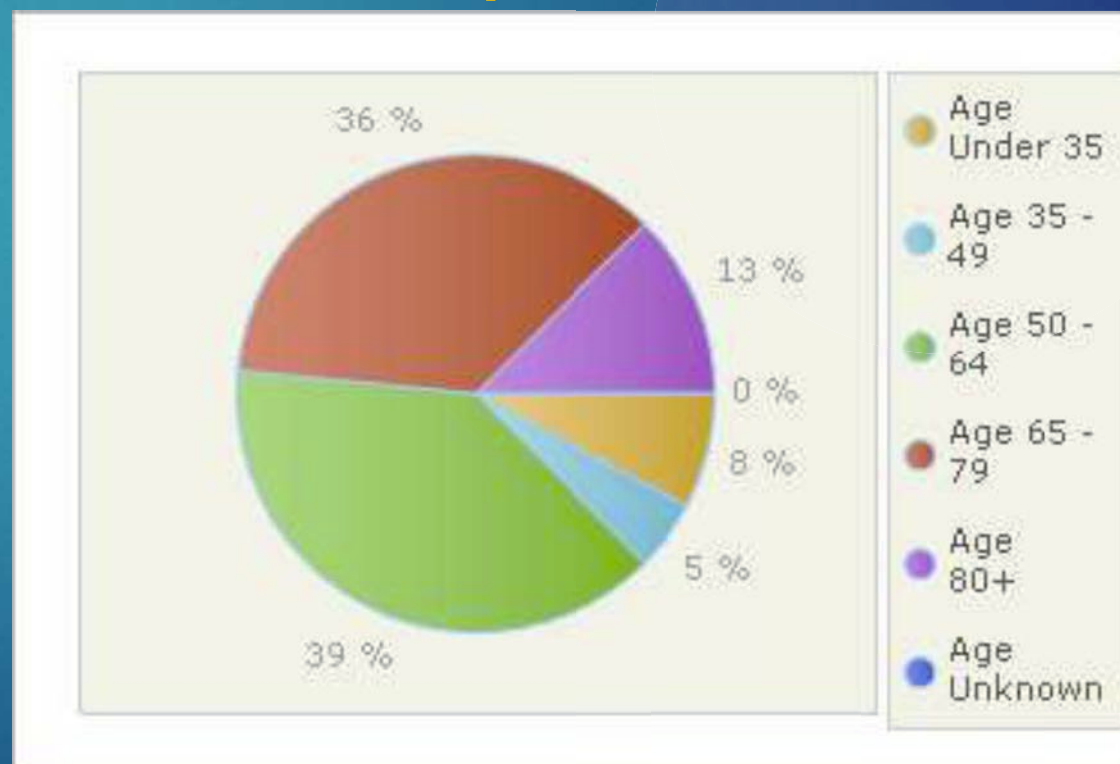


Pre-Planning -DATA

- ▶ Clubrunner Terms – Total 255
 - ▶ 35.3% Uncontrollable – health, moved
 - ▶ 14.5% Maybe Controllable – Family, Financial
 - ▶ 49.8% Controllable – Attendance, Disinterest, Business Pressure

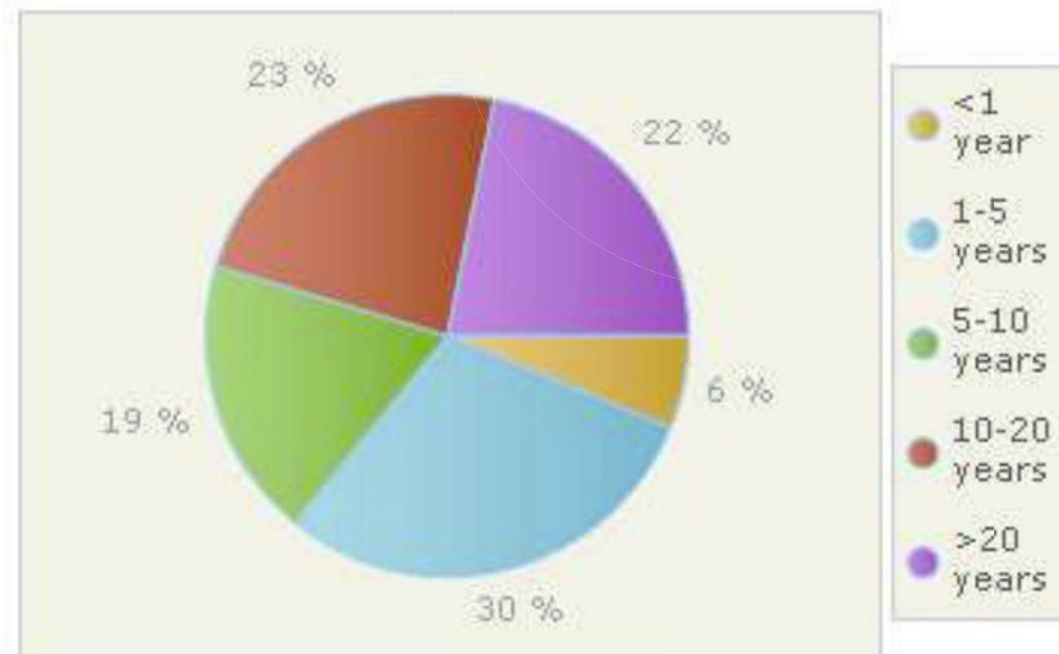
Pre-Planning -DATA

- ▶ ClubRunner/Manually
- ▶ Membership
- ▶ Age



Pre-Planning -DATA

- ▶ ClubRunner/Manually
- ▶ Membership
- ▶ Age
- ▶ Time of Service



Pre-Planning -DATA

- ▶ ClubRunner/Manually
 - ▶ Membership
 - ▶ Age
 - ▶ Time of Service
 - ▶ Attendance

Pre-Planning

2012 13 Meetings			2013 14 Meetings		
# Attended	# of Mtgs	% Attended	% Attended	# Attended	# of Mtgs
23	36	0.639	0.276	8	29
22	36	0.611	0.552	16	29
0	0	NA	1.000	2	2
0	0	NA	0.500	13	26
27	39	0.692	0.552	16	29
17	26	0.654	0.793	23	29
0	0	NA	0.800	8	10
15	39	0.385	0.138	4	29
29	39	0.744	0.828	24	29
33	39	0.846	0.586	17	29
11	23	0.478	0.759	22	29
13	39	0.333	0.310	9	29
6	39	0.154	0.103	3	29
0	0	NA	1.000	1	1
18	21	0.857	0.862	25	29
35	39	0.897	0.966	28	29
23	39	0.590	0.552	16	29
5	39	0.128	0.103	3	29
6	26	0.231	0.276	8	29
21	39	0.538	0.552	16	29
35	39	0.897	0.828	24	29
10	16	0.625	0.655	19	29
33	39	0.846	0.862	25	29
0	0	NA	0.727	8	11
20	39	0.513	0.483	14	29
31	39	0.795	0.690	20	29
39	39	1.000	0.931	27	29
36	39	0.923	0.862	25	29

Siegel & Gale Survey

Key Points

1. Local
2. Friendship
3. Vocational
4. Leadership



Pre-Planning

- ▶ Demographic Info
- ▶ RotaryDistrictPlanning.org

Pre-Planning

Rotary District Planning

To begin, choose from the map options below:

Zone: District: Category:

Transparency: Members: ☐ On ☐ Off

Set Map Theme Variable:

HINTS: To move the map, drag while holding down the left mouse button.
To print while hovering over a boundary on the map, press Ctrl-P

Race Demographics
Hover over a boundary

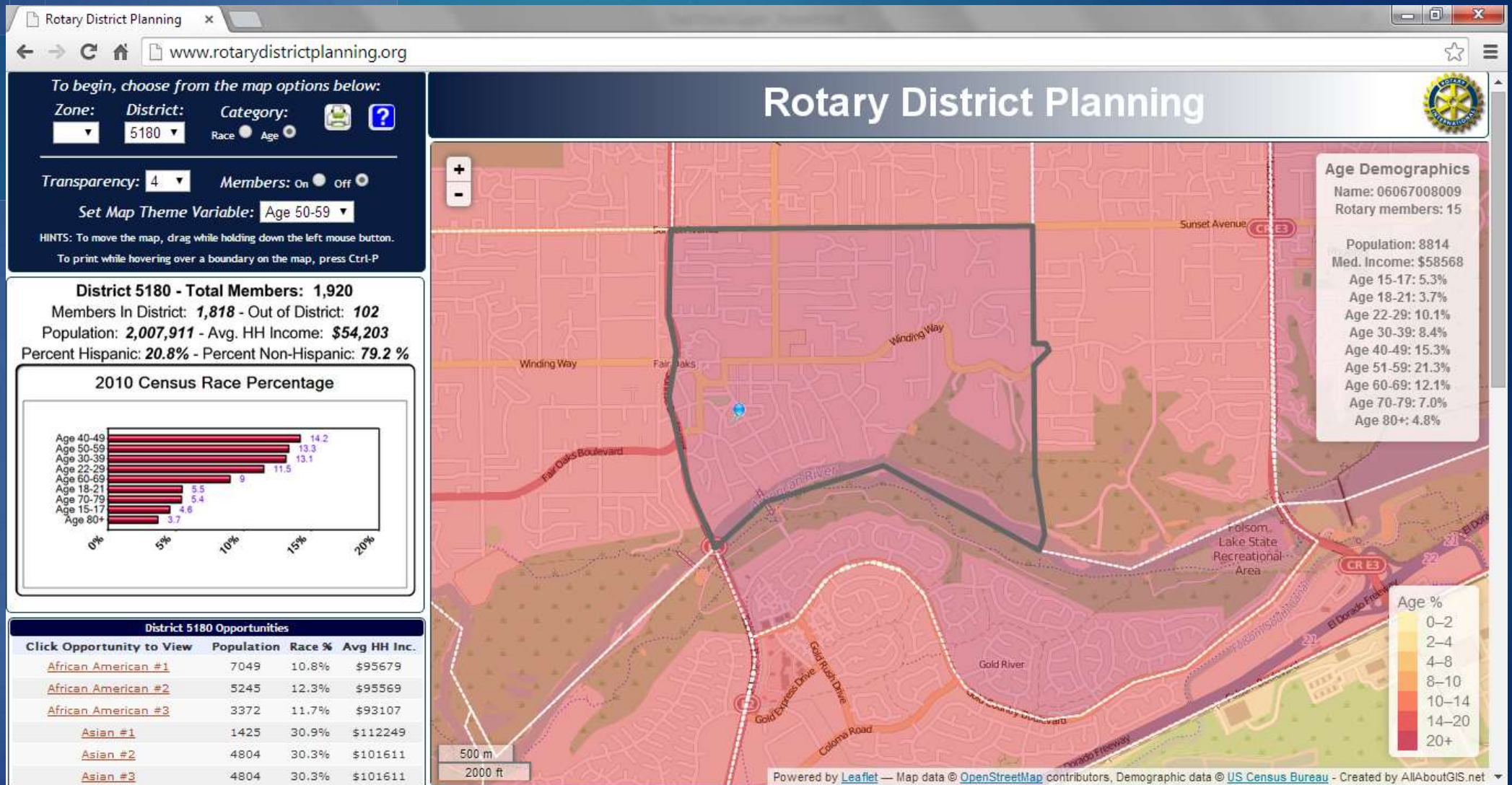
Race %
0-5
5-10
10-18
18-24
24-32
32-42
42+

500 km
300 mi

Powered by Leaflet — Map data © OpenStreetMap contributors, Demographic data © US Census Bureau - Created by AllAboutGIS.net

Rotary District 5180

Pre-Planning



Pre-Planning

- ▶ Demographic Info
- ▶ RotaryDistrictPlanning.org
- ▶ referenceUSA

Pre-Planning

ReferenceUSA - Custom Search

www.referenceusa.com/UsBusiness/Search/Custom/32605962e6a24d04a885ebfd7194af48

Apps att.net - Email, New... Imported From IE Cold Steel Knives 43... Cold Steel Urban Pal...

referenceUSA®

Home About Us Data Quality Take a Tour Customers Contact Us FAQs Resource Center Job Help Library Locator Historic Data Reports

Available Databases

U.S. Businesses Database

Quick Search Custom Search

Expand All Select All

- Company Name
- Executives
- Business Type
- Geography
- Phone
- Business Size
- Ownership
- Financial Data
- Special Selects

To start your search...

Click on the headings to the left to start your search. If you are uncertain what to search for, look for Search Tips within each section to help you along the way.

To further customize your search, select the Record Type you would like to search below to ensure you get the records you are looking for.

Record Type Search Tips Collapse

- ☒ **V** Verified Businesses (Phone verified and quality checked)
- ☐ **U** Include Unverified Businesses (Not yet fully verified, may not be accurate)
- ☐ **C** Include Closed / Out of Business Records (Suspected to be out of business)

VIEW RESULTS

UPDATE COUNT

RECORD COUNT
15,909,908

EMAIL COUNT
1,818,801
[more info](#)

CLEAR SEARCH

[Back To Top](#)

Rotary District 5180

8:16 PM 7/25/2014

Pre-Planning

Re x

www.referenceusa.com/UsBusiness/Result/d39720a3f6f74b0ebfba3c40ee0c03db

referenceUSA®

Home About Us Data Quality Take a Tour Customers Contact Us FAQs Resource Center Job Help Library Locator Historic Data Reports

Available Databases

U.S. Businesses

32 Results





6 with e-mail addresses [more info]

Page 1 of 2

◀ 1 ▶

NEW!

Review Details Map Summary Charts Download Print

<input type="checkbox"/>	Company Name	Executive Name	Street Address	City, State	ZIP	Phone	Corp. Tree
<input type="checkbox"/>	4leaf Inc	Bert Gross	4401 Hazel Ave # 135	Fair Oaks, CA	95628	(916) 965-0010	
<input type="checkbox"/>	Bella Vista High School	Peggy Haskins	8301 Madison Ave	Fair Oaks, CA	95628	(916) 971-5052	
<input type="checkbox"/>	Chili's Grill & Bar	Saba Zeidan	5303 Sunrise Blvd	Fair Oaks, CA	95628	(916) 962-0404	 ↑
<input type="checkbox"/>	Coldwell Banker	Barbara Silva	5034 Sunrise Blvd	Fair Oaks, CA	95628	(916) 864-8600	 ↑
<input type="checkbox"/>	Del Campo High School		4925 Dewey Dr	Fair Oaks, CA	95628	(916) 971-5664	
<input type="checkbox"/>	Eskaton Care Ctr Fair Oaks	Stephen Fife	11300 Fair Oaks Blvd	Fair Oaks, CA	95628	(916) 965-4663	
<input type="checkbox"/>	Harry Dewey Fndmntl Elementary	Holly Cybulski	7025 Falcon Rd	Fair Oaks, CA	95628	(916) 867-2027	
<input type="checkbox"/>	Keller Williams Realty	Jesse Garcia	8525 Madison Ave ...	Fair Oaks, CA	95628	(916) 866-1500	 ↑
<input type="checkbox"/>	Lyon Real Estate	Karen Morrison	8814 Madison Ave	Fair Oaks, CA	95628	(916) 962-0111	 ↑

Pre-Planning

- ▶ Demographic Info
- ▶ RotaryDistrictPlanning.org
- ▶ referenceUSA
- ▶ Member Survey



Pre-Planning

- ▶ Club Central
- ▶ Review Service Project
- ▶ Giving

Pre-Planning

- ▶ Marketing
 - ▶ Prospective Member
 - ▶ Fundraisers
 - ▶ Other



Pre-Planning

- ▶ Meetings
- ▶ Ready



Pre-Planning

- ▶ Meetings
- ▶ Ready
- ▶ Host



Pre-Planning

- ▶ Meetings
- ▶ Ready
- ▶ Host
- ▶ Fun



Pre-Planning

- ▶ Public Image
- ▶ Website



Pre-Planning

► Public Image

► Website

► Facebook



Pre-Planning

- ▶ Public Image
- ▶ Website
- ▶ Facebook
- ▶ Conventional



Pre-Planning

- ▶ Retention
- ▶ Involvement



Pre-Planning

- ▶ Retention
- ▶ Involvement
- ▶ Friendship



Pre-Planning

- ▶ Retention
- ▶ Involvement
- ▶ Friendship
- ▶ Leadership



Pre-Planning

- ▶ Retention
- ▶ Involvement
- ▶ Friendship
- ▶ Leadership
- ▶ Vocational



Planning

Planning



Siegel & Gale Survey

Key Points

1. Local
2. Friendship
3. Vocational
4. Leadership



Planning

► Job De

What Is Your Job?



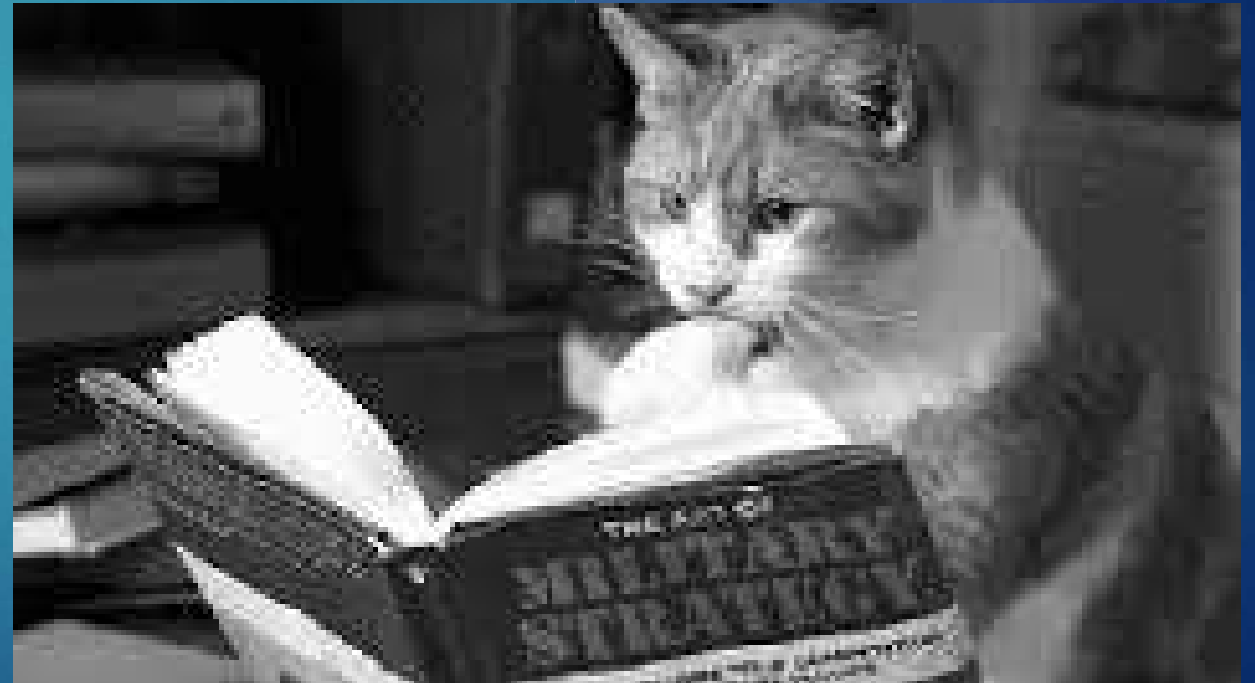
Planning

- ▶ Job Description
- ▶ Build A Team



Planning

- ▶ Job Description
- ▶ Build A Team
- ▶ Build A Plan



Planning

- ▶ Job Description
- ▶ Build A Team
- ▶ Build A Plan
- ▶ Communicate



Planning

- ▶ Job Description
- ▶ Build A Team
- ▶ Build A Plan
- ▶ Communicate
- ▶ Manage



Planning

- ▶ Build a Team
 - ▶ Membership
 - ▶ Public Image
 - ▶ Vocational/Club Service/++++
 - ▶ Presidential Line



Planning

2014/15 Membership Plan

Club: _____
Membership Chair: _____
Committee Members: _____

Public Image Chair: _____

Membership Goal

Current members 7/1/2014: _____
Estimate loss thru 6/31/2015: _____
New Member Goal: _____
Total members 6/31/2015: _____ Gain: _____
Prospective Members Needed: _____

Club Review:

Greeters/Sign-In Sheet _____
Review of Club Meeting _____
Needed Changes: _____

Prospective Member Process _____
Needed Changes: _____

Target Audience:

Group: _____
How to Reach: _____

Group: _____

Planning

- ▶ Build a Plan
- ▶ Set Goals



Planning

- ▶ Increase in Membership
- ▶ Estimated Loss
- ▶ Growth Estimate
- ▶ New Member Goal



Planning

Current Members
Estimated Loss
Retention Program
Goal
New Member Goal

40

6

3

+1

4



Planning

Prospective Members Needed

New Member Goal 4

Prospect/Member Ratio 3:1

New Prospect Goal 12



Planning

Remember It's A Number Game

New Prospect Goal

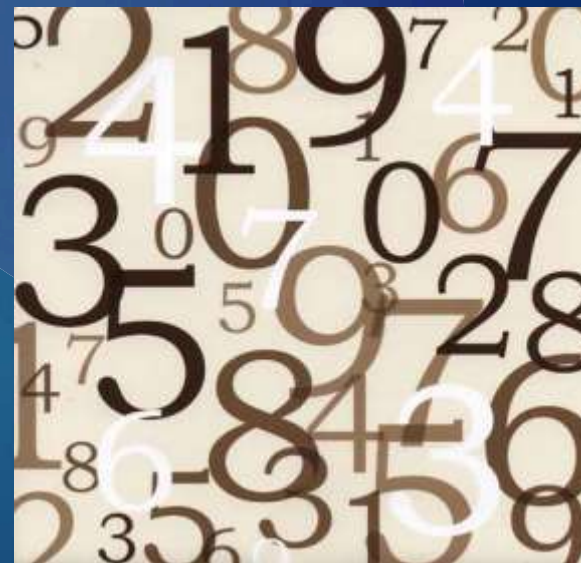
12

Ask/Prospect Ratio

5:1

New Ask Goal

60



Planning

2014/15 Membership Plan

Club: _____
Membership Chair: _____
Committee Members: _____

Public Image Chair: _____

Membership Goal

Current members 7/1/2014: _____
Estimate loss thru 6/31/2015: _____
New Member Goal: _____
Total members 6/31/2015: _____ Gain: _____
Prospective Members Needed: _____

Club Review:

Greeters/Sign-In Sheet _____
Review of Club Meeting _____
Needed Changes: _____

Prospective Member Process _____
Needed Changes: _____

Target Audience:

Group: _____
How to Reach: _____

Group: _____
How to Reach: _____

Group: _____
How to Reach: _____

Marketing: _____ *Date(s)* _____
Create/Update Membership Application _____

Planning

- ▶ Targets
- ▶ Who
- ▶ How
- ▶ Timelines



Planning

Public Image Chair: _____

Membership Goal

Current members 7/1/2014: _____

Estimate loss thru 6/31/2015: _____

New Member Goal: _____

Total members 6/31/2015: _____

Gain: _____

Prospective Members Needed: _____

Club Review:

Greeters/Sign-In Sheet _____

Review of Club Meeting _____

Needed Changes: _____

Prospective Member Process _____

Needed Changes: _____

Target Audience:

Group: _____

How to Reach: _____

Group: _____

How to Reach: _____

Group: _____

How to Reach: _____

Marketing:

Date(s)

Create/Update Membership Application _____

Create/Update Flyer/Brochure _____

Create/Update Membership Video _____

Planning

- ▶ Build a Plan
- ▶ Get Goals
- ▶ How



Planning

- ▶ Meeting
- ▶ Greeter
- ▶ Host
- ▶ Meeting



Planning

- ▶ Consider Not
 - ▶ Singing
 - ▶ Invocation



Planning

- ▶ Consider Not
 - ▶ Singing
 - ▶ Invocation
 - ▶ Jokes



Planning

- ▶ Consider Not
 - ▶ Singing
 - ▶ Invocation
 - ▶ Jokes
 - ▶ Rotary Speak



Planning

- ▶ Consider
- ▶ Good Speakers



Planning

- ▶ Consider
 - ▶ Good Speakers
 - ▶ Friendship Time



Planning

- ▶ Consider
 - ▶ Good Speakers
 - ▶ Friendship Time
 - ▶ Vocational Talks



Planning

2014/15 Membership Plan

Club: _____

Membership Chair: _____

Committee Members: _____

Public Image Chair: _____

Membership Goal

Current members 7/1/2014: _____

Estimate loss thru 6/31/2015: _____

New Member Goal: _____

Total members 6/31/2015: _____ Gain: _____

Prospective Members Needed: _____

Club Review:

Greeters/Sign-In Sheet _____

Review of Club Meeting _____

Needed Changes: _____

Prospective Member Process _____

Needed Changes: _____

Target Audience:

Group: _____

How to Reach: _____

Group: _____

How to Reach: _____

Group: _____

How to Reach: _____

Marketing: *Date(s)*

Create/Update Membership Application _____

Create/Update Flyer/Brochure _____

Create/Update Membership Video _____

Planning

- ▶ Other Meeting
 - ▶ Membership Socials
 - ▶ Joint Chamber Event
 - ▶ Field Trips



Planning

Outward Communication/Marketing:

Website:

Prospective Member Section: _____

Membership Contact Info: _____

Attractive: _____

Events Posted Who/When/Process: _____

Facebook:

Membership Contact Info: _____

Current: _____

Events Posted Who/When/Process: _____

Email/Database:

Contact Info Collection: _____

Contact Input: _____

Who Communicates Events: _____

Special Events:

Event: _____

Marketing: _____

Event: _____

Marketing: _____



Planning

- ▶ Build a Plan
- ▶ Set Goals
- ▶ How
- ▶ Retention



Planning

Retention

- ▶ New Members
- ▶ Current Members



Siegel & Gale Survey

Key Points

1. Local
2. Friendship
3. Vocational
4. Leadership



Planning

- ▶ Build a Plan
- ▶ Set Goals
- ▶ Meetings
- ▶ Retention
- ▶ Communication



Planning

Communication

- ▶ Goals
- ▶ Involvement



Planning

Communication

- ▶ Goals
- ▶ Involvement
- ▶ Teach



Planning

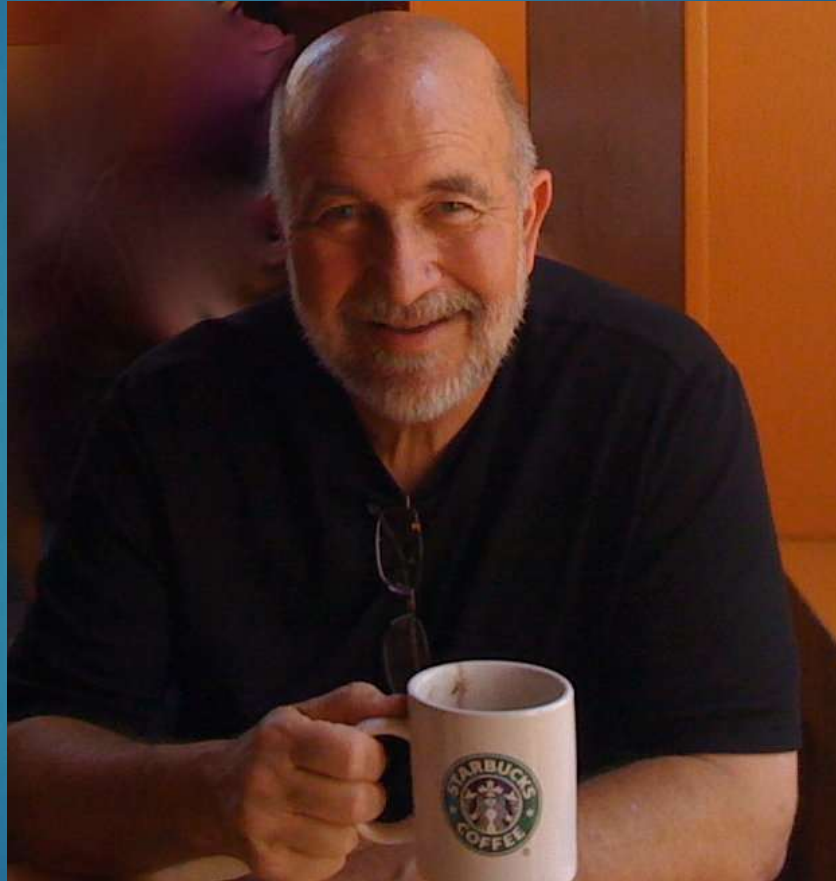
Communication

- ▶ Goals
- ▶ Involvement
- ▶ Teach
- ▶ Teamwork



IF "Plan A"
Didn't Work.
The alphabet has
25 more letters!
Stay Cool.

Attraction



PP Bill Wittich
Mr. Starbucks

Public Image



PDG Bob Deering
District PI Chair



Bill Bowen
PI Chair Roseville Club

Is Our Club Ready for Prime Time?

What is the First Thing a Prospective Member Will Look At?

- ❑ Clubs Website
- ❑ Facebook Page



Welcome to The Rotary Club of Lamorinda Sunrise

Meeting Friday Mornings at 7:00 at Postino Restaurant in Lafayette, California. Join us for breakfast!
[Click here for map and directions](#)

[Home](#)
[About Rotary](#)
[About Our Club](#)
[Community & International Services](#)
[Fellowship](#)
[Youth Exchange](#)
[Join Us](#)
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[Member Login](#)



What would it take to change the world? Rotary's 1.2-million members believe it starts with a commitment to Service Above Self.

Amongst 34,000 clubs globally -- representing more than 150 countries from Albania to Zimbabwe -- you will find members enthusiastically volunteering in communities at home and abroad in support of such hallmark programs as educational enhancement, job training, providing clean water for drinking, improving human health and sanitation, combating hunger and eradicating polio.

We invite you to explore this site to learn more about Rotary International and how you can make a difference by joining The Rotary Club of Lamorinda Sunrise.




What is the Lamorinda Sunrise Message

- Change the World?...1.2-Million Members
- 34,000 Clubs Globally
- Clean Water for Drinking ... Human Health
- Combating Hunger ... Eradicating Polio
- Explore this Site to Learn More about Rotary International


What Would Work Better?

- Rotary has 34,000 clubs in 200 countries and regions.
- Rotary is in Albania to Zimbabwe
- Rotary is eradicating polio.
- Explore this site to learn more about Rotary International.
- We are local business, professional and civic leaders.
- We get to know one another.
- We get things done in this community.
- We have fun doing it.

What Works?

**La Habra Rotary**
Doing good in the world

[Home](#) [About Us](#) [Areas of Focus](#) [Service Projects](#) [Calendar](#) [Rotary News](#) [Contact us](#) [Logins](#)



Join Leaders

Rotary is made up of local business, professional and civic leaders. We meet regularly, get to know one another, and get things done in the community. And, of course, we and our families have fun!

Imagine...

Every day you make a difference in your job. Imagine if you brought those same skills to helping others.

To improving lives of people who didn't get your opportunities. Of saving lives. Of making change. Imagine...


[Contact us](#) →

Together our club has:

- Worked with parents to improve local schools
- Provided scholarships to needy students
- Provided needed ethical and leadership education
- Assisted with job training during the recent recession
- Hosted international students & professionals
- Provided local students international exchange opportunities
- Contributed to Rotary's worldwide effort to eliminate polio (almost complete)

We get involved and have fun!


We welcome residents at our meetings to see what we do to improve the community. Membership is by invitation only.

**La Habra Rotary**
Doing good in the world

[Home](#) [About Us](#) [Areas of Focus](#) [Service Projects](#) [Calendar](#) [Rotary News](#) [Contact us](#) [Logins](#)

Club Projects

[Home](#)
▶ [About Us](#)
[Areas of Focus](#)
[Service Projects](#)
[Calendar](#)
[Rotary News](#)
[Contact us](#)
▶ [Logins](#)




Food for the Homeless

We distribute surplus food to the homeless

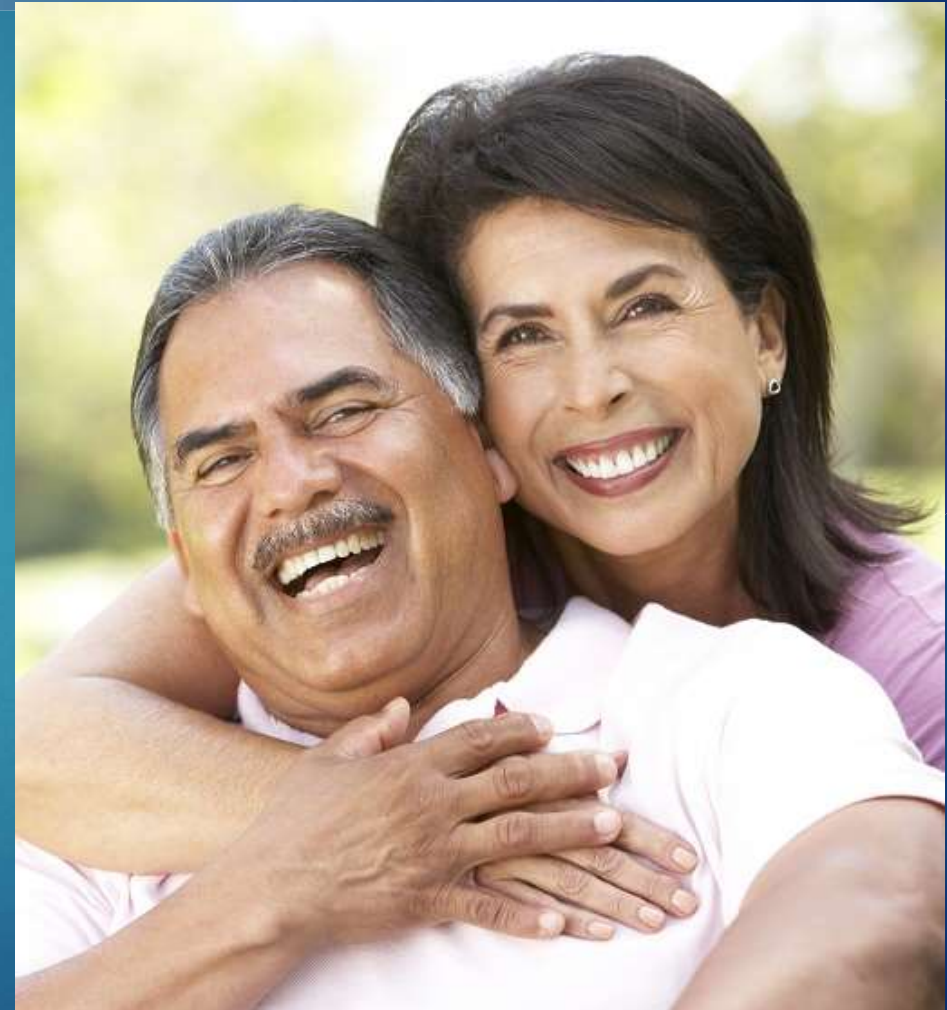
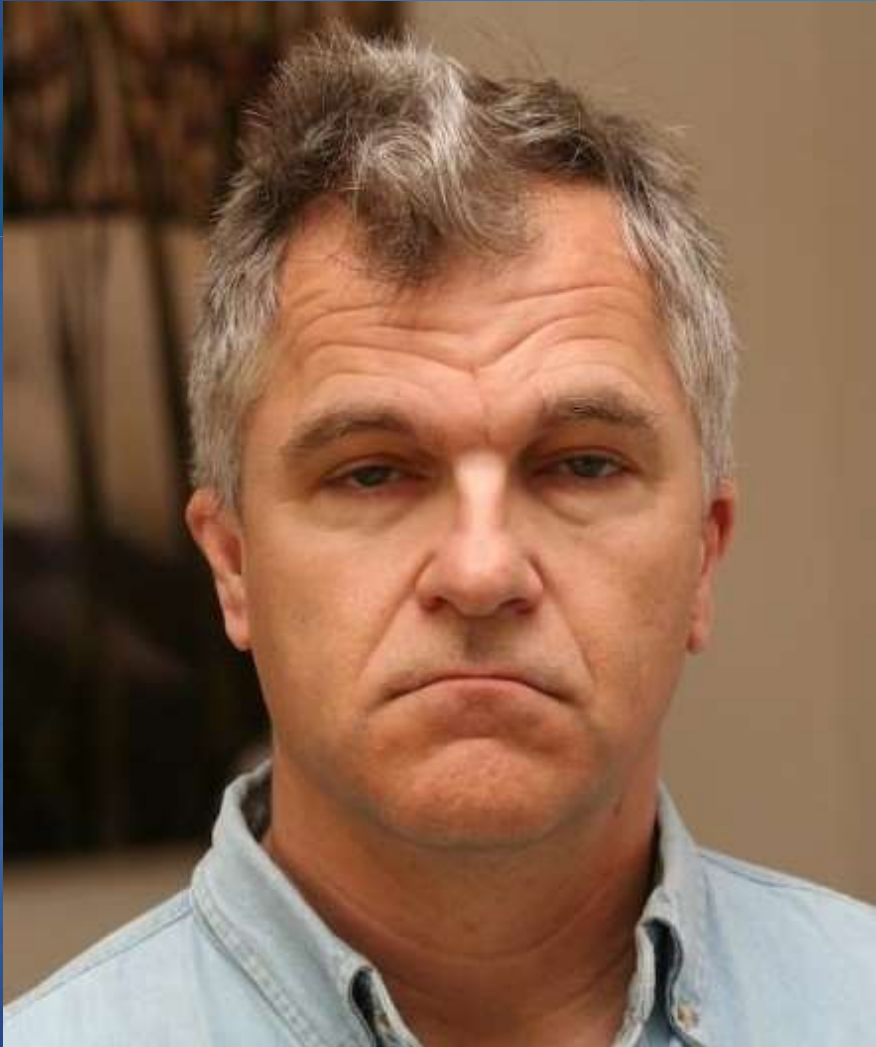
Our Club Projects

Rotarians have long been making substantial and lasting contributions to their communities and to the world. To a large extent, Rotary's reputation is built on the projects undertaken by Rotarians.



Phone +1 714-992-1045 or get in touch

Taking Control of Perception



Taking Control of Perception



Taking Control of Perception



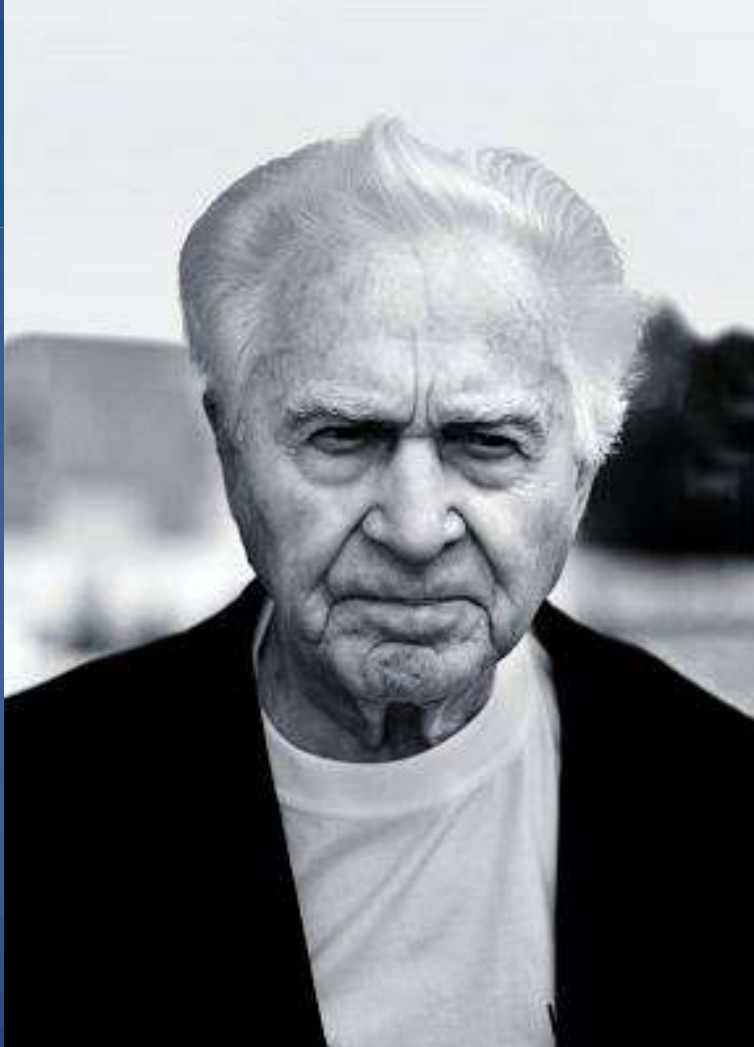
Taking Control of Perception



Taking Control of Perception



Taking Control of Perception



Taking Control of Perception



Taking Control of Perception



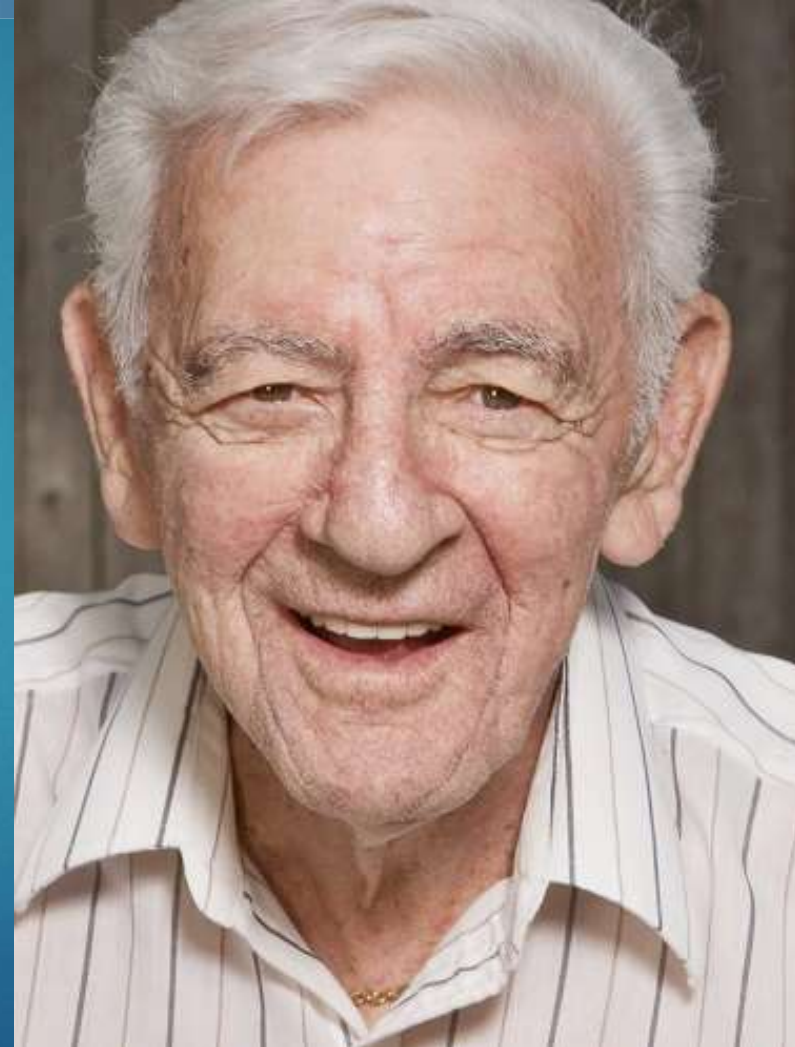
Taking Control of Perception



Taking Control of Perception



Taking Control of Perception



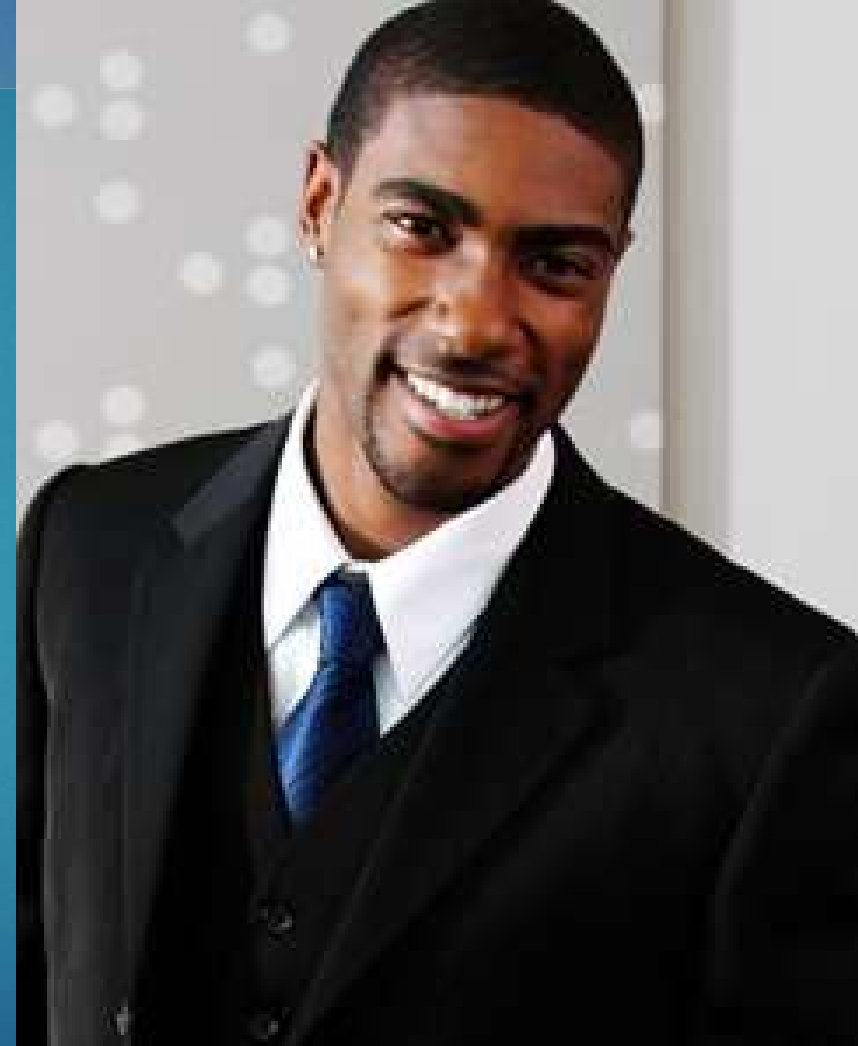
Taking Control of Perception



Taking Control of Perception



Taking Control of Perception



Taking Control of Perception



Taking Control of Perception



Taking Control of Perception



Taking Control of Perception



Taking Control of Perception



Taking Control of Perception



Taking Control of Perception



Taking Control of Perception



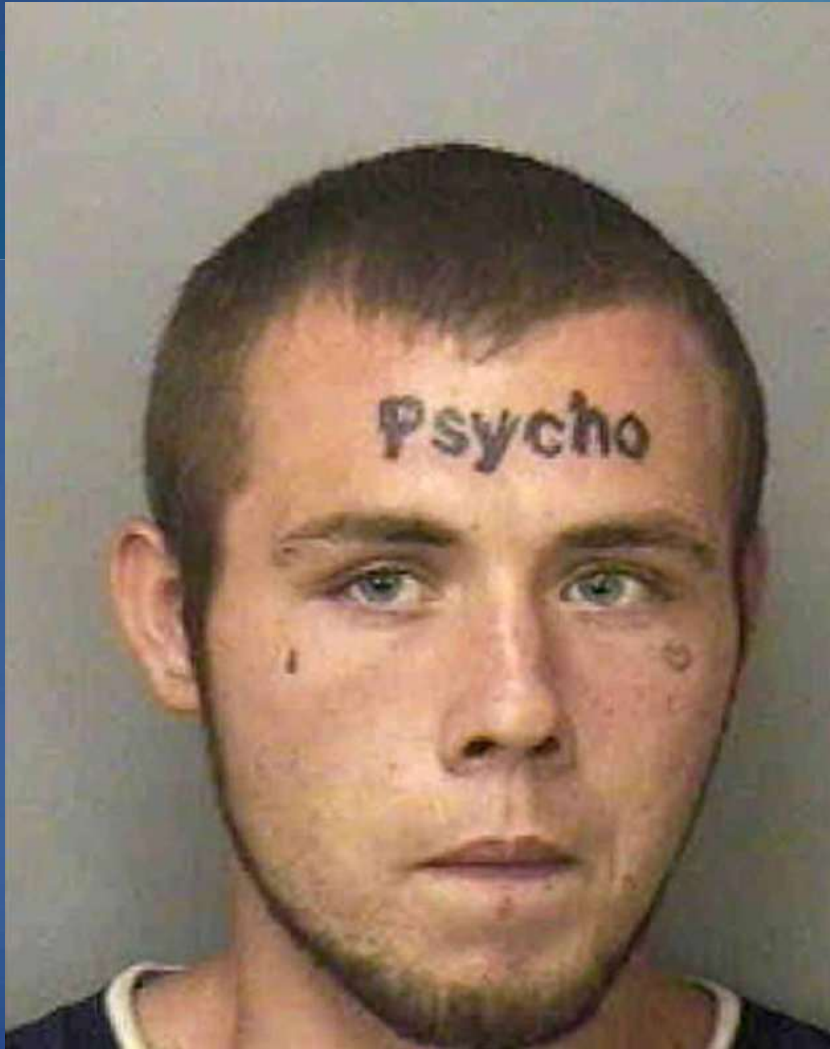
Taking Control of Perception



Taking Control of Perception



Taking Control of Perception



Taking Control of Perception



Taking Control of Perception



Taking Control of Perception



Taking Control of Perception



Taking Control of Perception



Taking Control of Perception



Taking Control of Perception



Taking Control of Perception



Retention



PDG Bob Deering
District PI Chair

Retention

► Induction



Retention

► Induction

► Education



Retention

► Induction

► Education

► Friendship



Retention

► Vocational



Retention

► Vocational

► Involvement

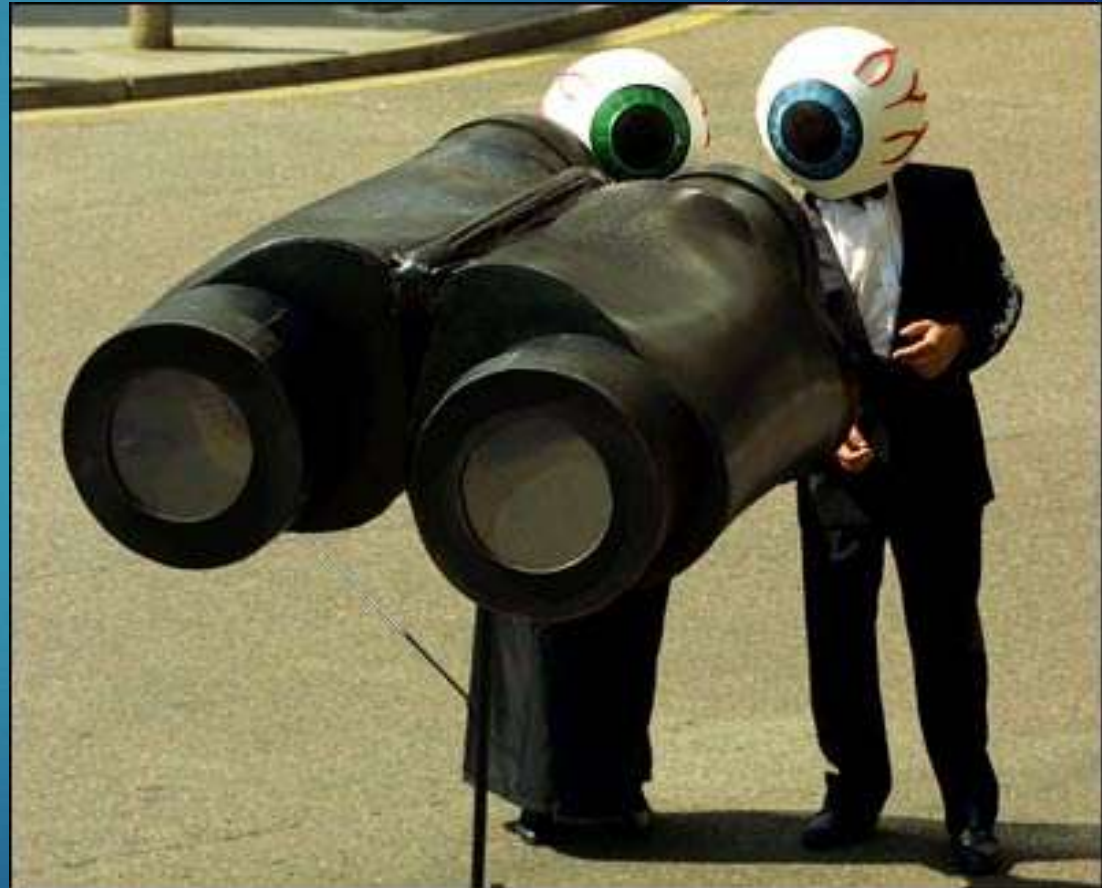


Retention

► Vocational

► Involvement

► Tracking



PAR Tracking Form



PP Ray Ward
Dist. Membership Chair

100

Score 2

Tracking Form

[illegible]

Tracking Form

2014/15 District Membership Tracking Form

Club Sample

Club Par 3

of Members As of 7/1/14 30

Total Points 300

Points Needed 450

New 2

Lost 1

Score 2

[illegible]

Tracking Form

2014/15 District Membership Tracking Form

Club Sample

Club Par 3# of Members As of 7/1/14 30

Total Points 300

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Lost	1
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Score 2

[illegible]

Tracking Form

- ▶ Awards
 - ▶ Birdies
 - ▶ Eagles
 - ▶ Double Eagles
 - ▶ Hole in One



Thank You!