



# **Rotary Club of the Truro**

## **Membership Strategy**

### **2011-2014**

*Adopted by the Club Directors, September 13, 2011*

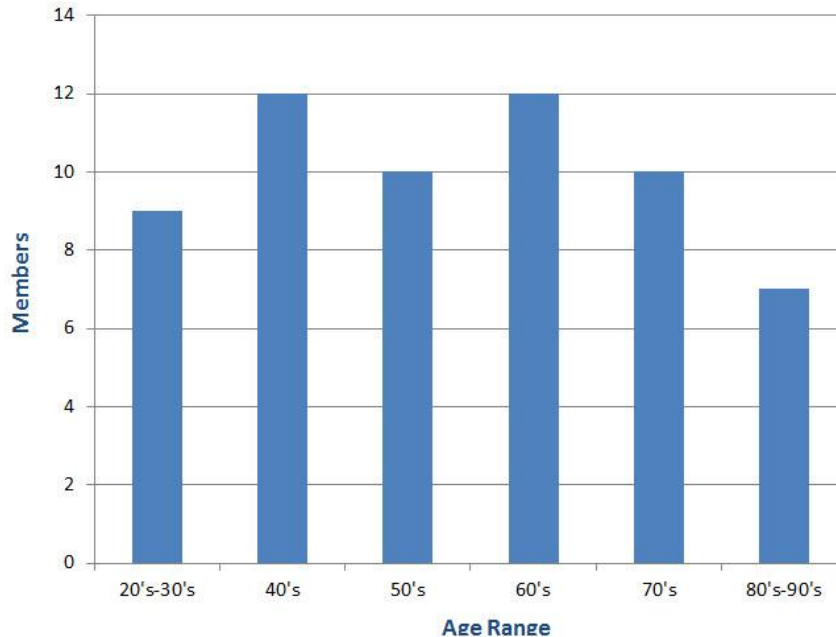
# Rotary Club of Truro Membership Strategy

## 1 Membership and the Rotary Club of Truro

The Truro club was chartered eighty five years ago in February 23, 1926. Current membership is 60, representing a 8% decrease from the high of 65 members in June, 2009. The following describes the membership profile of the Rotary Club of Truro as of July 2011.

1. 58 Active members, 2 Honourary
2. 83% Male, 17% are Female
3. Average age – 59
4. Max Age – 93
5. Min Age – 30

**Age Distribution**



### Years of Rotary Service

Average	15
Median	9
Max	66
Min	2 months
# with 5 years or less	20 (33%)

- 18 new members added in last 3 years, 5 members left the Club, 3 with less than 3 years of service. (72% retention).
- 33 new members added in the last 5 year, 13 have left the club all with less than 3 year service (60% retention)

- Average attendance (2010-11) for regular members – 85%
- Members having or are eligible for excused attendance – 14 (23%)

While the membership of the club has varied between 65 and 58 for many year, the decline in overall membership is unacceptable and not in the best interests of the club. While the general goal of the club is still to be in the 65 membership range, it is felt that with the number of older members in the club, to have an effective number to fulfill our Rotary mission and provide the unique fellowship offered by that size club we will need to recruit and retain more members to make up for potential losses. The club also needs to diversify its membership base to include more women, younger members and a wider range of professions to continue to be healthy into the future.

## **2 Membership Committee**

The Membership Committee under President Jim Goit has responsibility for general implementation of the Membership Development Plan. Members include Adam Wyllie, Garth Coffin, Jim Gould, Jody Mattie, Marilyn Brown

## **3 Goals**

It is the goal of the Rotary Club of the Truro to have a club in the 65-plus membership range. As such, this plan represents a beginning... both to maintain current membership, to add a minimum of five new members by June, 2014, and to achieve a retention rate of new members of 85% over the three year period. We will increase our percentage of female members to 25% (from 17) and reduce the average age to 56 from 59 by attracting younger members.

## **4 Membership Objectives (based on current membership of 60)**

- Induct a total of ten (10) new members by 01-Jun-14 on the following schedule.
  - four in 2011-12
  - three in 2012-13
  - three in 2013-14
- Achieve a net increase of five members by 01-July-14.
- Reduce the average age of membership by three years (59 to 56) by 30-Jun-14.

## **5 Attendance**

- Achieve overall attendance of 85% or better any three months per year from 01-Jul-11 through 30-Jun-14 (does not have to be consecutive months).
- Achieve a yearly attendance average of at least 80%.

## 6 Tactics for Recruitment of New Members

- **Club Awareness**
  - Educate and familiarize the club on membership, recruiting and retention.
  - The August club meeting will be about membership and led by the membership chair.
  - The August issue of the club bulletin will have an article about membership.
  - Members will be aware of how to propose a new member and what to say to a prospect.
  - Members are encouraged to wear their Rotary pins or logoed clothing as often as possible.
  - Recognition is made of those members sponsoring new members.
  - Membership applications will be available on the club website.
  - Diversity of Membership
    - Encourage diversity of membership and promote a balanced membership.
    - Recruit new members from cultural/ethnic backgrounds that better reflect our local population.
    - Welcome younger members to the club.
  - Conduct a classification survey to target those business and professional classifications underrepresented in the club.
  - Advertise club membership opportunities on social media sites and check out friends and followers for potential members.
- **Membership Expectations**
  - Before any sponsor sends an application to a potential member, the sponsor will explain the expectations of membership;
    - Attendance policy,
    - Fees,
    - Requirement to participate in club activities,
    - The Rotary Foundation and recommended commitment levels,
    - Potential leadership positions that he/she eventually will be filling,
    - Leadership training available through Rotary International,
  - The Mentorship Program.
  - Provide copies of the Rotary Basics handout to prospective members.
- **Recruitment Campaigns**
  - All members asked to submit names of prospective members to the Membership Committee.
  - The names are presented to the board. After proper review and consideration, a targeted list is approved.
  - Each prospective member is sent a formal invitation from the president to attend a special "interest" meeting (i.e., a social event) to learn about Rotary.
  - At the meeting (separate from a regular, weekly meeting), prospects are told about Rotary and the expectations of club membership (similar to orientation). It is conducted in a positive, non-pressured atmosphere.
  - Those interested are invited to attend meetings and get to know the club. If they decide to join, a special induction ceremony is held.

- **Bring a Guest Day**  
At a special meeting Rotarians are urged to bring guests to learn about Rotary and spread the message. Membership is not the primary goal, but rather to enable guests to better understand, "Why Be a Rotarian?"
- **Rotary Social Parties**  
Using the already established Rotary socials, members invite prospective members to social events outside the regular club meetings.
- **Alumni Luncheons**  
Plan a club meeting for past members to come back and consider rejoining the ranks of Truro Rotary.
- **Past Participants in RI Programs**  
Encourage members to recruit alums of Rotaract, Youth Exchange, Adventures in Citizen Ship, Ambassadorial Scholarships, Group Study Exchange.

## 7 Orientation of the New Rotarian

Continue and improve the current new member orientation process by developing a detailed PowerPoint presentation explaining the history and scope of Rotary (internationally and locally) along with the expectations and responsibilities of being a club member.

## 8 New Member Mentorship Program

The new member mentorship program allows new Truro Rotarians the opportunity to get to know their fellow Rotarians and more quickly become part of the club, the district and Rotary International. It encompasses a six (6) month period during which the new member, under the guidance of a mentor, will have varied opportunities to participate in Rotary fellowship and activities.

The program requires the completion of a minimum of seven of twelve activities within the first six months after induction. Five of the activities are mandatory. The mentor will monitor progress and report successful completion to the membership chair. At that time, special recognition will be made by the club at the end of the program.

The Mentorship activities are as follows: (7 of 12 to be completed; \* denotes mandatory)

1. **Attend at least one (1) board meeting. \***
2. **Help the sergeant-at-arms greet people at two (2) meetings. \***
3. **Attend a committee meeting. \***
4. **Participate in a club project or fundraiser. \***
5. **Give a 3-5 minute talk about themselves and profession. \***
6. Do a make-up (attend another Rotary club or social event).

7. Have perfect attendance of one month (four weeks straight).
8. Attend a District 7820 event.
9. Attend a meeting of another Rotary club (not as a make-up).
10. Attend RLI training day (counts as two activities).
11. Propose a new member (counts as two activities).
12. Chairs a regular meeting of the club.

## 9 Tactics for Retaining Quality Members

- “It’s a Great Day to be a Rotarian!”
  - Use this phrase as a continuing theme throughout the year and at every meeting.
- Why Be a Rotarian?
  - Reemphasize the worth and importance of the individual Rotarian; through attendance and fellowship at club meetings, participation in club events/projects and informed financial support of The Rotary Foundation.
- Stay in Touch – The Three Misses Rule.
  - Personally contact any member who misses three consecutive meetings without a make-up or approved absence.
- Keep Them Interested
  - Focus on maintaining a high level of enthusiasm through participation in weekly programs and Rotary activities.
  - Make meetings fun: do 50/50 draw, Happy Mug, have members rotate tables once a quarter (seat by teams, alphabetically, birthdays, random drawing, etc.).
  - Promote informative and entertaining programs; the program chair will co-ordinate members chair duty and pairing with speakers.
  - Conduct ten Rotary Social events during the year.
  - Organize committees with each member assigned to one or more. Committee membership will be rotated regularly.
  - Educate members on how to access their personal Rotary Foundation accounts (“member access”) and how their contributions impact the Annual Programs Fund.
  - Encourage members to join Rotary Fellowship and Rotarian Action Groups; explain what these groups are and how they could be of interest to members.
- **The Importance of Attendance**
  - Emphasize that attendance and the fellowship involved are keys to Rotary.
  - Educate members about attendance requirements for RI and the club.
  - Explain the process for doing make-ups and the importance of submitting them in a timely manner.
  - Notify members who have an absence, but are still eligible to do a make-up, to do so using the E-club make-up online.
  - Distribute factsheet detailing attendance/make-up requirements and the locations for makeup opportunities.

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