



# **DISTRICT 7475 MEMBERSHIP SEMINAR**

**Princeton, NJ**

**September 9, 2019**

**Jeannie Tsukamoto**

**District 7475 Membership Chair**

# Expected Seminar Outcome

- **Motivated to grow Rotary.**
- **Better understand membership attraction and engagement and all available resources and support.**
- **Ready to embrace membership innovation and flexibility.**
- **Understand the Rotary brand and values.**
- **Ready to diligently respond to membership leads.**
- **Ready to establish and implement membership development plan.**



## **Our Host**

**THANK YOU !!!**

**Princeton Corridor Club**

# Agenda

5:50 – 6:00	<b>Dinner and social</b>
6:00 – 7:20	<b>Importance of growing Rotary</b>
	<b>RI and district initiatives</b> <b>District initiatives</b> <b>Membership leads</b> <b>Membership innovation and flexibility</b>
	<b>Membership attraction and engagement</b> <b>Be a vibrant club</b> <b>Rotary brand and values</b> <b>Sharing your passion</b>
7:20 – 7:45	<b>Membership Development action plan</b> <b>Success stories</b>
7:45 – 8:00	<b>Resources</b> <b>Q&amp;A</b> <b>Recap and takeaways</b>

## RI Priority 2019-20

**“Deepening our impact locally and globally  
by expanding our membership  
is our top priority.”**

# District Membership Status

July 1, 2019	Current Count	2019-20 Goal	Members needed
2002	2019	2330	311

## Demographics

- Female: 33%
- Under 40: 3%

# Why Grow Rotary?

More Rotarians means...

More ideas, talent, skills, energy, resources

Raising more funds locally

Increased TRF contributions

**Making a bigger difference locally & globally!**

# Growing Rotary Approach

- Increasing membership by
  - Retaining current members: **Engagement**
  - Recruiting new members: **Attraction**



# Accountability

- Growing membership is every Rotarian's responsibility, including **YOU!**
- Club Presidents and Membership Chairs: Lead this important effort and help shape the future of Rotary.
- District Leadership Team (Membership Committee along with AGs): Facilitate and support clubs, find opportunities to collaborate and enhance synergy.

# Membership Action Plan (1 of 4)

- Inspire and empower district clubs to grow membership by
  - Providing training, resources and support
  - Improving communications
  - Better managing RI and district leads.

# Manage Leads (Prospect Inquiries)

- RI Leads:
  - RI notifies district leadership via email of each lead
  - Membership Chair assesses and assigns each prospect to a club
  - RI emails each assigned lead to Club President, Secretary, Membership Chair and AG
- District Leads:
  - Membership Chair assigns each lead to club(s) and notifies Club President(s), membership chair(s), secretary(s) and AG(s) via email
- Clubs work to convert prospects to Rotarians!!!
- Membership Chair provides report to district leadership team.

# Membership Action Plan (2 of 4)

- Encourage collaboration
  - Collaborate with neighboring clubs, municipalities and other organizations
  - Partner with neighboring clubs for service projects and events.

## Membership Action Plan (3 of 4)

- Grow membership through networking
  - *Rotary Business Networking*
- Grow membership through service
  - Invite public and prospective members to experience our hands-on humanitarian efforts
  - Examples: *Rotary-Habitat Partnership* and *End Hunger 3.6*

# Membership Action Plan (4 of 4)

- **Expand innovation and flexibility initiatives**
  - **Diversity:** Younger professionals, Women, Minorities
  - **Innovation:** E-clubs, Satellite clubs, Rotaract
  - **Flexibility:**
    - **Membership types:** Younger Professional, Spouse, Family, Corporate, etc.
    - **Alternate meeting times, format and cost structure**
    - **Attendance and service expectations:** more emphasis on participation including attending meetings, doing service projects, and serving on board and committees.

# How to Grow Membership?

- **Make it a top strategic priority**
- **Have goals and commit resources**
- **Build strong membership committee**
- **Conduct club health check**
- **Make changes to remove obstacles**
- **Be a vibrant club**
- **Understand the Rotary brand**
- **Develop value proposition**
- **Boost public relations efforts**
- **Create engagement and attraction plans**
- **Have strong execution and follow-through**
- **Have membership assemblies and “Membership Minute”**
- **Monitor and re-evaluate**
- **Celebrate successes.**

# Be a vibrant Club

- Have great leadership
- Engage members (Make it personal!)
- Understand community needs
- Hold effective meetings
- Have meaningful programs
- Conduct relevant and impactful projects
- Have awesome signature event
- Have fun
- Have satisfied members
- Try new ideas
- Empower members to shape club's future
- Have diverse and growing membership.



# Removing Obstacles

- Identify and analyze
  - Why Rotarians are leaving
  - Why prospects are not joining
- Make administrative, operational, policy and/or leadership changes
- Improve club culture (traditions, lingo, communication methods, etc.)
- Create and implement new development plan.

# Rotary's Brand

Rotary **joins leaders**  
from all continents and cultures  
to ***network*, exchange ideas**  
and **take action**  
for communities around the world.

# Values for being a Rotarian

- Lifelong relationships and friendships
- Professional and leadership development
- Business networking
- Personal growth and education
- Community connections
- Opportunities to serve
- Fun
- Opportunities for the family experience
- Global experience
- Ethical principles
- Prestige
- Next generation programs.

# Value Proposition Template

**For** (target customer)  
**who** (statement of need/opportunity)  
**the** (product name) **is a** (product category)  
**that** (core benefit proposition).  
**Unlike** (primary competitive alternative(s)),  
**our product** (point of difference).

# Rotary Value Proposition Example

**“For professionals who are looking to expand their business network and to connect with other service-driven professionals,**  
**Rotary is a value-added leadership organization**  
**that provides access to over 2,000 Rotarians in the district in 83 clubs which spans 9 NJ counties, and 1.2 million Rotarians in the world, who value service, friendship, diversity and high ethical standards.**  
**Unlike other networking and volunteer groups,**  
**Rotary provides an unparalleled competitive business advantage and personal growth opportunities.”**

## Sample Talking Points

- Rotary is the most financially sound and powerful global **networking service** organization.
- Every minute of every day, Rotary feeds, houses, medicates, trains, comforts, provides clean water, etc. to someone.
- Rotarians get together regularly to network, discuss the needs of our community, share ideas and take action to solve some of the world's toughest problems.

# Share Your Passion (Your Rotary Story)

- What motivated you to join?
- What you love about Rotary?
- How you and fellow Rotarians are making a difference locally and globally?
- What's is your most memorable Rotary moment?
- How Rotary enhances your personal and professional life?

# Grow Rotary: Make it Personal

- Show how much we care about the future of Rotary by being proactive and taking action
- Take a stand and express what we believe
  - Mission of doing good in our community and around the world
  - What sets us apart from other volunteer organizations
  - The power of the Rotary Foundation
  - The exceptional values of being a Rotarian
- Lead by example
  - Being a champion
  - Helping to make Rotary popular
  - Bring a prospective Rotarian to the next meeting.



# District Membership Resources

- District website: [njrotary.org](http://njrotary.org)
- District Membership Committee
- Assistant Governors
- RI website: [rotary.org](http://rotary.org)

## District Membership Team

- Jeannie Tsukamoto, Chair and development training
- Barry Kroll, Technology and orientation
- Bill Coleman, Membership development
- Tony Staynings, Prospects development
- Art Lobdel, Satellite club
- Sam Maddali, New club
- Larry Ripley, RI Leads.