

Submission Deadline: March 31, 2021

ROTARY CLUB OF HILO
Membership Recruiting & Retention
Connie Ichinose, Chair

The Rotary Club of Hilo has great depth, variety and vitality in its membership. Ongoing Community and Youth Service activities have attracted new people in our community to share the benefits of membership in Rotary. Our members have grown our club with 15 new members with a goal to have 100 members during our 100th Anniversary in Rotary. We consider membership as the backbone of the club!

The Membership Committee has done a great job on welcoming new members and involving them in our avenues of service:

- Our **New Member Orientation** is given to prospective members to help them know more about Rotary, as a commitment and a blessing. Our new member orientations are now virtual (zoom) and our Board of Directors are invited to join in, share their knowledge, and get to know the new members. Everyone enjoys this initial 'Meet & Greet' Orientation.
- Our **New Member Packets**, 'jump drives' and certificates are delivered to new members after installation into our club. The jump drives can be used as a reference, to help maintain Rotary info, or to give out to other prospective members who want to know more about the club!
- Our **Red Badge Program** has committee members working with all new members to participate in Club Service by leading the Pledge and 4-Way Test at meetings and to participate in Community and Youth Service Activities.
- Our **New Member Spotlight** interviews new members and emails all club members to provide insight and interesting tidbits on our newest members! We all look forward to these virtual publications!
- Our **CARE Committee Members** meets twice a month and brainstorm on ways to reach out to our new members and those who missed a meeting. Especially during these unprecedented and sometimes lonely times, they make calls, send emails, texts, and send cards to our members to let them know they matter and we care. At this time, they are conducting a poll to get an idea on the number of members ready to come back to 'in-person' meetings.
- Our **Focus Groups Committee** conducted a series of focus groups divided by number of years in Rotary for our members. We brainstorm, talk story, and hear about what our club is doing right and where we need to improve. Members love Rotary for the Community Service and they want to get to know one another better. It's more of a challenge to meet virtually, but ideas from our focus group help members know they have a say in the direction of the club.
- Our **Social Committee** held four mini mixers in our first two months when we were able to meet together and they are ready to continue. A Virtual Christmas Party was held with games, silliness, fun and Christmas story from members. A "Spring Fling" is planned for April with social distancing and fun!
- Our **Community Service Committee** continues to have several service projects every month so that members can come together in small groups to benefit our community and join together to support each other in 'Service Above Self' which attracts new members and retains members.
- Our **Board of Directors** is working to have our members meet together in person for May and June to provide comfort and support as we come out of the pandemic. We will continue our atmosphere of positivity within a culture of growth to maintain our membership so we can all share our love for Rotary in the coming year.

July 1, 2020: 84 members

As of March 31, 2021: 15 new members

Total members lost: 3 (Nate Chang-deceased, Amos and Charlene Meyer-moved)

Total active members: 96 (+12)

Goal: 100 Members in our 100th Anniversary Year

ROTARY INTERNATIONAL DISTRICT 5000
Awards Submissions Checklist for 2020-2021

AWARD CATEGORY: MEMBERSHIP

Rotary Club of Hilo Bay
Club Division ☒ Large Club ☐ Medium Club ☐ Small Club

Check the box for each item completed:

- ☐ Sponsored a new Rotary club this Rotary year (Date, name (_____))
- ☐ Conducted a Club Health Check to stay relevant for members and the community.
- ☒ Conducted at least 3 Club Assemblies this year (Dates 9/30, 12/30, 6/30)
- ☐ Club's demographics represents your community, including community professions.
- ☐ Club expanded our base by diversifying in gender, age, ethnicity and different perspective.
- ☐ Club has a working strategy to retain members and keep members engaged.
- ☐ Club participated in a meeting, social, networking, or other event with another Rotary club (Other club name/event _____)
- ☐ Club members have a club directory (either printed or electronic).
- ☒ Performed at least 3 New Member Orientation sessions (Dates July, January, March)
- ☐ All new members were assigned/recruited to work in a specific committee.
- ☒ New members added to the D5000 or Club ClubRunner database within 1 week of induction.
- ☐ Recruited a Rotary Alumnus as a new member (Name _____)
- ☐ Have a structured committee or other method for coordinating meeting speakers..
- ☐ Recognized a club member with the Avenues of Service Citation.
- ☐ Membership Chair completed the related courses on rotary.org's Learning Center.

5 Number of new members this Rotary Year
0 Number of members leaving Rotary

Best new member recruitment activity or event _____

Best member retention activity or event _____

Please provide a narrative description of your Membership activities on recruiting new members and retaining existing members. Please limit your response to ONE 8 1/2"x11" page. (No letterhead, pictures or graphics; use Times New Roman 12pt size).

A narrative is provided: ☐ Yes ☒ No

Submission Deadline: March 31, 2021

ROTARY INTERNATIONAL DISTRICT 5000

Awards Submissions Checklist for 2020-2021

AWARD CATEGORY: MEMBERSHIP

Rotary Club of HONOLULU SUNRISE

 X Large Club Medium Club Small Club

Check the box for each item completed:

- Sponsored a new Rotary club this Rotary year (Date, name _____)
- ☒ Conducted a Club Health Check to stay relevant for members and the community
- ☒ Conducted at least 3 Club Assemblies this year (Dates: Aug 8, Nov 20th, April 12th)
- ☒ Club's demographics represents your community, including community professions.
- ☒ Club expanded our base by diversifying in gender, age, ethnicity and different perspective.
- ☒ Club has a working strategy to retain members and keep members engaged.
- ☒ Club participated in a meeting, social, networking, or other event with another Rotary club.
(Metropolitan Rotary Club joined us for a beach clean-up at Waimanalo beach.)
- ☒ Club members have a club directory (either printed or electronic)
- ☒ Performed at least 3 New Member Orientation sessions (Due to COVID held 1:1)
- ☒ All new members were assigned/recruited to work in a specific committee
- ☒ New members added to the D5000 or Club ClubRunner database within 1 week of induction.
- ☒ Recruit a Rotary Alumnus as a new member (Name(s) George Moyer, Robert Landau & Mary Benson)
- ☒ Have a structured committee or other method for coordinating meeting speakers
- ☒ Recognized a club member with the Avenues of Service Citation
- ☒ Membership Chair completed the related courses on rotary.org's Learning Center.

 7 Number of new members this Rotary Year

 3 Number of members leaving Rotary

Best new member recruitment activity or event: There is no doubt that our Zoom Membership category attracted members that wouldn't have joined without it and it provided a price point that was more advantageous for younger and older members.

Best member retention activity or event: Many of our members are a cluster of multiple close friendships. It's this family feeling that retains members and is often the one thing causes members to return if they have to leave our club. Many of our members meet and socialize outside of Rotary on a regular basis.

A narrative is provided: X Yes No

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ROTARY INTERNATIONAL DISTRICT 5000
Awards Submissions Checklist for 2020-2021

Membership Narrative for Rotary Club of **HONOLULU SUNRISE**

1. **Survey of Membership:** Prior to the start of the year we sent a survey to each of the members and then the membership was called to get their input and acceptance of the desired changes. This provided us with the health check that we needed and a game plan for the rest of the year. We also talked to several of our stakeholders that we work with to see how COVID was going to affect our plans.
2. **Orientation:** Normally we would meet our new members for lunch or breakfast to give an orientation and then a social to get our members to meet our new members. Instead this year we would meet via Zoom or 1:1 if possible. During this time we would find out about their interest and how they would like to use their talents and share with them about the various committees and avenues of service. Every new member is assigned a buddy and that person is responsible to help them through their Rotary journey
3. **Membership Classifications:** This Rotary year we added a Zoom Membership classification. This for those people that prefer Zoom meeting that meeting in person. We found that both young and older members that didn't want to get up early to drive into town were attracted to a Zoom membership. We were able to get four members to stay or return to our club due to the lower cost Zoom membership. We also have a Corporate Membership, Couples Membership, Young Professional Membership, Retired Membership and a membership for those that work in the Public Sector.
4. **Zoom Membership:** Our Zoom membership has been the main reason why we were able to retain a number of people that left our club or were thinking on leaving. This membership reduced the price point but still provided those members with the same privileges as the regular member status. We were able to bring back four members to our club that had previously left the club and part of this was due to the Zoom Membership.
5. **Social Interaction:** Our Dutch lunch program and mutual interest strategy allows our members to find niches that they can call their own, while still being a part of the club. We have a group of cyclist that we call the Biker Boys that go on cycling trips on a regular basis. If they see a trash dump or graffiti then they make a plan to go back with their trucks to remove or paint over the graffiti. It's these smaller groups that make all the members feel a sense of family and a sense of belonging which assures greater retention and happier members.
6. **Membership:** Honolulu Sunrise started the year with 40 members, we ended up adding 7 members and lost 3 members so we currently have a new increase of 4 members which represents a net 10% growth. We also have two more potential members that may join before the end of this year.
7. **Retention:** Honolulu Sunrise RC was charter 30 years ago and we currently have 44 members with a new member that just joined last week. Based on the total number of years that our members have been with Rotary the average years with our club for all 44 members is a staggering 15 years. That in itself is an amazing testimony to our retention rate.

Awards Submissions Checklist for 2020-2021

AWARD CATEGORY: MEMBERSHIP

Rotary Club of Honolulu Sunset
Club Division X **Large Club** **Medium Club** **Small Club**

Check the box for each item completed:

- ☐ Sponsored a new Rotary club this Rotary year (Date, name _____)
- ☒ Conducted a Club Health Check to stay relevant for members and the community.
- ☒ Conducted at least 3 Club Assemblies this year (Dates __7/9, __12/10, __3/11__)
- ☒ Club's demographics represents your community, including community professions.
- ☒ Club expanded our base by diversifying in gender, age, ethnicity and different perspective.
- ☒ Club has a working strategy to retain members and keep members engaged.
- ☒ Club participated in a meeting, social, networking, or other event with another Rotary club (Other club name/event __25th Anniversary Celebration event on 12/17__)
- ☒ Club members have a club directory (either printed or electronic).
- ☒ Performed at least 3 New Member Orientation sessions (Dates __10/19, 12/9, 4/5 - scheduled__)
- ☒ All new members were assigned/recruited to work in a specific committee.
- ☒ New members added to the D5000 or Club ClubRunner database within 1 week of induction.
- ☐ Recruited a Rotary Alumnus as a new member (Name _____)
- ☒ Have a structured committee or other method for coordinating meeting speakers.
- ☒ Recognized a club member with the Avenues of Service Citation.
- ☒ Membership Chair completed the related courses on rotary.org's Learning Center.

8 Number of new members this Rotary Year

 1 Number of members leaving Rotary

Best new member recruitment activity or event **"Rotary is Fun" Social Night event on August 27th**

Best member retention activity or event__Zoom and hybrid weekly programs with speakers that match the Rotary theme and service project opportunities

Please provide a narrative description of your Membership activities on recruiting new members and retaining existing members. Please limit your response to ONE 8 ½"x11" page. (No letterhead, pictures or graphics; use Times New Roman 12pt size).

A narrative is provided: X Yes No

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ROTARY INTERNATIONAL DISTRICT 5000

Awards Submissions Checklist for 2020-2021 - Membership

The Rotary Club of Honolulu Sunset (RCHS) recruited a total of 8 members in the Rotary Year 2020-2021.

Recruitment Activities:

- Due to the COVID-19 pandemic, the Club held only weekly virtual meetings on Zoom. The Club has been inviting participants from D5000 Clubs, international partners and prospective members who were on the mainland and eventually moved to Hawaii as well as friends of the members living in Hawaii.
- Since July 2020 the RCHS planned and held 2 social nights: "Rotary is Fun" Social Night on 08/27 & 3/11 to invite potential prospective members to Rotary. These 2 virtual events were focused on creating friendly, fun and informative virtual space for Rotary members and non-Rotarians to make connections. The program for both events included some informational presentations about Rotary, service, leadership and networking opportunities as well as social time in break out groups. The club has also implemented a few member induction ceremonies at virtual events to inspire prospective members to join the club. In results of the 2 events:
 - The RCHS was able to recruit 8 members.
 - All of those who were inducted to RCHS participated in various service projects, joined a committee and stepped up as for the Board member/office positions for next Rotary year.
- Most recently, when the city's mandate allowed an increased attendance at meetings, the RCHS started on "hybrid meeting" with Zoom and a physical attendance at the usual meeting place, the Waikiki Yacht Club (WYC). The WYC made arrangements with Rotarians to not require attendance. Existing and new members have an opportunity to enjoy the club meetings either in-person in COVID safe environment or online via joining the meeting on Zoom. These opportunities allow members and guests to enjoy the fellowship and great program.

Retention Activities:

- Club makes sure to provide a great program at each meeting. It includes an interesting speaker and great topics. Program of speakers often matched the Rotary theme for the month. The weekly program is always interesting and informative, which encourages many of the new and longtime members to attend the meetings and stay engaged
- Every 2-3 months Club's Board members reach out to fellow RCHS members who have not attended meetings in a while and invite them to join for the meetings or meet one-on-one to catch up.
- RCHS members' birthdays are recognized with a birthday song and cupcake (when present at the WYC) and received an electronic birthday greeting.
- RCHS members' Rotary anniversaries are recognized at the meetings by the President.
- Every meeting Club has an information "pau hana" time before 6:30 pm. Members are encouraged to join the meeting earlier at 6 pm for some fellowship.
- Members are always invited to participate and volunteer in various club's service projects and other volunteer opportunities in the community outside Rotary.
- A weekly newsletter keeps members engaged by sharing updates in Rotary and RCHS projects, inspiration and member stories. Select members share their personal backgrounds, vocations and professional development.
- Beneficiaries of the community service projects came to talk about the benefits received from RCHS's contributions and service. Members appreciate the presentations and feel important as well as impactful in making a difference in the community.
- The RCHS tries to be creative and offer fun opportunities to connect and celebrate holidays. In December 2020 RCHS celebrated its 25th Anniversary on Zoom with fun activities, dinner and live music. An inspirational speaker from the Zone spoke about membership recruitment and retention ideas.

ROTARY INTERNATIONAL DISTRICT 5000
Awards Submissions Checklist for 2020-2021

AWARD CATEGORY: MEMBERSHIP

Rotary Club of Kihei-Wailea
Club Division X Large Club Medium Club Small Club

Check the box for each item completed:

- ☐ Sponsored a new Rotary club this Rotary year (Date, name (_____))
- ☐ Conducted a Club Health Check to stay relevant for members and the community.
- X Conducted at least 3 Club Assemblies this year (Dates 15 , Nov18 ,
 February 17) Monthly
- X Club's demographics represents your community, including community professions.
- X Club expanded our base by diversifying in gender, age, ethnicity and different perspective.
- X Club has a working strategy to retain members and keep members engaged.
- X Club participated in a meeting, social, networking, or other event with another Rotary club (Other club name/event _____)
- X Club members have a club directory (either printed or electronic).
- ☐ Performed at least 3 New Member Orientation sessions (Dates _____, _____, _____)
- X All new members were assigned/recruited to work in a specific committee.
- X New members added to the D5000 or Club ClubRunner database within 1 week of induction.
- ☐ Recruited a Rotary Alumnus as a new member (Name _____)
- X Have a structured committee or other method for coordinating meeting speakers..
- ☐ Recognized a club member with the Avenues of Service Citation.
- X Membership Chair completed the related courses on rotary.org's Learning Center.

 2 Number of new members this Rotary Year
 Number of members leaving Rotary

Best new member recruitment activity or event Rotarians Give Thanks Tree-Planting --

Best member retention activity or event One-on-One Stay-in-Touch Calls to members not attending or infrequent attenders at Zoom meetings; technical assistance for the Zoom novices.

Please provide a narrative description of your Membership activities on recruiting new members and retaining existing members. Please limit your response to ONE 8 ½"x11" page. (No letterhead, pictures or graphics; use Times New Roman 12pt size).

A narrative is provided: X Yes No

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Rotary Club of Kihei-Wailea Membership Award Submission

Like most Clubs, our biggest challenge has been adapting to the Zoom environment, which has pluses and minuses for membership. We have been fortunate to have a senior member who has taught himself the in and outs of Zoom and is willing to spend one-on-one time coaching others to get their hardware going and navigating the Zoom screen.

Nevertheless, Zoom imposes limits on new member recruitment and intractable challenges for retention that are hard to overcome. The major advantage of Zoom is the ability of people to zoom in from quarantine or lock down (those on Maui) or from the mainland (where many of our members spend the summer months, and now, their self-quarantine). The upshot is that we are in danger of losing touch with members on island who cannot (or do not want to) adapt to Zoom but have better contact than ever with some members spending the pandemic on the mainland. All told, we are down about 30% in attendance and participation.

Aside from our Zoom guru member helping members stay in touch, our most creative response is from our President and President Elect, who have developed a program to pair active members with non-attendees and making one-on-one calls to ask why they are not attending, to determine whether they need help with Zoom, and to encourage them to stay in touch with the Club, either through meetings or projects. Since PETS, our PE has been reaching out to Past Presidents and other core members to work on his new Board and other members to encourage them to volunteer for committees or ongoing projects.

Our best outcomes for new members, new member orientation, and fast engagement have come from projects designed to allow for close cooperation while observing distancing and masking protocols for Covid-19. The best of these have been the all-District Tree Planting Project, which had Club members not only working together on farms in South Maui, but also cooperating with other Coastal Clubs (based on the West Side) on farms upcountry and norther of Kapalua. Our Rescue Tube and Ocean Safety program also allowed Club members to participate in ongoing maintenance and monitoring. One of our newest members volunteered to lead the Tree Planting Project and another recent member has taken over leadership of the Rescue Tubes. Another new member who is coming back to the Club after several years away has already taken over as Club Secretary and is working on a project to provide important community phone and email contacts during the pandemic. We have been surprisingly successful in engaging new members.

Zoom and the creative response from our District Governor have also created more than usual opportunities for members to engage with Rotarians from other Clubs and District Leadership. This has created a lot of excitement for Committees (especially new Environmental, DEI, RYLA, Rotaract, and Peace focus groups).

At this point, we are already focusing on the transition to relative normalcy later this year and into next year. The challenges going forward will center on 1. Developing hybrid meeting formats that incorporate face-to-face meetings sharing meetings via Zoom; and 2. Bringing Zoom refusers back to regular meetings and engaging them in Club activities. We expect to lose a significant percentage of Member.

However, we believe that the aftermath of Covid-19 will open new opportunities, as people will be energized by the return to "normalcy" and will be looking for ways to "get out and about."

Submission Deadline: March 31, 2021

Rotary Club of Lahaina Sunset – Membership Narrative

CLUB HEALTH CHECK/STRATEGIC PLAN/VISIONING: For the 6th consecutive year members of our club participated in a Club Visioning Session. In 2020 this session was conducted virtually via Zoom with 22 of 31 members participating. This Strategic Planning session incorporates all stakeholders in keeping our club relevant for our members and the community. Three of the Action Plans that resulted from this session were put into place and completed during this Rotary year. They were: the Computers for Kids Project, the Tree Gifting Project, and the funding of scholarships for students to attend virtual summer programs.

CLUB EXPANDED OUR BASE/RETENTION STRATEGY: We are delighted that we added 6 new members to our club this year. Many of these new members found out about our club by reading about our speakers in the Lahaina News and attending our Virtual Meetings. We are also delighted that we claim six members ages 30 and under, including our club president. We offer a special membership rate to those members under 30 and our board also decided to cut our membership fees by \$100 due to the Pandemic. (Most members decided to contribute the \$100 back to the club fund). As a special incentive we offered FREE MEMBERSHIP to the first three new members who joined after September 1, 2020. One of our newest members (also under age 30) has stepped forward to become our President Elect Nominee. Every new member is encouraged by their sponsor to get involved in our numerous community service projects and we had many opportunities to do so. Also, special sessions offered by our Club Trainer are being held for new members to meet with the Avenues of Service Chairs to find out more about the many opportunities for involvement.

BEST NEW MEMBER RECRUITMENT EVENT: Our Virtual Candidates Forum that was held on 10/6/21 was attended by more than 45 members of our community. West Maui County Council candidates were featured and the candidates were provided with time to provide specific plans and actions on four topics that were specific to West Maui. Many members of our community were introduced to Rotary via this unique informative event.

BEST MEMBER RETENTION ACTIVITY: *La'au Ha'awi (Gifting Tree) Maui* project, in collaboration with 9 Maui Rotary Clubs, Maui 'Ohana Gardens and Uncle George Kahumoku, Jr. started this project Nov. 29, 2020 with the planting of 20 fruit trees at Ka Hale A Ke Ola homeless shelter in Wailuku. Since that date the requests from individual households, non-profit groups, private schools, condos and churches flowed in, and the total of more than 1000 trees such as papaya, apple banana, citrus, avocado, coconut, soursop, and Ulu have been planted around the island. The project concluded on Feb. 19, 2021 by planting 20 fruit trees at Ka Hale A Ke Ola homeless shelter in Lahaina, supported by Maui Green and Beautiful. A large number of our members participated in the planting, working at distribution events and gifting of these food-bearing trees for this project. Plans are under way to continue this tree-planting initiative into the next Rotary year due to large number of financial contributions received and the high level of interest by our club members in support of this project.

DYNAMIC MEETING SPEAKERS: Our club takes pride in offering our members and community a wide variety of dynamic meeting speakers. With the Zoom Virtual platform, we have been able to feature a number of speakers not only from our local Maui community but also from the mainland. Some of these presentations were from Petri Hawkins-Byrd, who has been the bailiff on Judge Judy for 25 years; Dr. Kawser Ahmed from the Rotary Club of Winnepeg; Jon Kaufman from Project H2Open Door, and David Woolman author of "Aloha Rodeo". A press release is submitted and featured in the Lahaina News prior to every speaker's scheduled meeting date which have resulted in many visitors attending our virtual meetings.

Awards Submissions Checklist for 2020-2021

Rotary Club of Metropolitan Honolulu
 Club Division x Large Club Medium Club Small Club

☐ Sponsored a new Rotary club this Rotary year (Date, name (_____))

xConducted a Club Health Check to stay relevant for members and the community.

xConducted at least 3 Club Assemblies this year (Dates __10.1.20, 2.11.21. 5.16.21

xClub's demographics represents your community, including community professions.

xClub expanded our base by diversifying in gender, age, ethnicity and different perspective.

xClub has a working strategy to retain members and keep members engaged.

xClub participated in a meeting, social, networking, or other event with another Rotary club (Other club name/event __Bellows Beach Cleanup with Sunrise, and Eco Rotary tree planting project, RYSE donation drive with multiple clubs _____)

xClub members have a club directory (either printed or electronic).

xPerformed at least 3 New Member Orientation sessions (Dates __8,21,20, 2.19.21 next is imminent, just being scheduled

xAll new members were assigned/recruited to work in a specific committee.

xNew members added to the D5000 or Club ClubRunner database within 1 week of induction.

X Recruited a Rotary Alumnus as a new member (Name __Anna Stone _____)

xHave a structured committee or other method for coordinating meeting speakers..

☐ Recognized a club member with the Avenues of Service Citation.

xMembership Chair completed the related courses on rotary.org's Learning Center.

____ 5, additional 4 pending induction____ Number of new members this Rotary Year
____ 3 ____ Number of members leaving Rotary

Best new member recruitment activity or event ___ Breakout polling with club members identifying potential vocations, associates for membership ___

Best member retention activity or event_Prime Rib Dinner at MPCC March 18

Please provide a narrative description of your Membership activities on recruiting new members and retaining existing members. Please limit your response to ONE 8 ½"x11" page. (No letterhead, pictures or graphics; use Times New Roman 12pt size).

A narrative is provided: xYes No

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Membership

Metropolitan

ON March 18 we held a "Prime Rib" special dinner at Mid Pac Country Club. Each member paid in advance for their meal selection and Metro covered the fee of convenience of utilizing a SQUARE app for advance payment, and desert for all attendees. We had 3 guests, including a prior speaker and his wife, a prospective member, and 28 members and spouses. It was held consistent with State Covid guidelines. With desert, each table participated in a "values game" that guided discussion on elements of importance in our lives and provided a way for all attendees to have a voice and participate. Our prospective member that attended is now in the process of her membership application. We received rave reviews on not only the meal, but the fellowship and location. This success has encouraged us to sponsor at least quarterly dinners around the island as a way to engage members and introduce guests.

Awards Submissions Checklist for 2020-2021

AWARD CATEGORY: MEMBERSHIP

Rotary Club of __West Honolulu

Club Division X Large Club Medium Club Small Club

Check the box for each item completed:

- ☐ Sponsored a new Rotary club this Rotary year (Date, name (_____))
- X Conducted a Club Health Check to stay relevant for members and the community.
- X Conducted at least 3 Club Assemblies this year (Dates 1/29/2021, 5/21/2021, 6/18/2021)
- X Club's demographics represents your community, including community professions.
- X Club expanded our base by diversifying in gender, age, ethnicity and different perspective.
- X Club has a working strategy to retain members and keep members engaged.
- X Club participated in a meeting, social, networking, or other event with another Rotary club (Other club name/event _Joint meetings with Rotary Club of Pearlridge, Host guest speakers on zoom open to the District Clubs)
- X Club members have a club directory (either printed or electronic).
- X Performed at least 3 New Member Orientation sessions (Dates 8/17/2020, 10/8/2020, 10/21/2020)
- X All new members were assigned/recruited to work in a specific committee.
- X New members added to the D5000 or Club Runner database within 1 week of induction.
- X Recruited a Rotary Alumnus as a new member (Name: Kirt Kobashigawa, Interact HBA)
- X Have a structured committee or other method for coordinating meeting speakers.
- X Recognized a club member with the Avenues of Service Citation.
- X Membership Chair completed the related courses on rotary.org's Learning Center.

____⁴____ Number of new members this Rotary Year

—3— Number of members leaving Rotary

Best new member recruitment activity or event_Zoom Orientation Meetings, Pau Hana Meetings with prospective members, Inviting prospective members to our zoom meeting and projects.

Best member retention activity or event Club socials. We held a virtual Christmas Meeting and a Chinese New Year Meeting . They were well attended with lots of activities and participation. _

Please provide a narrative description of your Membership activities on recruiting new members and retaining existing members. Please limit your response to ONE 8 ½"x11" page. (No letterhead, pictures or graphics; use Times New Roman 12pt size).

A narrative is provided: X Yes No

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Membership Narrative

West Honolulu

Our club organized and executed Zoom New Member Pau Hana events with each new member that joined our club this Rotary year. We selected a group of 4 members to meet, greet, and talk to the prospective members about their Rotary experience and what we enjoy about our club. More importantly, we wanted to learn about the prospective member and what they think they can gain and give to the club.

We had several virtual Social Events that was well attended. Christmas Party, Chinese New Year Party, Club Assemblies (Socials), New Member Pau Hana. We used our community service events geared to introducing new members to our club. For example, we had a PPE delivery to Fern Elementary and a Tree Planting project in Kahuku.

Our club created a phone tree in which we contacted the sponsors of members that haven't been active and engaged in Rotary. These members/sponsors would call these inactive members to encourage them and to see if they can help get them more involved. We also encouraged our existing members to invite friends to our Rotary meetings as an introduction to Rotary.

We surveyed our existing members about their Rotary and their experience, likes, dislikes, and suggestions on how our club can improve. This data is assisting our club with our planning and events. We found that member input is very important to our member. It was unanimously stated that it will increase their likelihood of continuing with Rotary and therefore helps our club's retention. Surveys are one reason our club has had a historically strong retention rate.
