

District 5520 Assembly

9-26-2013

“ Ignite and Excite”

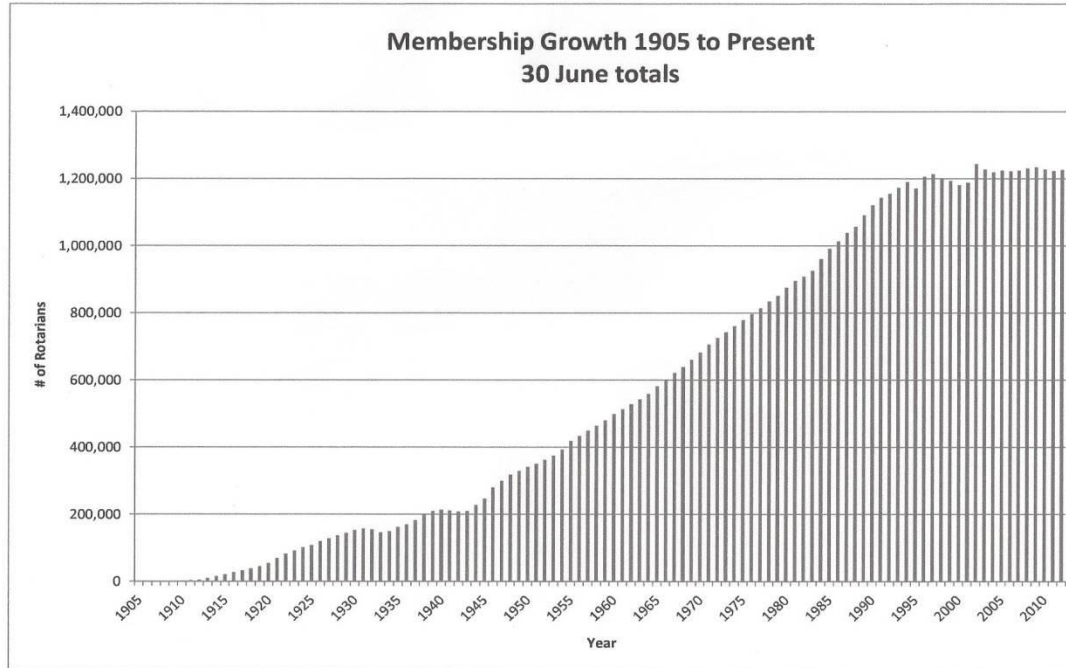
District 5520 Membership Development and
Retention Webinar

Kathie Williams, Membership Chair

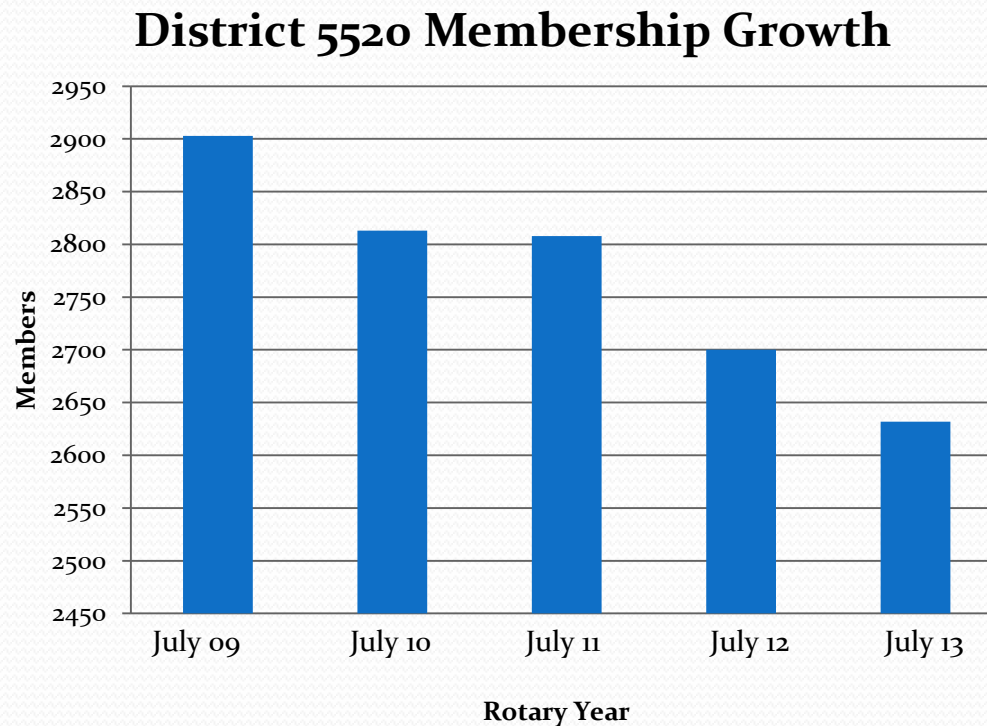
Overview of Training:

- Recruitment
- Retention
- Rejuvenation
- Resources

Membership Trends



Membership Growth District 5520



Membership Goals

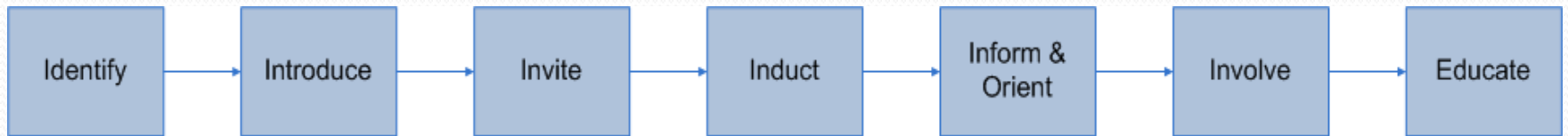
- Rotary International: 1.3 million Rotarians by the year 2015
- North American Rotary: 30,000 net increase by 2015
- District 5520: Net100 new Members during 2013-14

Membership Goals Cont'd

“That goal is a little different from membership goals we’ve had in the past. The goal isn’t just bringing in new members. The goal is growing Rotary. The goal is making Rotary bigger, not just with more members, but with more involved, engaged, motivated members who will be the ones to lead us into our future.”

Ron D. Burton, President, Rotary International

Membership Recruitment: Developing an Action Plan



Membership Recruitment: Where and How to Find Potential Members

- Personal Contacts
- Business Contacts
- Professional Associations
- Retired Persons
- Business Directories
- Advertisements
- Chamber of Commerce
- Rotary Alumni
- Classifications List

Membership Recruitment: Pilot Programs

- Satellite Programs
- Corporate Membership

Membership Recruitment: Activities & Events

- Social Activities
- Community Service Events
- Bring A Guest Days
- Free Meal Cards
- Open House
- Informal Coffees
- PR and Advertising
- Signs on Tables
- Personal Letters

Membership Recruitment: Diversity

“In North America, membership in Rotary is under-represented in key demographic segments (female, young professionals, ethnicity) of business leaders, professionals and community leaders.”

Driving Change in North America: A Membership
Strategic Plan 2012-2015

Membership Retention

“For Every ten Rotarians that join Rotary...five will resign within 3 years.”

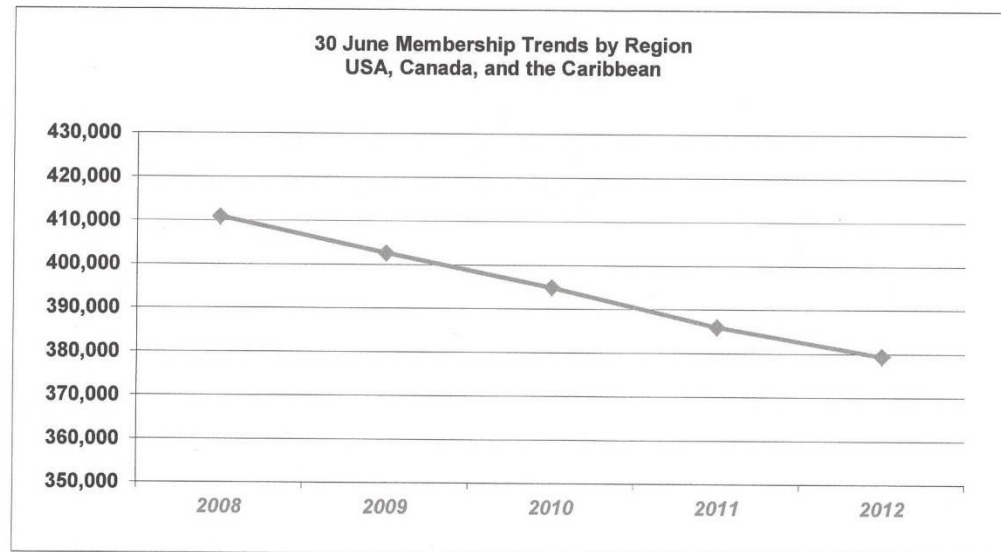
District 5520 Lt. Gov. Bill Michael

Membership Retention

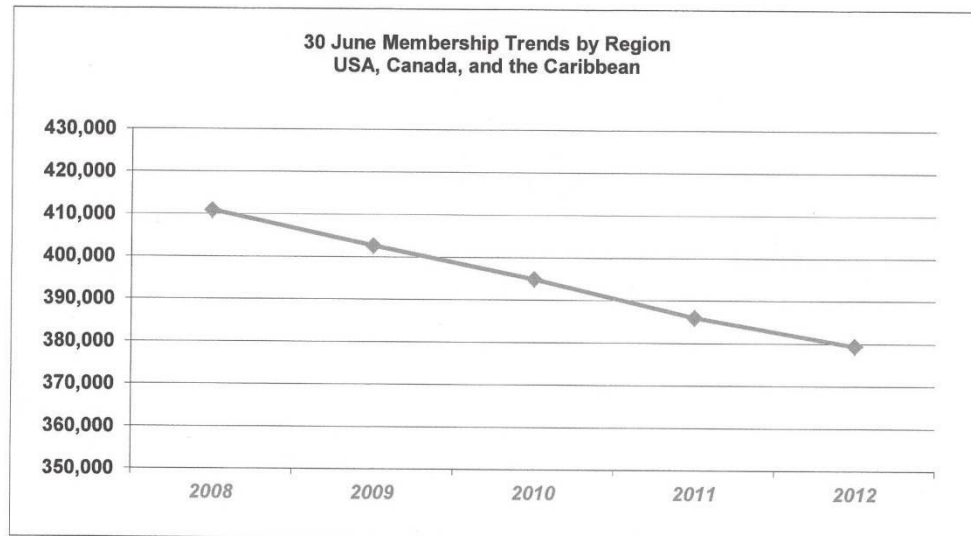
Percentage of Rotarians terminated within 3 yrs.

Area of Rotary	Existing member retention rate	New member retention rate	% Terminated < 3 years of membership
Rotary Worldwide	73%	78%	50%
North America	70%	73%	50%

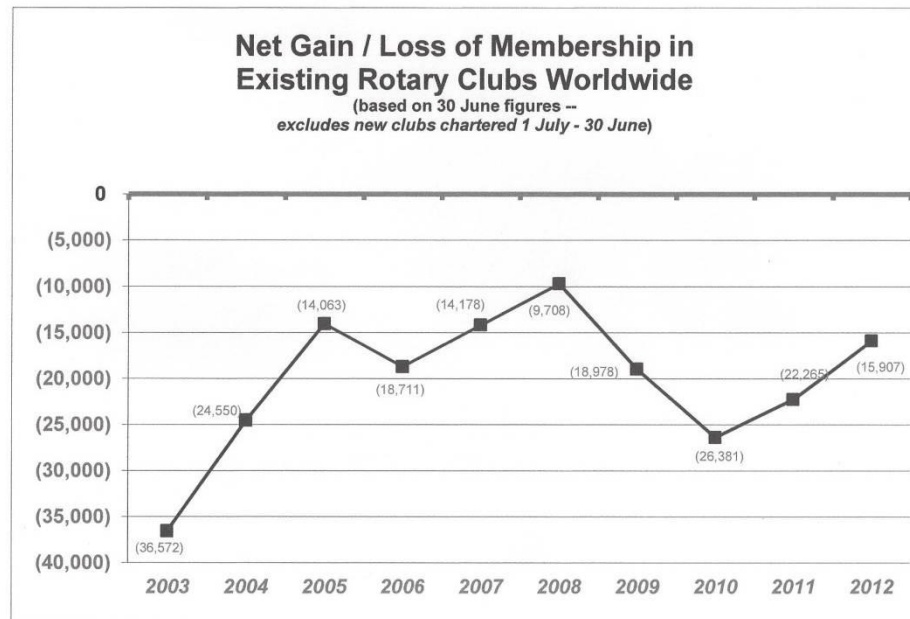
Membership Retention



Membership Retention



Membership Retention



Membership Retention

- The Key is Involvement!

“We’re asking people to take their valuable time and give it to Rotary. So if they say yes, and they come and join our club, then we’d better be showing them that their time in Rotary is well spent. We have to make sure that every Rotarian, in every club, has a meaningful job—one that makes a real difference to the club and the community.”

Ron D. Burton, President, Rotary International

Membership Retention: The Plan

- Set up a Member Services Committee
- Create a Pre-induction Orientation Program
- Greet...Assign a Job...Introduce to Club
- Develop a Mentor & Education Program
- Conduct a Reception for New Members
- Log New Member Activities the first year
- Recognize & Interview new members after 1st year
- Spot Danger Signs for Retention and Remedy Them

Membership Retention: Mentoring Program

1. One on One Meeting to discuss Rotary
2. Checks once a month (for 1st 6 mo)
3. Work with new member as Greeter
4. Immediate Committee Involvement & Responsibilities
5. Sit by them and introduce them
6. Check attendance and involvement with Red Badge Coordinator
7. Call them if they miss a meeting
8. Work together on Community Service project
9. Attend New Member Reception
10. Encourage them to sign up for club activities and bring their spouse
11. Have 3 month check-in
12. Do 1 year Anniversary interview

Membership Retention: Orientation, Education & Training (Red Badge Duties)

1. Meet with Red Badge Chair for Orientation Meetings
2. Serve as Greeter along with your Mentor
3. Give a Vocational Talk
4. Attend a Board Meeting
5. Select a Committee to Serve on
6. Accomplish at least 2 of the following Activities:
 - Attend a Different Club Meeting
 - Invite a Guest to a Rotary Meeting
 - Visit 2 other Rotarians at their place of work
7. Participate in the Class of (year) Community Service Project

Membership Retention: Some Great Tips to Retain Members

- Assess Retention Trends in your Club
- Use Exit Interviews or Termination Profiles
- Monitor Attendance
- Monitor Club Member Involvement in Activities
- Keep Members Informed
- Assign all new Members to a Committee
- Have meaningful induction ceremonies
- Give every new member a mentor
- Use new member information kits
- Recognize contributions of members
- Educate members on continuing education—Rio Grande Academy

Membership Rejuvenation: “Ignite and Excite”

Club Assessments/ Club Member Satisfaction Surveys

When was your last Physical?

Membership Rejuvenation

Why do you **stay with Rotary?**

To positively impact my community

Friendship and fellowship

Professional networking/
business development opportunities

To have a positive impact globally

Potential for personal/
professional recognition

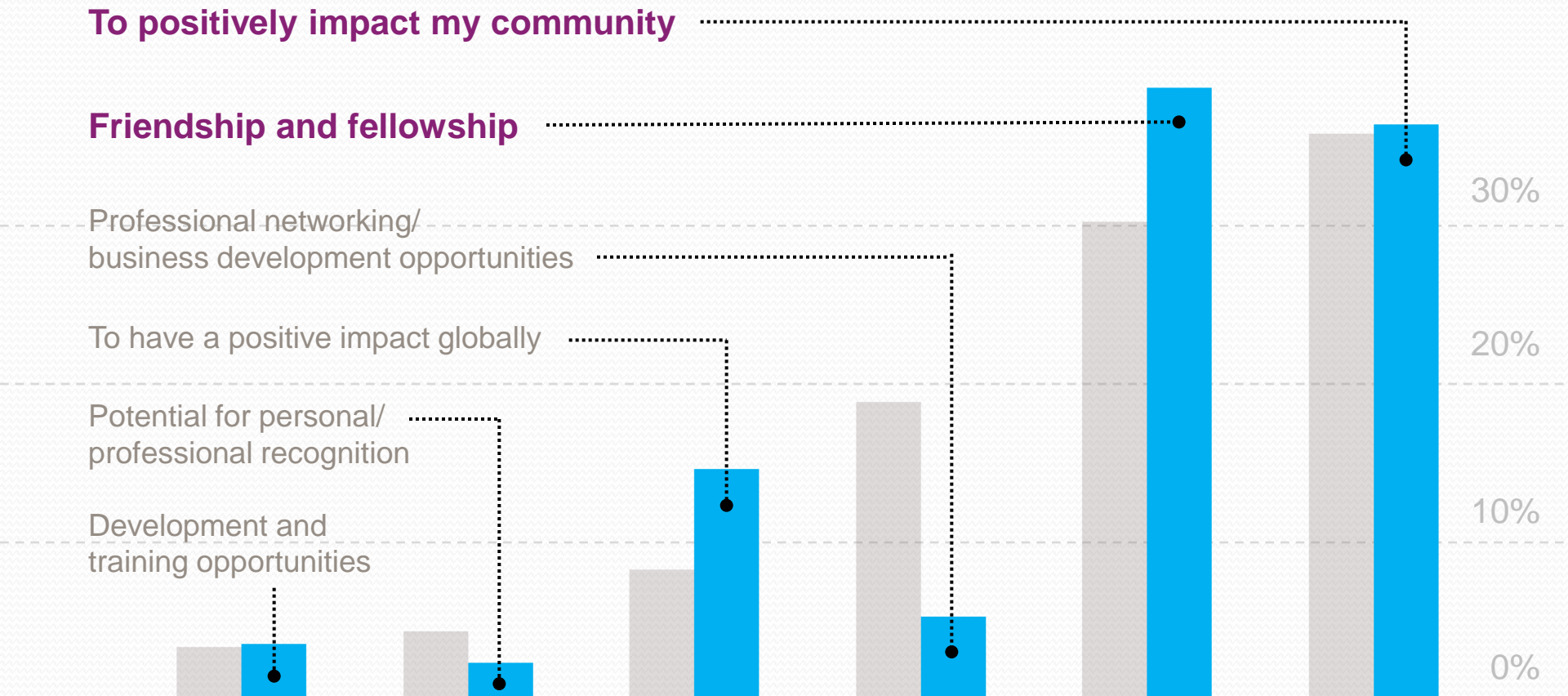
Development and
training opportunities

30%

20%

10%

0%



Membership Rejuvenation

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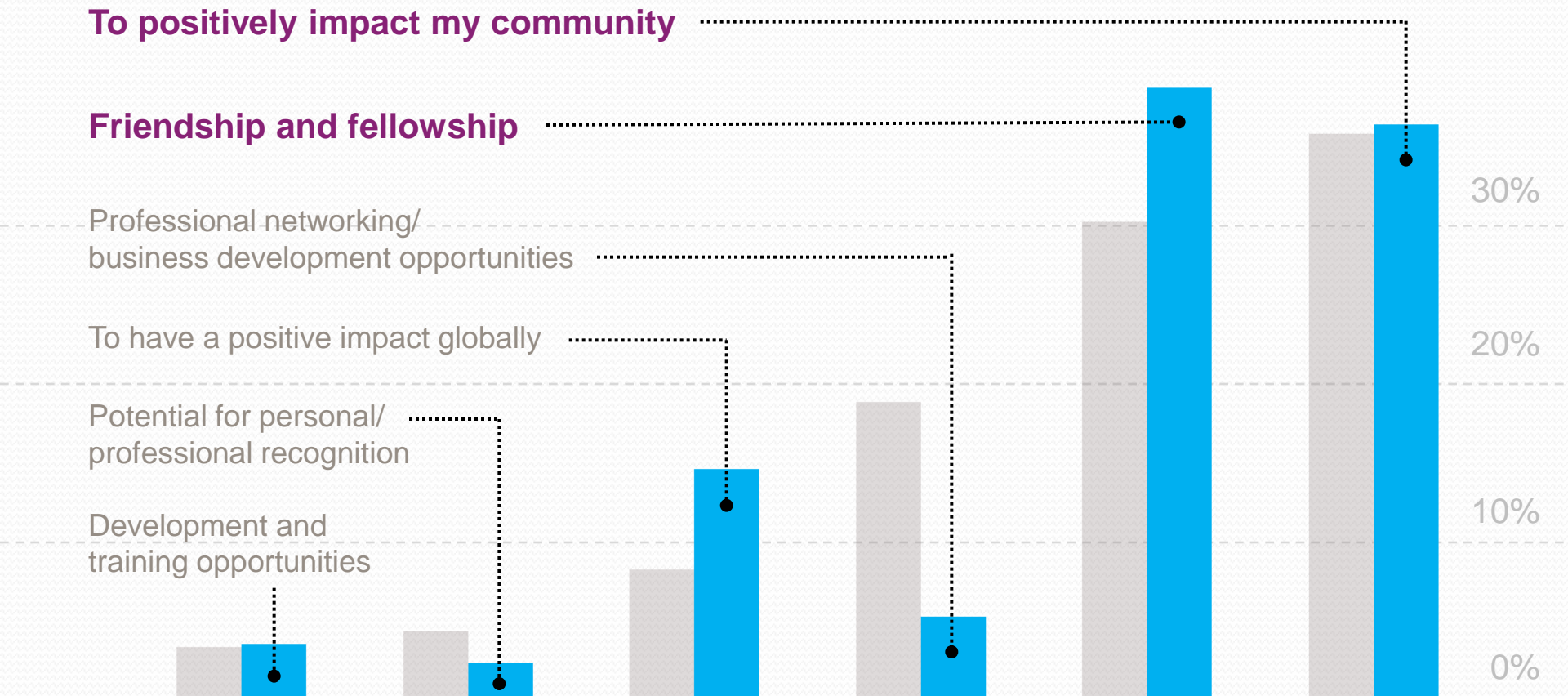
Development and
training opportunities

30%

20%

10%

0%



Membership Resources

Participate in district monthly programs

Membership Resources

- District Club Runner Web Site
- Club Runner Web Site
- RI Training Materials
- Membership Minute
- S.P. U. R.