



Membership opportunities

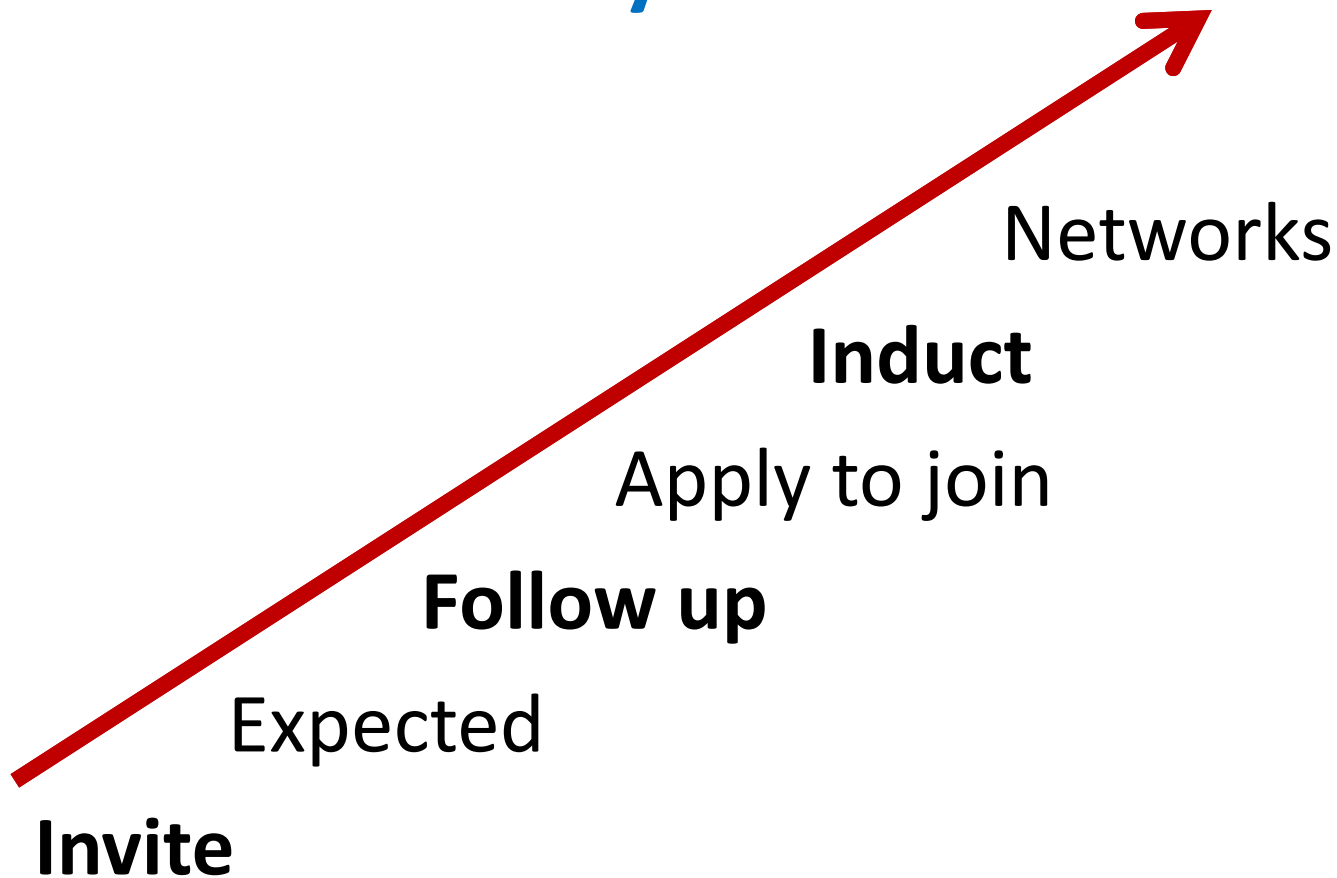
Nuts and bolts

PDG Beryl Robinson

Recruitment = Attraction



“What is Rotary?”



Retention = Engagement



- Variety
- **Involve**
- Committee
- **Buddy / Mentor**
- New opportunities
- **Rotary Leadership Institute training**
- New members and partners pot luck dinners

Membership outcomes



Rotary Club of St Johns membership

(In last 5 Rotary years July 2011 to June 2016)

40 to 64 active members = 60% increase

+ 9 honorary members

59 inductions - 35 resignations

39% women

More young members

From 283 potential leads : 20% joined our club

District 9920 Change-Maker Trophy

Membership outcomes contd.



Rotary Club of St Johns membership

(This Rotary year July 2016 to March 2017)

Currently:

66 active members

+ 10 honorary members

42% women members

+ 2 more men applied to join

+ 2 hot prospects

Successful club with increased membership!

Membership resources



- **Strengthening Your Membership:**

Creating Your Membership Development Plan 417-EN-(1114)

www.rotary.org/membership

- **Be a Vibrant Club:**

Your Club Leadership Plan for Australia, NZ and Pacific 245EN-N-(414)

www.rotary.org/membership

- **Rotary International Membership Minute**

<https://my.rotary.org/en/news-features/newsletters>

- **Upcoming Membership Go To Webinars for 2016-17**

in *RDU Nov 2016* p53:

- Using Technology to Strengthen Rotary Thursday 27 April 7-8pm NZ time
- Telling our Story Wednesday 24 May 10.15-11.15am
- Trends in Volunteering Monday 5 June 7.30-8.30pm
- Contact PDG Jessie Harman jessieharman@gmail.com

Membership challenge



Never miss an **opportunity** ...

“What is Rotary?”

What will you do differently?

- PDG Beryl Robinson

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