2014-2015 Membership

District 5000

LIGHT UP ROTARY
Membership Development and Retention is Everyone’s Business

- Networking
- Good Speakers
- Meaningful Activities

- Location
- Food
- Speakers
- Projects

Vibrant / Healthy Club

Foundation

CLUB

MEMBERS

ROTARY INTERNATIONAL
Membership in D5000

2001 – 2002
Global Quest
PDG Hal Darcey
Membership Growth

2008 – 2009
Each One Reach One
Membership is Everyone’s Job (MIEJ)
PDG Ayman El-Dakhakhni
5 New Clubs 107 new members

2009 – 2015
Membership Committee
- Business Networking
- Generational Diversity
- Every Member involved
Membership in D5000

2012-2015
Continue to promote Business & Networking in Rotary because “Rotary is Everyone’s Business”
The world's first service club, the Rotary Club of Chicago, was formed in 1905 by Paul Harris, an attorney who wished to capture in a professional club the same friendly spirit he had felt in the small towns of his youth.
"I joined for Business & Fellowship, I stayed to change the world."

REMEMBER “ROTARY IS EVERYONE’S BUSINESS”
New D5000 Initiatives

When clubs receive membership inquiries, increased donations, or increased website hits...keep track and share with Linda Coble if PR campaign had anything to do with it. We need the documentation to receive the Grant payment.
I am a Rotarian.

Being a part of Rotary has brought balance to my life, knowing I can be involved in something so much bigger than myself. Family is very important to me, but more importantly it's the example I leave behind for my children.

Daniel Y. Kim
HUSBAND & FATHER

Be a part of the solution. Join us today!

Rotary District 5000 Welcomes You.

Rotarians change the world. Rotarians are a part of their communities. Rotarians are right next door. Join us and be a part of the solution today!

RotaryD5000.org | 808.536.8778
WHY WOULD BUSINESS PROFESSIONALS WANT TO JOIN ROTARY?

- Personal Growth and Development
- Leadership Development
- Public Speaking Skills
- Social Skills
- Vocational Skills
- Development of Ethics
- Opportunity to Serve !!!
Membership in D5000

How we can do a better job of conveying the message of

“WHY”

someone should join Rotary.
Membership in D5000

P.E.T.S.

NAP
Membership in D5000

North American Plan

All orders shipped to destinations within the contiguous United States are shipped FREE of charge.

OR

FREE delivery to the continental United States.
Membership in D5000
“In order to win a man to your cause, you must first reach his heart, the great high road to his reason.”
East Hawaii

Hilo
Hilo Bay
Pahoa Sunset
South Hilo
Volcano

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16% increase
Membership in D5000

Jul-07 Jul-08 Jul-09 Jul-10 Jul-11 Jul-12 Jul-13 Dec-13

2069 1899 1894 1799 1751 1662 1667 1737

48 clubs
Membership in D5000

Preparing Your Clubs to Grow
Membership in D5000

• Survey
  - Evaluate Your Club
    - Use survey to poll the club and establish a benchmark - a starting point for club improvement

• Ignite Scoresheet

• 3 - Year Strategic Plan
Membership in D5000

• Increasing Generational Diversity

Take a look at the “way things are done in your club and in your meetings” and question yourselves “Is that the way it has to be”?

• "Young Professional Campaign" Initiative
Membership in D5000

The “New Generation” of Rotarians is *looking to make a difference*, when usually our clubs try to mold new members into what we expect them to be.
Membership in D5000

- special effort to push membership in Q4 (after 3/31/14 awards deadline) – use Paul Harris Recognition Points (e.g. 500 points for sponsor of new member in Q4) – this also will help Foundation as members may choose to “upgrade” their recognition points to next Paul Harris level.
Membership in D5000

– continue to induct new members vs. hold off until July 1 – use recognition points previously mentioned as incentive
- clean database of "non-performing" members (again, after March 31st, which is the awards deadline) – my call is to shift this to December 31st, that way the clubs have a clear objective on membership growth til June 30 (provided that the club has done EVERYTHING they needed to do to keep this member – IGNITE RETENTION/MENTOR PROGRAM). Change the cycle to December 31st, vs. June 30th.
Membership in D5000

- we have our eClub in the District – offer as an alternative if members need to leave for valid reason (that way they do NOT leave Rotary) in D5000
THE GROWTH INSTINCT

The “DNA” of Growth Clubs

Adapted for Rotary Clubs by
Dr. Jimmie D. Brewer
1. Growth is the normal state of a healthy club.

2. A plateau is a time to regroup for a new growth cycle.

3. A plateau lasting for more than 3 years is the first stage of decline.

4. Mindset – If our club is not growing – it is declining.
Membership in D5000

Plateaued clubs tend to —

• Hold on to the past successes
• Become resistant to change
• Believe they can stay level forever
• Lose the drive to grow
• Embrace that they are just the right size
Membership in D5000

It is our civic duty and mission as a Rotary Club to grow – therefore we are passionately committed to:

1. Finding and adding new members
2. Making “space” for all members
3. Creating opportunities for all members
4. Engaging and involving all members
5. Respecting the contributions of all members
Member Retention

- A Friend in Rotary
  - Assign one (1) individual to the current/new member with specific assignments to accomplish within the first six (6) months of Rotary.
  - Should not be the sponsor.
Member Retention

- An Assignment
  - Preferably at the time they are inducted
  - Every Member deserves a Responsibility
  - Membership Committee
  - Greeter at the door
  - New Member program
Member Retention

- Education
  - Every Rotarian needs to be nourished
  - Educational System
    - “New Member Orientation” booklet
  - Hold Seaside Chats
D5000 Initiatives

Rotary District 5000 has partnered with the Hawaii Association of Broadcasters for the past four RI PR Grant cycles.
New D5000 Initiatives

2012 campaign
we received more than $300,000 worth of scheduled airtime from February- April,

and we paid HAB $13,333 (RI Grant $10,000 and D5000 contribution $3,333).
New D5000 Initiatives

We received another grant for 2013-2015, and as long as we perform, RI will award $15,000 and D5000's share will be $5,000 at the end of each year's campaign.
New D5000 Initiatives

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You make a living by what you get, but you make a life by what you give.

-- Winston Churchill --

Thank You