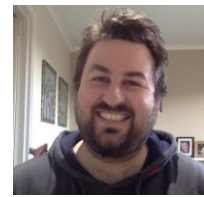


Recruiting and Retaining Members Aged 40 and Under

A presentation delivered by the Rotary Younger Membership Taskforce

By Ashley Coleman-Bock (RC Box Hill Central) Jayani Galketiya (RC Wheelers Hill), Kai-Xing Goh (RC Mont Albert and Surrey Hills), Michael Hardinge (RC Healesville), Kehela Vandenberg (RC Mount Waverley) and Kevin Walker (NewGen Rotary)



From the Bay
to the Hills



Overview

- **Goals**
- **Why**
- **Identified Challenges**
- **Solutions**
- **Monitoring Progress**
- **Questions**



Preliminary Considerations

- **Points may be applicable to Clubs and/or District**
- **Some points may be applicable to any age category**
- **Be careful not to stereotype/make assumptions**
- **Not 'one size fits all'**
- **Further resources will be provided following the presentation**



Current Membership Statistics

- **District Membership Count** as at 7/6/21: 1108
- Males: 724
- Females: 365
- **Age categories:**
- 29 and Under: 6 (*Global: 14,400*)
- 30-39: 13 (*Global: 74,340*)
- 40-49: 36
- 50-59: 51
- 60-69: 195
- 70 and Over: 311
- Unreported: 448
- Therefore 1.7% of the District's membership is aged under 40. Globally – 7.5% of the Rotarians around the world are aged under 40.

Goals

- To increase the number of Rotary District 9810 members under the age of 40.
- To increase the retention rate of Rotary District 9810 members under the age of 40.

Do we want more members under the age of 40 in Rotary?

... Why?



Challenges Identified

Why don't people under the age of 40 join Rotary?

- Perceptions, assumptions and stereotypes around requirements of membership, appropriate membership age, Rotary's purpose and activities.
- Also perceptions, assumptions and stereotypes from Rotarians about younger people – interest, experience, maturity, lack of value to contribute
- Costs including membership, meeting/meal and other associated costs as a Rotarian.
- Lack of Rotary Club/Rotarian ongoing connection and engagement with Rotary Alumni/beneficiaries



Challenges Identified

Why don't people under the age of 40 join Rotary?

- **Lack of explanation and/or promotion of the benefits/opportunities available via Rotary membership – general and tailored**
 - **Lack of 'selling/pitching' Rotary**
- **Competing opportunities to assist the community.**
- **Cause based service interest. Rotary's purpose may be unclear or too broad and/or there may be an expectation by Clubs for members to engage in many of the Club's service ventures**



Challenges Identified

Why don't people under the age of 40 join Rotary?

- Entrepreneurial mindset.
- Younger generations are tending to prefer working in different management structures that are currently adopted by Clubs.
- Timing and/or length of meetings may not be convenient. Similarly, regarding existing Club ventures.
- Limited time available.
- Expectations placed on younger members to take on responsibilities quickly and to take on tasks or roles that don't interest them
- Not asked to consider membership and/or invited to join a Rotary Club or Rotaract is suggested instead

Challenges Identified

Why do we find it hard to retain members under the age of 40?

- Other commitments/limited time available/not realising how making time for Rotary can be beneficial.
- Competing opportunities in both professional & other community service organisations
- Movement & lack of catering for changing life circumstances



Challenges Identified

Why do we find it hard to retain members under the age of 40?

- Club/Rotarian expectations regarding time commitments and tasks/roles desired for the younger member to undertake.
- Club processes can be bureaucratic, slow and appear formal and archaic.
- Rotary politics and/or bureaucracy.
- Club traditions/formality/stuck in their ways/not open to change/adapting and/or trying new things.

Challenges Identified

Why do we find it hard to retain members under the age of 40?

- **Ambiguous or lack of guidance with respect to opportunities available through Rotary, including that relating to personal/professional development, service and leadership.**
- **Lack of diversity and/or issues regarding diversity**
- **Concerns regarding inappropriate comments**
- **Lack of connection/friendship with other members**

What Can Rotary & You Do?

Solution Option
1: Develop a
compelling brand
and marketing
pitch targeted at
those aged under
40

- i.e. Elevator pitch and Rotary Value-adding
 - **Unique Selling Point (USP) of Rotary = massive scale**
 - **Leadership, management/board/director opportunities**
 - **Opportunity to network, collaborate and work on projects with others: locally, nationally and internationally – social action on a large scale**
 - **Entrepreneurship opportunities**
 - **Ensure marketing is up-to-date, modern, demonstrative of action, and reflective of diversity - e.g interactive marketing through LinkedIn articles and posts**

Solution Option

2: PD

opportunities
targeted at
people aged
under 40

- Professional development opportunities
- 'Subsidised' or 'reduced' costs for professional development opportunities – ensure they are accessible and affordable
- Consider former participants of Rotary programs for further Rotary youth and/or Foundation programs, scholarships and other experiences
- Networking and mentoring/mentorship opportunities, utilise personal strengths with like-minded individuals



Solution Option 3: Offer flexibility

- **Adopt innovative or alternative Club styles and means to undertake service ventures.**
- **Fee options**
 - **subsidised membership and/joining costs**
 - **reduced fees for Rotary Youth Alumni, Rotaractors (current or former),**
 - **student vs non-student, past participation in a program within a set number of years.**
- **Less meetings, more action**
 - **Shorter or less frequent**
 - **Online meetings or remote dial-in**
 - **Not just dinner - optional meal**
 - **Relaxing attendance requirements**
 - **Select involvement vs 'team member' approach involvement**

Solution Option 4:
Club Membership
lead provides
curated
experiences to
younger members

- **Support younger members by:**
 - **Connecting them to other members in their age category**
 - **Support them bringing a friend or family member**
 - **Connecting them to other members in their profession, or with shared volunteering interests**
 - **PD opportunities e.g. Rotary Leadership Institute**
 - **Meaningful committee/leadership roles**
 - **Helping them utilise their strengths**
- **Rotaract**
 - **Don't make assumptions**
 - **Build and maintain connections**
- **Don't hard-sell – take the time to 'court'**

Other Solutions

- **Partner a youth-run organisation to deliver major projects**
- **Running an accelerator/incubator program for social entrepreneur start-ups**
- **Hosting a social entrepreneurship hackathon**
- **Create stronger links between Rotary Clubs and Youth programs (e.g. RYLA), Rotary program participants and Rotaract Clubs**
- **Provide more guidance/training on Rotary/Club/District procedures**
- **Provide leadership opportunities – consider for chair, board positions and District positions**
- **Training on generational differences**

Other Solutions

- **Use a membership form and/or questionnaire to assist tailoring a new member's Rotary experience and opportunities offered to them.**
- **Increase Club membership diversity**
- **Maintain the connection: invitations, guest speaker, mentoring**
- **Have social events to help build friendships between memebtrs**
- **Clubs/Rotarians to improve their approach and/or commence an approach to inviting younger individuals to join Rotary**



How can we measure our efforts?

Track new member numbers and age categories

Commencement surveys [Sample survey](#)

Quarterly short surveys targeting younger members

'Idea box' for people to send in new ideas

Exit survey [Sample exit survey](#)

Rotary International (RI) alumni records - eg. what Rotary club people are from?



Conclusion

- **Members under the age of 40 are an untapped resource**
- **There are many solutions for attracting and retaining younger members**
- **Reviewing and assessing your efforts is vital**
- **Refer to our leaflet for more suggestions**
- **There is District, Zone and International support available**

QUESTIONS?

