



Engaging the Next Generation

Agenda

1. Why Membership Matters
2. Membership Data - Does it tell a story
3. Younger Members – Relevant & Meaningful
4. What is your Value Proposition
5. Competitive Market, What is our Differentiator
6. Networking, Community Service and Opportunity
7. Friendship, Business and Connections
8. Strategy and Goals
9. Club Options – Flexibility

Membership Data – Why it is important

Membership Data – Does yours tell a story.....

1. Is there **Data**?
2. Is there a **Plan**?
3. Is there **Diversity**?
4. Are we **Relevant**?
5. How do we **Communicate/Connect/Engage**?
6. What is the **Value Proposition**?



What are **your** trends?

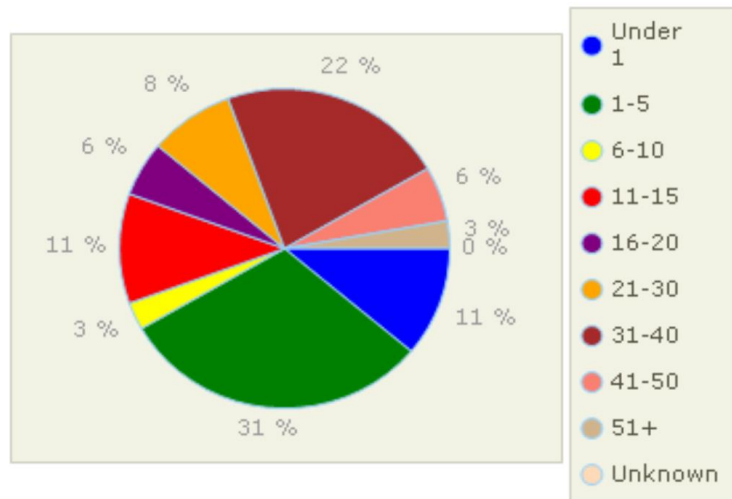
Increasing

Decreasing

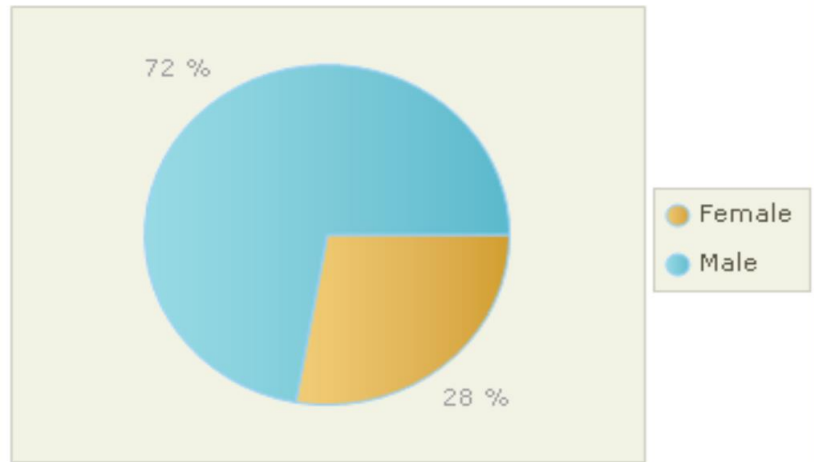
Plateauing

Membership Make-up / Diversity

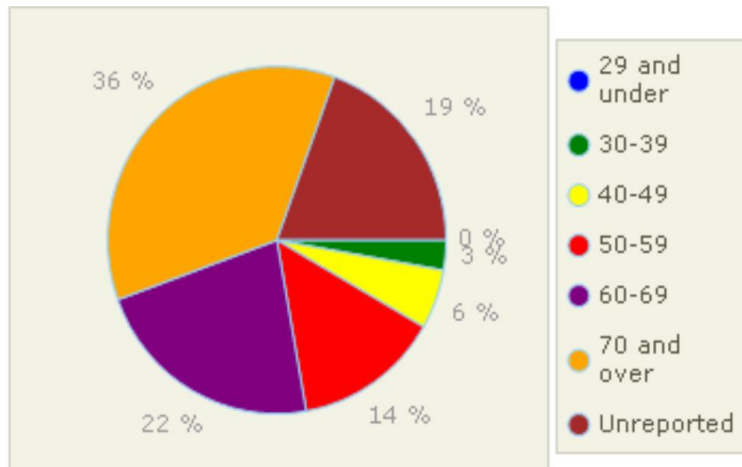
Years of service



Gender Distribution



Age Distribution



MEMBERSHIP OVERVIEW

	1 January 2019	Change since 1 July 2018
Members	1,206,501	+11,394
Rotary Clubs	35,663	-18
% Women	23%	+1%
Ages 50-69	28%	--
Under 40 years old	5%	--

Building and Organizational Culture Inclusive of all!

- Build an organizational culture where Rotarians can authentically contribute, lead to inspire and grow Rotary together.
- Achieve our mandate to “Grow Rotary” - gain more members, be open to change.
- Meet personalized needs of all members.
- Shape and market products and services to strengthen humanity and the communities around us.
- Eliminate the silos in our organizations and develop a healthy, high-performance and inclusive clubs where leaders and members collaborate with respect for one another.



Diversity – How comfortable are you?

Is There Diversity?

Do you target . . .

- Women
- Young Professional
- Different Ethnic Groups
- Non-traditional Professions



**GET MORE
OUT OF MEMBERSHIP.
CONNECT
FOR GOOD.**



JOIN LEADERS | EXCHANGE IDEAS | TAKE ACTION www.rotary.org



Diversity Puts Us in Boxes Inclusion Lets Us Be Human



Diversity & Inclusion



Diversity

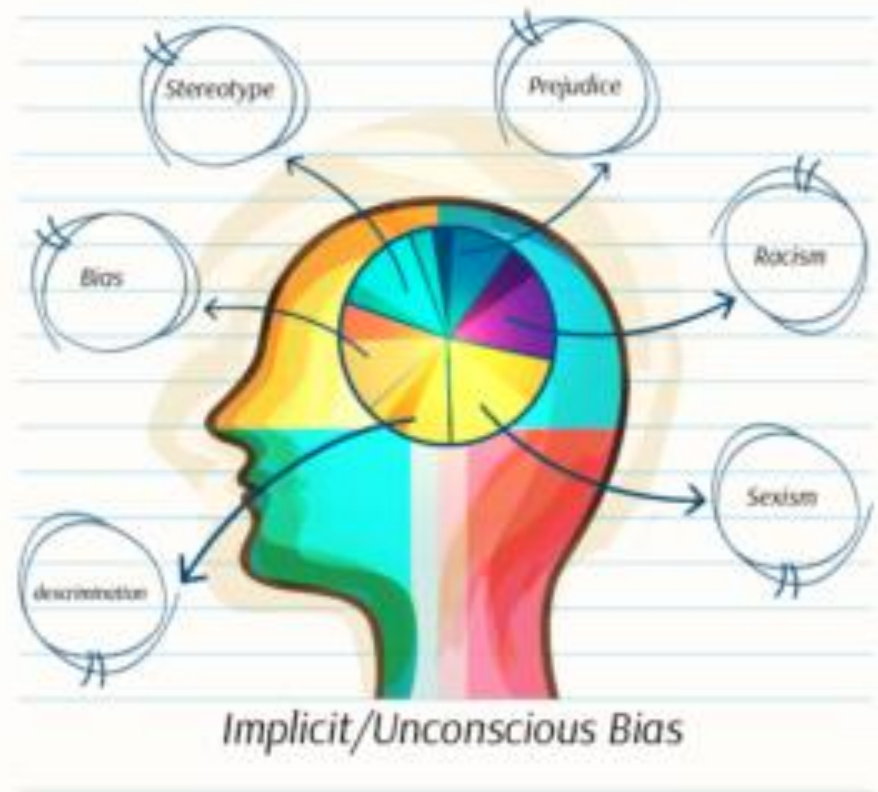
Inclusion



Unconscious Bias

Unconscious Bias is:

- Everyday
- Automatic
- Hard-Wired
- None of us are immune



We don't see things as they are

We see things as we are



Unconscious Bias – Are you aware?

Focus Within:

- Tune into your emotions
- Recognize how your experience has shaped your perspective
- Stick to facts, and don't make assumptions.
- Turn frustration into curiosity.

Learn about others

- Recognize how their experiences have shaped their perspective
- Consider how they might see the situation and what is important to them
- Think about how your actions may have impacted them

Engage in dialogue

- Ask open-ended questions
- Listen to understand, not to debate
- Offer your views without defensiveness or combativeness
- Disentangle impact from intent
- Avoid blame, think contribution

"eXpand" the options

- Brainstorm possible solutions
- Be flexible about different ways to reach a common goal
- Experiment and evaluate
- Seek out diverse perspectives



Generational Gap.....How to Connect

The imperative is making the most of the intergenerational opportunity ahead, through harnessing the natural affinity between young and old.

ROTARY
CONNECTS
THE WORLD

The Benefits of Bringing Generations Together

Intergenerational programs

- Understand and embrace their similarities and differences
- Encourage learning about the other group

Strengthen Communities through Mutual Understanding

- With increased communication, stereotypes are dismissed and both groups feel less alienated and more valued

Encourage Learning through Mentoring

- Each generation can learn from the other.
- Seniors can also mentor younger people, which can give the senior a sense of purpose and accomplishment..



Ageism

Ageism:

Prejudice or discrimination against a particular age-group and especially the elderly

As Rotary “Ages Out”



Diversity & Inclusion

Legacy includes:

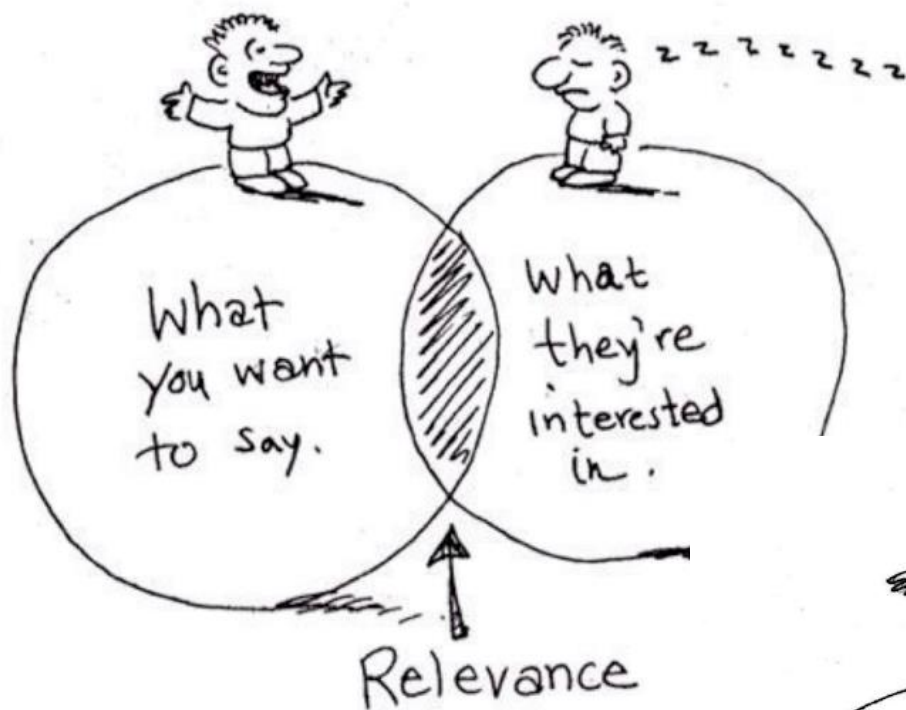
1. Knowledge and commitment to Rotary
2. Deep Pockets – Foundation
3. Attendance
4. Respect, recognition
5. Longevity

Age of Personalization

- Rotary – are we stuck between an age of standardization and our new age of personalization?
- Have we built a culture that is agnostic to differences?
- Weekly dinner meetings (standardization) or e-club (Personalization)
- Has our thinking, our vision, our systems been so dependent upon focusing on standardization that we haven't provided the room to serve personalization?
- Individuals are no longer inclined to hide their diversity or feel pressured to fit into the standardized version of mainstream.....
- If we want to influence our organization and marketplace how do we lead in this age of personalization?

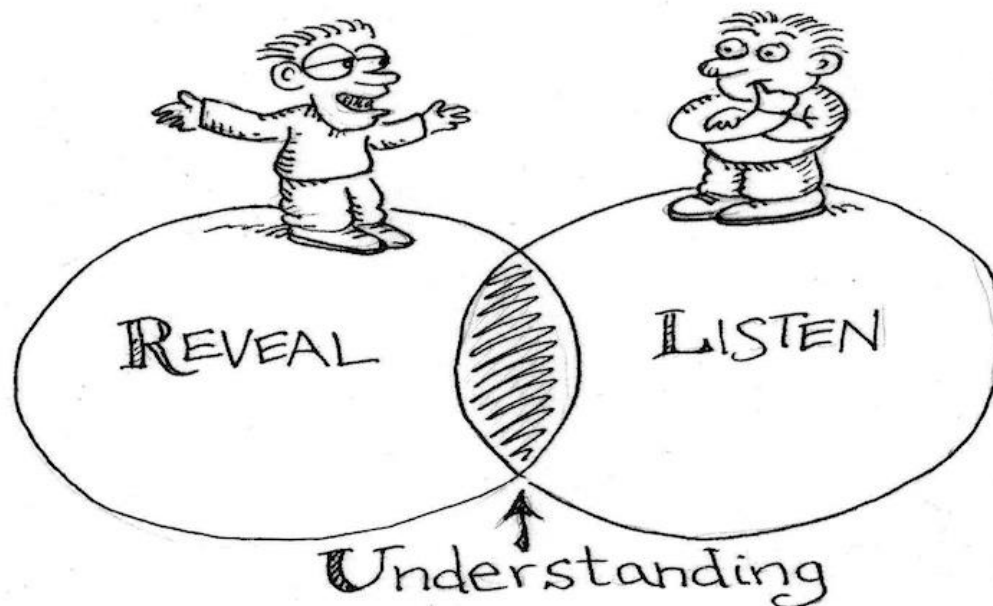
Are we Relevant

Are you really relevant?

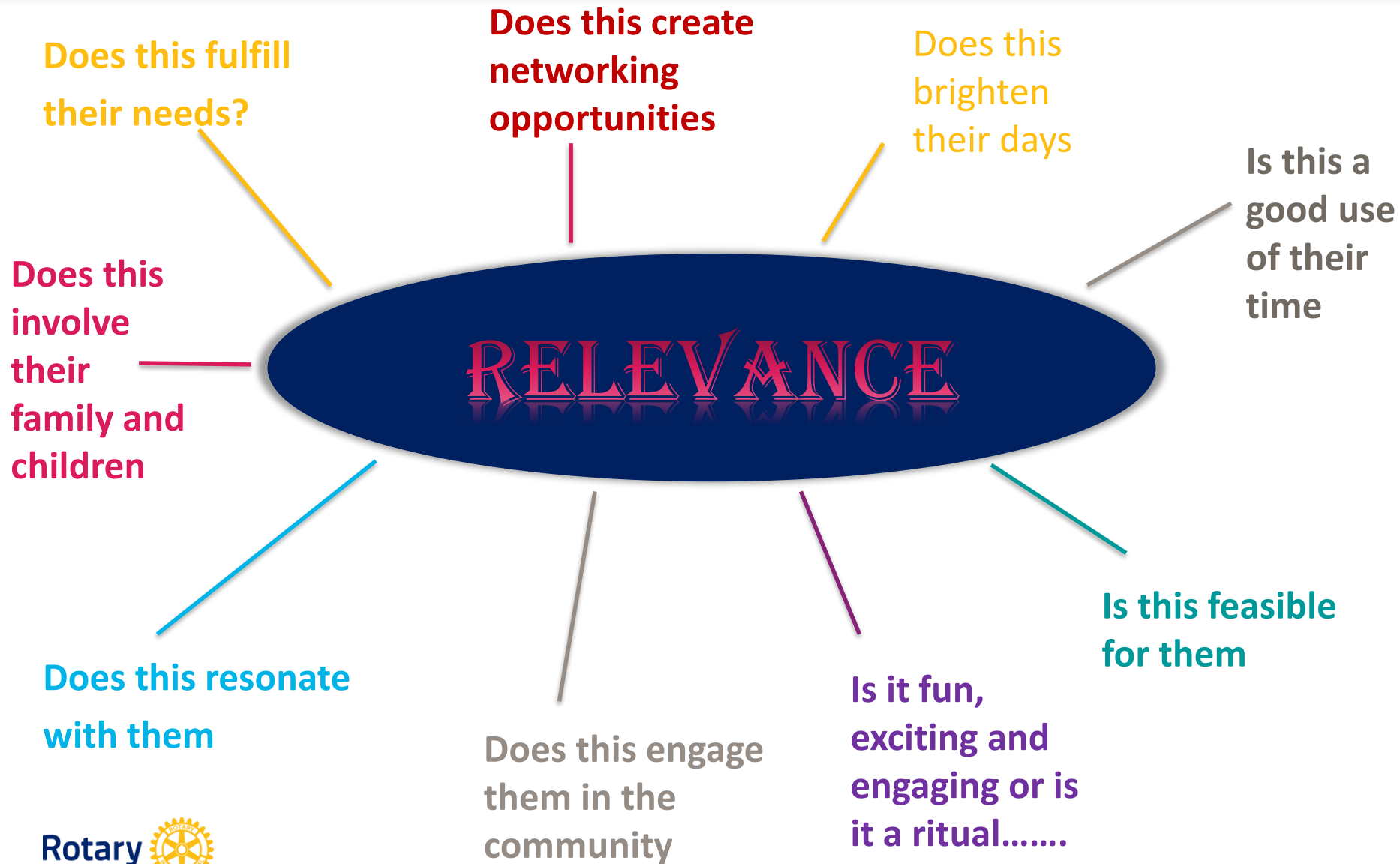


Strengthen Rotary

*Encourage positive exchanges
between the generations*



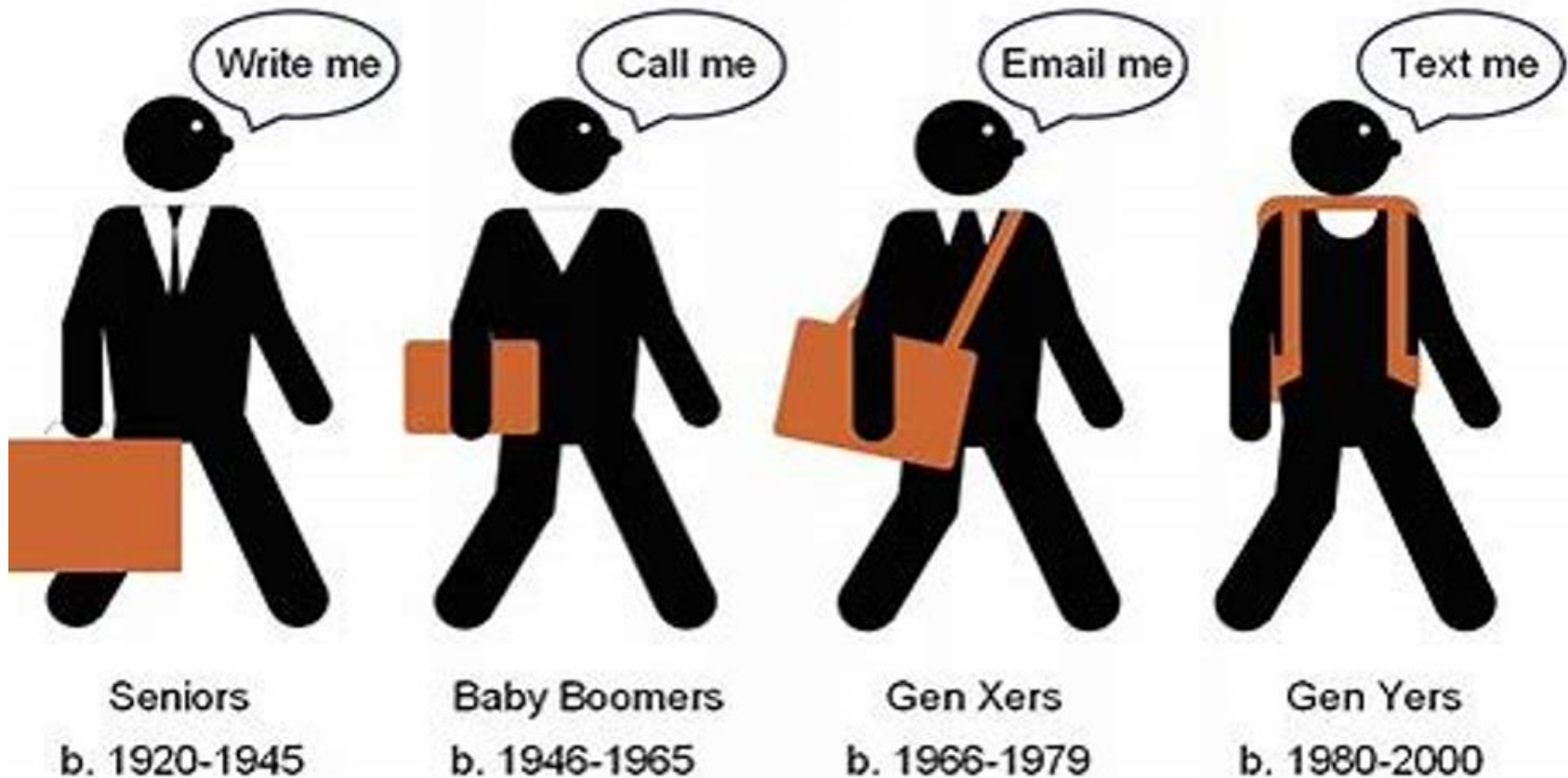
Purpose & Potential – Young Professionals Race to Relevance



Feedback (Data)– Young Professionals Focus Group

- Young professionals are not opposed to joining a club with older members, but they are seeking clubs with a broader range of members that reflect many different categories of diversity.
- Millennials and members of Generation Y want to do significant acts of service that make a real difference in the lives of others.
- Young professionals are appreciative of the business and mentorship opportunities they experience through Rotary. However, they do not feel these benefits, and others, are being marketed effectively to their generation.
- The younger crowd is looking for a fun, flexible experience with Rotary and prefers to avoid stuffy traditions, rituals, and internal politics.

In a world of Personalizationhow do we connect and communicate



Jargon – How we communicateis important

Feedback from Young Professional on new orientation process and Fast facts.....

- Dinner Weekly Dues: \$16.00
- Happy Thoughts: \$ 1.00
- Meet new member weekly and learn their Rotary Story

- Dinner (Paid with attendance): \$16.00
- Thoughts / Accomplishments / Milestones (optional): \$ 1.00
- Meet four current members and learn their Rotary Story



Polio –how does our young professional relate to this?

Does our younger generations know what Polio is?

Is it relevant

Today's Youth:

- 1. Opioid Crisis**
- 2. Gun Violence**
- 3. Measles outbreak**









**Vaccine
Ignorance
Measles and Polio**

What's your Value Proposition?

What's your Value Proposition?

Areas of Focus

-  Peace and conflict prevention/resolution
-  Disease prevention and treatment
-  Water and sanitation
-  Maternal and child health
-  Basic education and literacy
-  Economic and community development

OR

Weekly Dinner
Meeting



Value Proposition – Attendance versus Engagement

**Member
Engagement**



OR

attendance
~~MATTERS~~

Competitive Market

Young Professionals Groups - Our Competitive Market

- HYPE - Hartford Young Professionals and Entrepreneurs
- Boston YPA - Boston Young Professional Association
- CTYP - Connecticut Young Professionals

Related searches for young professionals' organization

- young professionals organization Cincinnati
- young professional organization Cleveland
- associations for young professionals
- creating a young professionals group
- young professionals organization Philadelphia
- young presidents' organization
- young professional organizations in Atlanta
- young professionals group

Networking

Social

Volunteering

The Differentiator.....What does RI Offer?

- 1.2 Million Members
- 35,000 + clubs
- Dedicated to six areas of focus
- International relationships / Improving lives
- Creating a better world to support peace efforts
- Ending Polio forever
- Access to Grants / Funding
- Travel / Leadership

And Rotary offers something no other organization can match: an existing infrastructure that allows people from all over the world to connect in a spirit of service and peace and take meaningful action toward that goal."

ROTARY
CONNECTS
THE WORLD

Mark Maloney

What is your Plan of Action?

Barriers of Entry and Retainment



Now that we know the barriers,
we can breakthrough with change

Step 1: Self-Assessment

- Does your club create a welcoming atmosphere for young professionals?
- Are your club's fees a barrier for young professionals to join?
- Do your service projects involve families?
- Do young professionals hold leadership positions in your club?



Step 2: Peer and Group Assessment

Ask Rotaractors and other young professionals in your club to share their perspectives.....conduct focus groups

- Are there any Rotary traditions in your club that were hard to get used to?
- Do you feel comfortable inviting friends and family members to Rotary activities?



Forbes – Focus Group on Young Professionals

1. Empower us: don't micromanage our talent

- Finding purpose and discovering opportunity

2. Sponsor us; serve as a role model

- Sponges, story telling, result oriented. Relate to concepts and strategies on their own.

3. Allow us to manage our own brand; don't define us

- Their own brand, relevance (tech savvy, creative, independent, work well in groups, entitlement, safe and trusting environment and work/life balance.

4. Trust us; don't question our intentions

- Social entrepreneurs, naturally wired, desire change in the world

5. Challenge us – don't marginalize us

- Invest in the “value” of the young professionals – comfortable with change – challenge them

Step 3: Making Changes to Your Club

Make your clubs family friendly

- Allow members to bring their children to meetings
- Involve children in service projects

Consider changing your meeting time or format

- Meet at a time that is convenient for members with families
- Try less expensive meal ideas like, meeting for coffee, bringing bagels, or even a potluck

Speak to your district governor about creating a satellite club for younger members



Strategy, Goals and Engagement

IS THERE A MEMBERSHIP STRATEGY?

RI President Mark Maloney

1. Every Rotary and Rotaract club to identify segments of their community not represented in their club by creating a membership committee with diverse members.
2. Urged leaders to offer alternative meeting experiences and service opportunities to make it easier for busy professionals and people with many family obligations to serve in leadership roles.
3. We need to foster a culture where Rotary does not compete with the family, but rather complements it,
4. That means taking real, practical steps to change the existing culture: being realistic in our expectations, considerate in our scheduling, and welcoming of children at Rotary events on every level.”
5. Maloney said many of the barriers that prevent people from serving as leaders in Rotary are based on expectations that are no longer relevant.

SETTING GOALS

MEMBERSHIP GOALS:

DISTRICT MEMBERSHIP GOALS:

1. Increase membership by adding net 2 members per club in the District by June 2020
2. Create 1 District Passport / Service Club of 12+ charter members and add 3 alternate meetings / service projects each to current clubs by June 2020.
3. Management of RI Leads

Manchester Rotary Membership Goals:

1. Increase membership by adding net 5 members by June 2020
2. Creation of a "young professional" ad hoc group / focus group
3. Management of RI Leads

PROCESS FOR ATTRACTING NEW MEMBERS

PROCESS FOR RETAINING NEW MEMBERS

1. Assign a "mentor" for each new member and align with applicable background – i.e. – law background – Steve P etc.... Recognize and utilize our current members and use their knowledge and background expertise for the young generation for networking.
2. Provide "orientation" packet and check list and have mentor meet monthly as a check in with new member.
3. President to take new member to lunch at 3rd month to do a check in on status and to see if any barriers can be removed.
4. Provide new member with a Rotary Shirt as a welcome from Manchester Rotary
5. Conduct a "membership class" for all new members (Quarterly as needed)
6. Develop "project opportunity" for new member and have new member report back to club
7. Assign a "mentor" for each new member and align with applicable background – i.e. – law background – Steve P etc.... Recognize and utilize our current members and use their knowledge and background expertise for the young generation for networking.
8. Introduce new members to District and RI – Expose them to the bigger picture
 - a. RLI – Rotary Leadership Institute
 - b. Bring to Zone Meeting / District Conference pro bono
 - c. Consider internships

YOUNG PROFESSIONAL

Process for attracting and retaining young professionals

1. Follow new member process
2. Consider a "Young Professional" sub-committee of the Manchester Rotary Club – assigning Chair of the committee
 - a. Hold monthly or quarterly "Young Professionals Night" -inviting guest speaker to talk about career / community
 - b. Conduct focus group meeting with young professionals and our rotary club to gain knowledge of barriers preventing increased membership of YP – get to know "what's in it for me?"
 - c. Speakers who can align with the YP in their career interest
 - d. Gain knowledge of YP community service interest
3. Differentiate from Millennials and Rotaract – Young Professionals is the new buzz word and works for this group

Respect for our Current Members / Older Members

Messaging and Respect for all Members

1. Make sure to engage each member in the membership process
2. Solicit mentors
3. Educate on new process and get feedback and insight from existing members
4. Respect "seasoned members"
 - a. They were "young professionals" when they joined – how do we make that connection and make them feel connected and respected.
 - b. Use our words carefully – our older generation is not "fossilized" – don't cast aside rather | engage and promote the value they lend to our great organization.

Rotaract and Interact

Interact:

1. Connect with Interact Advisor at Manchester High School
 - a. Get current list of students
 - b. Get current list of activities
2. Invite Advisor and interact students to an upcoming Rotary meeting and have them present activities and "what we can do for them"
 - a. Have list of events / activities we would like the interactors to participate in and work with advisor to have them sign up.
 - b. When engaged in an activity – provide a thank you token to all students involved
3. Conduct an "end of the year" celebration
 - a. Thanking and wishing the seniors a fond farewell and introducing Rotaract to them prior to their college send off.
 - b. Welcome new interactors and congratulate new leader – welcoming them and providing a new year of activities.
 - c. Provide "Interact T-Shirts" to all students – Interact Club of Manchester Rotary

Rotaract:

1. Get list of current Rotaract Clubs associated with Manchester
2. Invite students to meet with Board to discuss barriers and how we can assist them in making their club successful
3. Advisor to work with MCC Advisor to put a plan in place for new recruitment and retention of the Rotaract club.
4. Conduct a "welcome celebration" and have the Rotaractor's provide an update of where they are and what activities they have planned.
5. Offer an "internship"
6. Educate on Rotary and future interest
7. Look for a "Shared Service Project" in order to gain engagement

Management of RI Leads and New Members

1. Membership Chair to provide a monthly update on RI Leads
2. Membership Chari and committee to keep the "New Membership File" updated and reported on monthly.
3. See Membership [file](#) - excel file

Orientation

Establish a good orientation program

Assign a mentor and create an orientation check list...



Rotary Club of Manchester, Connecticut
Meeting Time: Tuesday 6pm
Manchester Country Club

New Membership Orientation

Welcome to Rotary / Presidents Message

On behalf of the Rotary Club of Manchester and its Board, I would like to welcome you. By virtue of your interest in becoming a Rotarian, I know you are an exceptional person who is anxious to roll up your sleeves and get to work. I invite you to get to know us and share with us your passion, your expertise and your enthusiasm for doing good in the world. Rotary will be a very enriching experience as you learn of its potential to help you succeed in this endeavor. I assure you; it will be fun providing "Service Above Self." We welcome you to Rotary, to Fellowship, to Community Service and to our Club!!!

Bob Rodner, President, 2019-20

Month #1

- Meet with Sponsor and go over new Membership packet and Orientation Checklist ☐
- Agree upon orientation plan with sponsor ☐
- Serve as a greeter at the door for four weeks ☐
- Meet four current members and learn their "Rotary Story" ☐
- Read the booklet "ABC's of Rotary" and review with sponsor ☐

Month #2

- Meet with Club Secretary and review the following ☐
 - Club Runner – Local
 - Facebook – Club and District
 - Rotary International
 - Explore all links noted in resources

Month #3

- Meet with the President of the Club ☐
- Attend a board meeting with the President ☐
- Participate in a "new membership recruitment" with President and Membership Chair ☐



Rotary Club of Manchester, Connecticut
Meeting Time: Tuesday 6pm
Manchester Country Club

Month #4

- Meet with Service Project Chair to become familiar with local projects ☐
 - Local food drives, support of the Padbury Milk project
 - Dictionary Project - 3rd grade students
 - Camp Farwell Project in Newbury, VT. – girls camp
 - Community youth programs: Interact and Rotaract
 - Rotary Music Garden at Charter Oak Park, Pavilion, Music Scholarships, Festival
 - Water Projects in Guatemala
 - Opioid Task Force
 - Eradication of Polio
- Pick a service project to serve on (or help initiate one) ☐

Month #5

- Meet with Fund Raising Chair ☐
 - "Holes for Hope" golf event
 - Mother's Day Breakfast
 - Cabaret night
- Meet with Foundation Chair and review the following ☐
 - Annual Giving
 - Polio Plus
 - District Grants
 - Global Grants
 - VTT

Month #6

- Present "Your Story" to the club ☐
 - Personal Bio - What / Why did you join Rotary
 - Reflections and comments on your "new member orientation process"

Monthly/Weekly:

- Continue to meet with Sponsor and review orientation to date ☐
- Continue to meet one member each week and learn their "Rotary Story" ☐

Engagement

Perfect Engagement vs Perfect Attendance

Satellite Clubs



E-clubs



Mobile Apps



Excitement

- Ask them if they are interested in serving on a committee
- Make sure that your club's service projects are active and interesting
- Obtain feedback from new members on club processes, service projects, and speakers
- Go to a Conference with your president / District Governor



Attracting Young Professionals



Flexibility – Club Types



Club Types

Club Type	Description	2019-20 RI Dues	Estimated count on 1 January 2019	Minimum number of charter members	Voting privileges	Members are counted in RI database	Appeals to
Traditional Rotary Club	Professionals and aspiring leaders who meet regularly for service, connections, and personal growth	\$68	35,000	20	Yes, all RI dues-paying members	Yes, all active, RI dues-paying members	People looking for connections, service opportunities, and traditions
Satellite Club	A Rotary club sponsored by a traditional club but with its own meetings, projects, bylaws, and board	\$68	580	8	Yes, all RI dues-paying members	Yes, all active, RI dues-paying members	Those who want a club experience or meeting format or time other than what's offered by the traditional clubs in the area
E-Club	A Rotary club that meets only online	\$68	285	20	Yes, all RI dues-paying members	Yes, all active, RI dues-paying members	People who travel frequently, whose schedules make it difficult to meet in person, or who prefer an online experience
Passport Club	A Rotary club that allows members to attend other Rotary club meetings as long as they attend a specified number of meetings in their own club each year	\$68	20	20	Yes, all RI dues-paying members	Yes, all active, RI dues-paying members	People who travel frequently, or those who enjoy trying a variety of club experiences and meeting lots of new people
Corporate Club	A club whose members (or most of them) work for the same employer	\$68	1	20	Yes, all RI dues-paying members	Yes, all active, RI dues-paying members	Employees of an organization who want to come together to do good in their community
Cause-Based Club	A club whose members are passionate about a particular cause and focus their service efforts in that area	\$68	Unknown	20	Yes, all RI dues-paying members	Yes, all active, RI dues-paying members	People who want to connect with others while addressing a particular set of problems.
Rotaract Club	A club of members ages 18-30 that is sponsored by a Rotary club and often works with that club on projects	None	9,600	n/a	n/a	Does not count as a Rotary member	Younger people who want to serve their communities, develop leadership and professional skills, and have fun through service

All club types meet at least twice each month.



QUESTIONS?



RESOURCES

- 1. Traditional Rotary Club Meeting**
- 2. Satellite Clubs**
- 3. E-Clubs**
- 4. Passport Clubs**
- 5. Corporate Clubs**
- 6. Cause Based Clubs**
- 7. Rotaract Clubs**
- 8. Global**

Rotary Fellowships – Recruitment

TRADITIONALOR NOT

Traditional:

- Meets weekly, usually over a meal – breakfast, lunch or dinner.
- Typically start the meeting with the singing of the national anthem and the Rotary prayer.
- Have a speaker at each meeting.
- May end the meeting with the singing of God Save the Queen in countries that are or were parts of the British Empire.

Semi-Traditional:

- Meets weekly or every second week,
- Usually over a meal, with a speaker, but without the singing.

Even Less Traditional:

- Meets weekly or bi-weekly,
- club business or social events,
- meals or drinks optional,
- no formalities (i.e. no speaker, no singing)



SATELLITE CLUB

Satellite:

- Officially, **satellite club members are members of a traditional or semi-traditional club**
- **Meet at a different** location, different time, with a different format and frequency
- Have their own executive
- Functions as a short-term, transitional step on the way to becoming a full, independent Rotary club without meeting the requirement of having at least 20 persons to organize a separate Rotary club
- Must have at least 8 members at the time they form, no maximum number of members
- Should have the same name as the sponsor club plus a qualifier that distinguishes it from the sponsor, for example:
 - *If the sponsor and satellite clubs meet at different times*
 - **Sponsor:** Rotary Club of Saskatoon
 - **Satellite:** Rotary Satellite Club of Saskatoon Evening
 - *If the sponsor and satellite clubs have different meeting locations*
 - **Sponsor:** Rotary Club of Winnipeg
 - **Satellite:** Rotary Satellite Club of Winnipeg Pembina
- Satellite clubs set up their own board and have their own officers, but instead of a president, a satellite club has a chair.
- Although satellite clubs are intended as a temporary step on the way to becoming a full, independent Rotary club, there is no time limit on the life of a satellite club.

THE “E-CLUB”

The e-Club:

- Officially is NOT a separate category of a club from a traditional club
- meets online
- has a dedicated website
- members are responsible for updating the website
- creates an online platform for hosting meetings using video-conferencing
- ensures a private section of the website that only members can access to protect their personal data
- has an online financial transaction system that allows members to pay dues, donate, or process payments
- lets visiting Rotarians attend your virtual meeting
- resource: <https://my.rotary.org/en/learning-reference/learn-topic/online-club-meetings>



PASSPORT & CORPORATE

Passport:

- Designed for former Rotary members, youth, alumni and others who find that a traditional club doesn't fit their life.
- Attract new and returning members to Rotary who have difficulty attending weekly meetings
- Retain members where the expense is a drawback to joining or continuing Rotary

Corporate:

The Corporate Membership allows your company or organization to continuously benefit from all that the Rotary Club has to offer, regardless of whether your CEO retires or your executive vice president relocates to another market. Here's how it works: Any company or organization may choose to nominate up to two senior management officials to be active members of the Rotary Club. One member will be designated as the "executive" member; the other as the "regular" member.

What are Rotary Fellowships?

Groups of Rotarians, their family members as well as participants and alumni of all Rotary programs who connect to explore shared interests in:

- Recreational Activities
- Hobbies
- Sports
- Vocations
- Rotary History & Culture



Rotarian Lawyers Fellowship



Doll Lovers Fellowship