

Membership Matters...from Zone 29



JOINING LEADERS



EXCHANGING IDEAS



TAKING ACTION



Volume 2, No. 4

News from your Zone 29 Rotary Coordinator Team

Congratulations to our Zone 29 Membership Award Recipients for 2016-17

Highest net gain (#): 1st place 7280, 2nd place 6400, 3rd place 6380

Highest growth %: 1st place 7280, 2nd place 6400, 3rd place 6380

Highest growth % female members: 1st place 6400, 2nd place 7280, 3rd place 7330

Highest retention: 1st place 6400, 2nd place 6600, 3rd place 7170



Membership Opportunity – Does your District have an Alumni Association?

So...what is an alumni association? It is the bringing together of our Rotary family who have been impacted by Rotary as scholars, youth exchange students, Group Study Exchange and Vocational Training Team participants, Rotaractors, Interactors and other Rotary volunteers.

Creating an Alumni Association is an opportunity to connect with the beneficiaries of Rotary in your region: those who already have a relationship with Rotary, know who we are, and are interested in being involved. There are no specific meeting requirements relative to structure, minimum number of members, frequency of meetings or dues. Do what works for your area; be innovative and flexible, and engage our alumni in Rotary!

This is an untapped opportunity to expand our organization. Please explore additional information by visiting <https://my.rotary.org/en/exchange-ideas/club-connections/alumni>.

Rotary



**ROTARY:
MAKING A
DIFFERENCE**



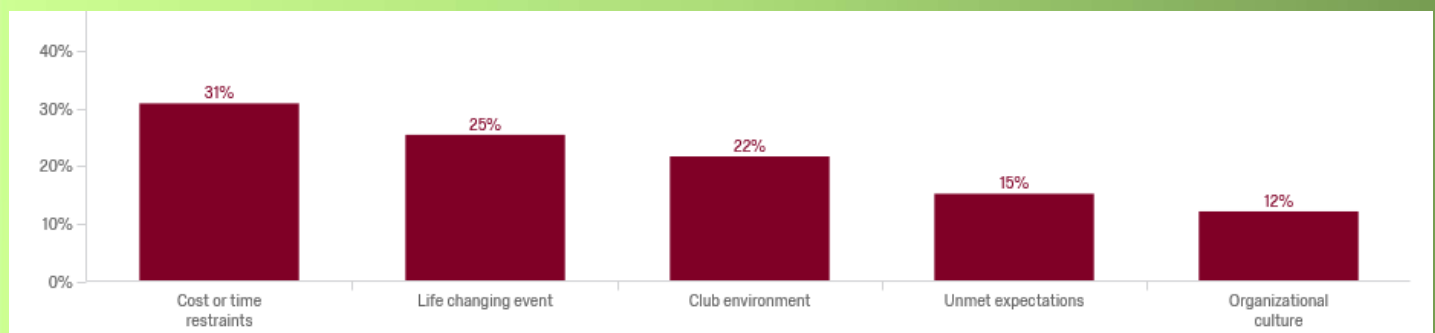
Rotary International 2017 Membership Experience Survey

Rotary International conducted a membership experience survey earlier this year. The overall response rate was 23% (10,195 of 44,680 who received the invitation). The lowest response rate is among resigned members but is meeting the industry standard of 10%. This is not surprising because they are the least engaged when compared with current and prospective members and have the least to gain from participating in the survey. We are also most likely hearing from people who fall at the ends of the membership experience spectrum. They either really have or had a great experience or a very bad one. However, both will help us to find out what works best and make informed recommendations.

An equal sample of 8,000 for each of the following groups were invited to participate in the survey:

- current members (less than 1 year)
- current members (1-2 years)
- current members (3-5 years)
- current members (6 or more years)
- former members (random sample of 8,000 who left within the past six months before the survey invitations)
- prospective members

From previous research we know that current members' experiences vary depending on how long they are members; a reason for the four different groups of current members. Members are the most vulnerable to leave their clubs when they are new members who have been with Rotary for up to two years (33% of resigned members in this survey) or who have been with their Rotary clubs for 6 years or more (39% of resigned members in this survey). We will investigate the reasons for this further by analyzing comments and conducting regression analysis so we can dig a bit deeper than just give you the counts of responses. Please bear with us! Past research has shown that new members who don't get involved and engaged early will leave (onboarding also plays a large role) and those who progressed through club leadership roles leave because they are either burned out or feel they have accomplished what they had set out to do and/or don't see other options to stay involved.



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