



# ROTARY MEMBERSHIP & the YASS SYSTEM

Presented by Clive Menkin – Milford Rotary &  
Janice Dowle – Birkenhead Rotary



# Set the date

Creates a deadline

Set a goal

# Rotary



**most important aspects**

**Call it a Rotary Information Evening**

**Appoint a Champion**

**Follow exactly - no shortcuts**



# TALK TO MEMBERS

get them thinking of  
people to invite

You don't need to know the people  
What does your club need?  
Persons active in your community



# Promotion

- Invite members, wives, partners - get them to provide a list of possible invitees
- Advertise on social media
- Drop off Posters in your town
- Contact Business & Residents Associations
- Use School database
- Interact / Rotaract
- Free promotion in local magazines and newspapers – Events Pages & Monthly Diary – What's On?
- Free use of Eventbrite ticketing agency

Record all inquiries on a spreadsheet and follow up with information and confirmations - this becomes your database

22 January 2019,

Name  
Address  
Address

Dear Sunny and Leo

We would like to extend an invitation to you both to join us, overlooking the wonderful Waitemata Harbour, and hear about the activities of Rotary International and our club Rotary Birkenhead.

For more than 110 years, Rotarians have used their passion, energy, and professions to strengthen their connections and commit to improving lives worldwide. Our mission is to provide service to others, promote integrity, and advance world understanding, goodwill, and peace through friendships, business contacts, professional skills and talents.

An evening will be held at the Northcote Birkenhead Yacht Club, Birkenhead Wharf on February 20<sup>th</sup>, 2019 at 6.30pm. Finger food and drinks will be served, and we appreciate confirming your attendance by emailing [president@birkenheadrotary.org.nz](mailto:president@birkenheadrotary.org.nz) or txt or call 021 563342.

If you would like to be our guest but for some reason you are unable, please let me know that another opportunity can be arranged for you.

We look forward to you and/or your partner being our guest on this evening.

Yours sincerely



Janice Dowle  
President – Rotary Birkenhead

mob: 021 563342  
email: [president@birkenheadrotary.org.nz](mailto:president@birkenheadrotary.org.nz)  
web: [www.birkenheadrotary.org.nz](http://www.birkenheadrotary.org.nz)



# Write a personal letter

- ❖ President personally signs
- ❖ Post in a handwritten envelope
- ❖ Send 2 to 3 weeks before
- ❖ Don't make it too long

# Invitations

used for handouts in local village and art for social media postings



MILFORD ROTARY AND NRG NORTH SHORE'S  
INFORMATION EVENING

**VOLUNTEER  
NETWORK  
MAKE A DIFFERENCE  
HAVE FUN**

Tuesday 8th Oct | 6pm - 8pm  
Pupuke Golf Club - 231 East Coast Bays Rd



**TAKE ACTION**

RSVP: to Clive Menkin

menkin@menkin.co.nz | 021 530 962



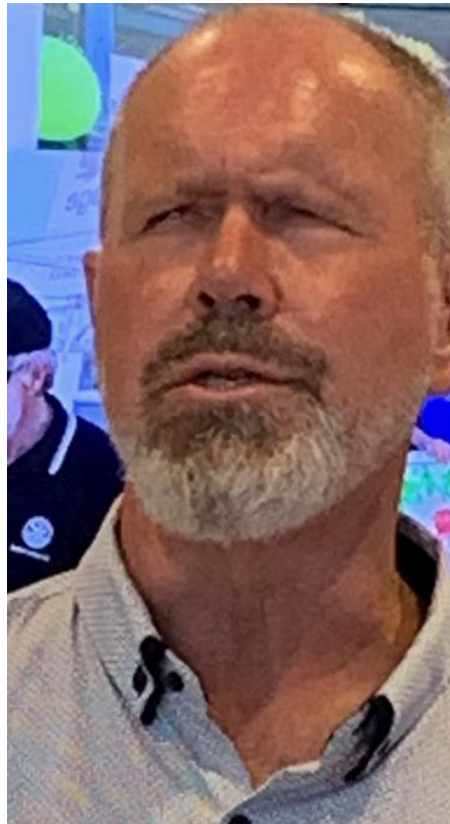
# PLANNING

## Its all in the detail - be exceptional host

- ❖ One to two hours long
  - ❖ Finger Food
  - ❖ Members run a bar
  - ❖ Members are serving guests
- ❖ Run meeting as an Expo
  - ❖ Set up various stands – showcasing what you do
  - ❖ Promote a current project
  - ❖ Borrow Rotary promotional material
  - ❖ Man each stand with the right people & Information
  - ❖ Create a Buzz !
- ❖ Prepare your Members
  - ❖ No cliques – must mix
  - ❖ Share Rotary stories
  - ❖ No negatives – be proud of what you do
- ❖ Good MC
  - ❖ Work to a running sheet
  - ❖ Its all about ROTARY – YOUR CLUB and what you do
  - ❖ 3 Members tell their Rotary story – max 3 minutes each

**DON'T ASK ANYONE TO JOIN ROTARY ON THE NIGHT**





# THE EVENT

Birkenhead Rotary

83 invites  
15 attendees  
5 apologies  
24% conversion rate

Milford Rotary

265 invites  
28 RSVP  
19 attendees  
3 apologies  
21% conversion rate



### PEOPLE OF ACTION

What sets Rotary apart from other charitable organisations?

Rotarians worldwide follow a moral code for personal and business relationships. It's the way we think, say and do and can be applied to almost any aspect of life.

Our Motto: SERVICE ABOVE SELF

Our Mission: Rotary International is to provide service to others, promote integrity, and advance world understanding, goodwill, and peace through its fellowship of business, professional, and community leaders.

4 Way Test:  
Is it the truth?  
Is it fair to all concerned?  
Will it build goodwill and better friendships?  
Will it be beneficial to all concerned?

The second aspect of Rotary is the Rotary Foundation which every Rotarian owns, was started in 1917. From an initial donation of US\$26.50 to over US\$4b has been donated to provide life changing, sustainable projects.

### MAKING A DIFFERENCE

Avenues of Service - We channel our commitment to service at home and abroad through five Avenues of Service, which are the foundation of club activity.

Club Service: focuses on making clubs strong. A thriving club is anchored by strong relationships and an active membership development plan.

Vocational Service: calls on every Rotarian to work with integrity and contribute their expertise to the problems and needs of society.

Community Service: encourages every Rotarian to find ways to improve the quality of life for people in their communities and to serve the public interest.

International Service: exemplifies our global reach in promoting peace and understanding. We support this service avenue by sponsoring or volunteering on international projects, seeking partners abroad, and more.

Youth Service: recognizes the importance of empowering youth and young professionals through leadership development program.

### GET INVOLVED

Impact starts with our members — people like you who see a world where people unite and take action to create lasting change — across the globe, in our communities, and in ourselves

Becoming a member enables you to work with like minded people to make an impact, using your skills and gifts, all giving a little to make a huge difference.

Membership of Rotary develops leadership, public speaking, social, business, personal and vocational skills as well as improving cultural awareness.

Rotary Birkenhead - we make a difference in our community, in our country, in our corner of the globe and through the initiatives of Rotary International: across the whole planet!

The best thing about this is that we have a great time doing it. Check out our website to find out more. [www.BirkenheadRotary.org.nz](http://www.BirkenheadRotary.org.nz)

# HANDOUT

## about your club and rotary

# Collect Information



MILFORD ROTARY & NEXT ROTARY GENERATION North Shore  
 INFORMATION EVENING      ATTENDEE SURVEY



FULL NAME	
MOBILE PHONE	
EMAIL ADDRESS	
SUBURB	
PROFESSION or INDUSTRY or JOB or RETIRED FROM or HOME EXECUTIVE	
Have you done any volunteer work before?	
What interests you about joining Rotary or the younger satellite group Next Rotary Generation?	
Have any of your family been Rotarians or attended Rotary programmes?	
Do you know any other Rotarians?	
Do you have a spare 2 hours a week?	
Do you have a spare 2 hours a fortnight?	
"our aspiration is to come <u>when</u> we can and do <u>what</u> we can" – no pressure to attend every week or every event	
If you joined a Club which of these would be of interest to you:	Any other thoughts:
• Working on projects in the community <input type="checkbox"/>	
• Meetings with interesting speakers <input type="checkbox"/>	
• Helping Youth <input type="checkbox"/>	
• Fundraising <input type="checkbox"/>	
• Social events <input type="checkbox"/>	
• Taking a leadership role <input type="checkbox"/>	
How did you hear about this event?	



# Follow up

## Ring and ask

- ❖ Did they enjoy the evening
- ❖ Would they like to attend a regular meeting or a project

## Don't be desperate!

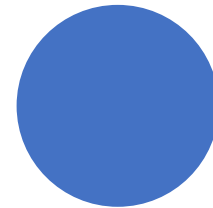
## Converting to members

- ❖ Within 4 weeks – induction
- ❖ Don't sugar coat the club fees
- ❖ What is accepted
- ❖ Time commitment



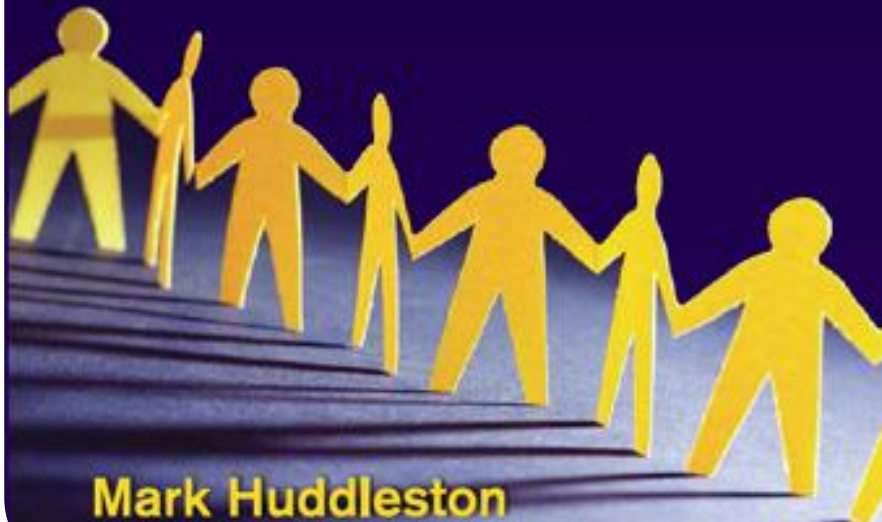
- **its all in the details**
  - **appoint a Champion to run**
  - **create a budget**
  - **have a small committee of doers**
  - **do it well**
  - **give every member a job on the night**
  - **Have fun**
- 

Points to consider



# Creatures of Habit

Understanding and disrupting the patterns of service club membership decline



Mark Huddleston

## Recommended Reading

*"I've spent the last ten years of my Rotary journey as an agitator for innovation and positive membership outcomes. If you're fair dinkum about membership, this is the book for you."*

*In **Creatures of Habit** I explain **how yesterday's actions brought about today's membership predicament**, and why today's response is so important for Rotary's future. I'll also discuss **how to overcome the recruitment barriers we put in place**, and will point out the biggest and most counterproductive **mistake clubs make when facing membership decline**.*

*Make no mistake: **new members are out there just waiting to join the right version of Rotary**.*

***Creatures of Habit** shares every membership tip I've picked up along the way and explains how we can deliver the right message to the right audience and plot a path to recovery."*

Available from [www.sfzpublishing.net](http://www.sfzpublishing.net)



# YASS SYSTEM

A ROTARY MEMBERSHIP EVENT

*it's worth giving it a go*