

2018 District 9910 Membership Seminar Speed Dialogue Questions

The following questions were 'crowd-sourced' to the attendees of the Rotary District 9910 Membership Seminars in Orewa and Whangarei in August 2018. Here are the answers the group collectively came up with:

Q1: What makes you club attractive to younger people (say 25-45)?

3 major projects	Location
Already have young members who are good role models	Location
attractive projects	Meal optional
broad mix of skills	Meeting time
Business networking	mixed membership
career & development	more females
Companionship	network & connect
Connection with high school	non-traditional
Cost	not a lot, it's an old mans' club
easy going club	Not in community enough
Engagement with youth through Rotary youth programmes	Number of Meetings
Enjoyable meetings	Other younger people
Established NRG satellite club	Passionate
every member should invite wife/friend for social evenings	Project focused
Existing younger members	Projects that resonate with young people
Fellowship - sense of connection	Projects!!! Results in social activities - positive community contribution
flexibility	Reflects community
Flexibility	Rotalite - Satellite club
Flexibility	Satellite club
Flexibility of meetings of satellite clubs	Some people still like the tractional club and its projects/framework
flexible	Supporting a couple which is????
Fun activities	The collective wisdom of older members
Fun club - laughing & joking	They can mix with older people - young at heart
fund & active	They speak Korean
Good guest speakers	Time commitment
Hands on Projects	To be with a friend
In face of community - then they will know us	venue
Inclusion - if married with children include them in all club activities	Venue - youthful, attractive
Interact Support	Very sociable
Interesting projects	Vocational Visits
Interesting speakers	We are seen as dynamic
Kids & family can come along	We have subsidised drinks
Leadership & mentoring opportunities	Welcoming
Local projects which are hands on	Youth programmes that are available

Q2: What could your club do to attract more female members?

advertise	Invite in pairs
advertising opportunities for leadership	Invite to social evenings - good speakers and bring a friend
Better understanding of circumstances	involvement club support
change meeting times - mother schedule	involving projects that include women
change PMS perception	Just keep asking
Change style of meetings	Ladies night organised by the boys (not just women only)
don't be condescending	ladies' nights with focus on ladies' leading
encourage females to take leadership roles	let people know we have female members
Equal opportunities for office holders / chairs / professional development	Make visitors welcome
Events, speakers and projects that might suit women	Make women feel welcome and valued
existing female members	Our club already has 75% women
family-based events	Perform projects that are interesting for women and they can easily participate in.
female orientated projects	present females to ask others
female presidents	projects targeted towards female organisations (women's refuge)
female orientated projects and assisting them	projects that appeal to women
females relating to females when approaching prospects	projects which attract females
feminine events	promoting leadership
Find a specific passion and involve	promoting projects that involve children
Flexibility	RYLA - Target
get a group of women to join at same time	send bulletin to wife
Give them personal development as well as helping their community	socialising
giving me a change to show my value	talk to existing lady members
Have a bring a friend night for women	targeted marketing within company
Have interesting female speakers	feel the ownership
have projects that would interest women, particularly professional women to have & develop their skills	Treat females as Rotarians
highlight present females	try to get 2 x or more to join at the same time
Initiate projects that might initiate female participation	varying the format 2 weeks of month formal meeting, 2 meetings off site

Q3: What could your club do to better reflect your local community?

Advertise and ask	interact with local schools
approach youth	Involvement with other community groups
Ask school if they need help with a school project	know what's in the community
Better communication	Liaise with local Marae and Iwi
bring them along to community projects to help when they don't have the time or money to join	link with local high school - get DP as member
Club may benefit if trade and service people were a bigger component of our membership. (Not just retired farmers!)	local papers
community connection - local council board	local projects
Community projects eg pick up rubbish	Contact new immigrant societies
Conduct joint projects with local iwi groups	make them 'friends of the club'
connect with local community	more community-based events/fundraisers
create more local awareness	not in community enough - in face of community then they will get to know us
Cultural capital	outreach
Develop an awareness of community needs and develop projects based on those community needs	participation in local community run events
encourage teachers of local schools to join	projects catering towards local causes (food banks, child poverty)
encourage younger members - change the meeting format	promote achievements and success of projects
engage more through schools/local business/farming community	Reflect community values and ethics
ethnic diversity	Seek out Indian people
familial connections	support more community-based projects
focusing on projects with local schools	survey local community
get involved with other community organisations - local boards, CAB	take the time to get out there - speak to them
Help scouts and special character schools	tap into local organisation
identify local needs/opportunities	target ethnic groups person-to-person
increase club diversity	We need more Maori and more Asian members. Working hard on this - not easy!!
	We need to include more ethnic & local iwi people.
	website/facebook

Q4: How do we convert goodwill generated by our youth programmes into new Rotary members?

advertise	involve NRG (Satellite club members) and interact members
Alumni	Involve their parents. Invite parents to join RIYE committee or participate in RIYE weekends
Build on experience, introduce other projects etc that Rotary can offer that they can be a part of	keep communication up
channel their passion/goodwill into another new project	Keep in contact with Alumni
continue to engage with the alumni group	let them know that what they are enjoying at the project is what Rotary does and invite them to similar projects
Encourage involvement and membership of parents of the youth who have received sponsorship from Rotary	maintain a database of participants so Rotary can follow up
encourage participants to join Rotary - subsidise	pick their delegates wisely
find out their interest, create projects that appeal to them	present to schools
Follow up on our youth programme people - most do not return to meetings. Maybe follow up through school leaving years.	Promote to school teachers
following through - keeping in touch	reach out to past programme recipients
get them along to a meeting	spread the message
had limited success as some potential members have moved with their job	stay in touch
invite them to participate in projects & foster leadership	target companies - tell the story
Invite to functions to retain association with the club	Target families and parents of children
invites to young 'uns hand in hand with school projects	Target schools and staff - tell the story
Inviting host families - IYE, RANZYE to become members	targeting young rotary alumni
inviting them onto projects	We chase up our past youth who have been on IYE / RYLA in the past - to get them to come back to meetings as a guest - NOT as a guest speaker and eventually join.
inviting youth programme to your club	

Q5: What are you club's key selling points to potential members?

already got young 'uns	humanitarian - to give back
Association with golf club	Improve the future of the community and create a better place for your children.
being active in the community	kids are welcome
being productive	Lack of formality
clear program for year	location - Milford cruising club
club facilities	make a difference
community	make family members welcome & partners - whoever they wish
Community focussed	make new friends
community project mindset	making a difference
Community projects focussing on youth	making a difference
Contribution to your local community - use YOUR skills to improve YOUR community	meet new people
Conviviality	Meeting place for new residents in the area
diverse age/gender	Members are likeminded people
diversity	networking - mentors. Important and influential people
diversity	Networking opportunities - especially for new people to the area
Dynamic	networking/socialisations with like-minded people
encouraging	Peter Garnett - he's the man!!
experience	Preferred venue and meeting time
fellowship	Professional development - eg public speaking
Fellowship	Projects - being seen in the community
fellowship, mentoring, business opportunities	Projects for involvement in the community
Fellowship	reasonable costs for evening meal
flexibility	service - orientated
flexibility / costs.	social
flexibility with attendance & being flexible about modern lifestyle and family/commitments	Sticking to the 4-way test
friendly	strong leadership
Friendly and welcoming	Strong positive club with good mix of male/female members
Fun	varied meetings, low costs mtgs
Fun Club	Variety of ages
good numbers (large membership)	Variety of projects
Great record of contributing to community projects and participating in local events	Variety of projects - a smorgasbord to suit all
Guest Speakers	visibility what we do in and for the community
have fun	volunteer in a structured way
helping people in our local community	Ways to use your skills helping others
High profile for youth activities and scholarships	we are a supper club (no meal) - members provide the supper on roster - part of fellowship and fun

Q6: Why do members leave your club and what could you do to counter this?

be respectful, so they don't leave	lots of interesting activities
Can be hard to meet	make it fun - remember it is a voluntary organisation
Change of circumstances	mix match, values, expectations
cliquey groups, elitism	moving out of AKL - encourage to join other club
cost	not enough activity/projects
Cost	nothing
Cost - allow payments monthly by automatic payment to make it easier	perceived 'no action'
Cost - offer subsidy for 1-2 year	perhaps create an online/virtual channel to 'attend'
Costs	personality clashes
create interesting projects	personality clashes
Death	reduce fees/restructure
Distance - as a farming community	Relocation
don't see the value	Relocation
encourage involvement	Relocation
encourage to remain associate member	Reluctance to change in club
exit interview	retirement
financial cost	Rural town - natural transients - certain occupations stay a while then move on
Financial reasons	Sometimes expectations too high - especially for younger members to live up to
find out why they are not happy or satisfied	Subs etc - all add up.
get old and sick	Talk to exiting members - change programme to reflect leaving members thoughts
good induction process	time - busy with work or sick family members (overseas)
Have to leave district for work	time clashes can be countered with flexibility and setting specific roles that work with their schedule
Health	Time commitment
illness	Time commitment
improve membership	too busy
lack of time to commit	too much on
leave district	traveling at night
	vary formats

Q7: What can you do to improve your club's visibility in your local community?

advertise in local papers	more Facebook
advertise/publicise	more projects
articles in Channel magazine	More projects - with better publicity
Articles in local paper	more visuals - posters, lamp posts etc
bad relations	Newspaper articles
banners & events	partner with 'Friends of Rotary'
Banners and Teardrop signs	partnership with Takapuna Beach Business Assn events
Be active for a start! Banners at events, Vests, PR in media, photos - unashamedly promote our activities in the media - be seen!	polo shirts
be out in the community	Pop up shops
better use of social media	publicity/visibility
Bigger projects - better signage / marketing	re-instated social media
Billboards	Rotary community noticeboard
concerted publicity campaign	service - activity
community connections - schools, churches etc	signage when doing projects
display in-club activities in supermarkets, CAB, businesses	social media
Facebook and Webpage - keep up to date	social media always
flag and banners at projects/meetings	Take interesting photos and get in paper and online and update regularly the Facebook, Website and internet presence
Flyers and invitations to events	tell stories
hold a 'Rotary Day' pop up at a public event	telling good stories
key event that makes an impact & is highly visible	trumpet successes and achievements
Local paper write-ups on events and projects	using event finder
local projects	using flag
Lots of photos	visiting local clubs
Making it obvious what Rotary is about and can do	Wear club apparel more often
media coverage, such as newspaper articles	Wear Rotary clothing when doing projects
	wearing rotary pins to strike up conversation

Q8: How could you get more club members involved in membership acquisition and retention initiatives?

all clubs' members need to be involved	interview individually
ask each member to invite guest(s) to meetings	invite a friend to function
Better if they come in groups of friends/family	invite potential members to Rotary events
Chase up past guest speakers, new people in town	invite them
Chase up past youth who have been involved - eg sponsored activities, IYE, RYLA, GSE team members	Make being in Rotary fun! Make the club culture focussed on community growth.
communication	make people more comfortable
communication	matching correct members up with new members
communication	membership packs
create projects that members' families and friends become involved and interested in to get a taste of Rotary	mentoring, building friendships
discuss/pitch rotary to other contacts	mix with people with diverse professions
existing members bring in one new member each year	open and honest - transparency
gather their ideas	posting Rotary activity on personal profiles
Get everyone to bring names of potential members for membership committee to follow up.	projects
get in the RIGHT club	put new members in the membership committee (bring a friend)
get them looking for members	retaining older members - stroke their egos, make them feel valued
give people one job to do - eg one company to visit or one school to engage with	strategic planning - involve all club members
Have a vibrant membership committee	survey club members
Have ALL members come up with several potential names for membership chair to follow up on	target people with family connections - get individuals to approach them
hold a 'Rotary Day' pop up at a public event	Vibrant programme - stimulate interest and participation
incentivise - eg 50% reduction in subs for 1 year	wives, family be invited and their friends
Include off-site meetings - invite people	Word of mouth -talking up successful projects in public
Include social events as a membership opportunity - not just straight meetings	