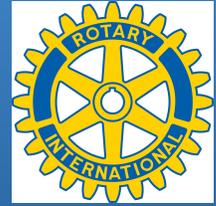


# Club Builder



**Tips, Ideas, and Success Stories for Attracting and Retaining Members**

**You can use Social Media to attract and retain members.**

Articles on page 2

## Your Club – Growth Mindset?

I recently read an article on Gary Krauska's blog, "Innovate Rotary!" Gary is from District 5950 in Minnesota. He wrote about characterizing the mindset in your club. Rotarian Gary poses the following.

"My question is not whether you want your club to increase its headcount. I am asking what kind of culture you have in your club, especially among your leaders. Is it a fixed mindset or a growth mindset?"

He goes on to say that he remembers taking on the role of District Membership Chair a few years ago. As he was learning about clubs in his district, fellow district leaders would describe clubs using fixed labels. They would characterize a club as a fun club, or high impact club, a struggling club, an older club, or an elite club.

As he learned about the character and culture of these clubs, many of the labels turned out to be quite accurate. As he really got to talk one on one with the leaders of these clubs, even if they were given a positive label, many of those clubs were dying. New members weren't willing to breathe new life into old projects.

**(Continued on page 3)**

## Events

May 11, 2013  
**District Assembly**  
DeSales University

We will be holding a  
Membership Session at our  
District Assembly.

Be sure to send your club's  
Membership Team, particularly  
your Membership Chair, to  
learn about club success stories  
in attracting new members and  
retaining your current members.

**Coming in April**

Creating the Perfect Experience for Your Prospective Members

## Social Media – Don't Wait!

How common is the use of social media today? Can you believe that the percentage of adults in the U. S. using social media exceeds 67%? That is an astounding figure!

There is no denying the power of social media. It has literally changed the way we communicate. Most Rotary clubs today have club websites. But a club can further reach its target audience if it would embrace the use of social media as a communication tool, particularly a Facebook page.

The first thing you need to do is establish a club Facebook page and complete your club profile. It's a simple thing to do. Find someone in your club that has set up a business or other organization's Facebook page. Recruit that person to set up your club's page.

Your page should include contact information, a link to your club's website, and some great-looking pictures of club activities.

A facebook page can be as boring as a website, so make sure that you engage your followers. Rather than using a photo caption such as "Last week's service activity or meeting", ask a question, such as "What was your favorite part of \_\_\_\_\_?" You want your friends to respond with interesting dialogue to keep the conversation going. You want engagement. Give it a try!

## Passionate People

Clubs need to seek out people with passion. We don't need to bring in Rotary club members just to boost membership. We need a certain type of person, people who are driven to serve.

## Brag Book

Have you put together your club's "Brag Book"? That's a scrapbook of accomplishments, projects, meetings, fundraisers, "thank you's", photos, newspaper and newsletter articles, cards, awards.

Have your Brag Book available at your weekly meetings. Pass it around every now and then to keep your members excited about Rotary. Show the book to prospective members to help you tell the Rotary story.

## Social Media as a Recruitment Tool

Most clubs use their weekly meetings for introducing prospective members to Rotary. However, maybe we should be thinking about our other club activities as that initial introduction to our organization. One way to get the news out and encourage participation from nonRotarians is through social media.

In December the Rotary Club of West Reading-Wyomissing sponsored a Polar Plunge in Blue Marsh Lake near Reading. The event was used to raise funds for the American Red Cross efforts to help those affected by Hurricane Sandy. The club raised over \$13,000 and lots of prospective members were exposed to Rotary for the first time.

This event came together very quickly due to the hard-driving efforts of Rotarian Rick Herbert and his team. The secret to spreading the word was an event-oriented Facebook page. By using Facebook, the club was able to attract Plunge participants and have followers donate to the cause.

The event attracted a whole new group of prospective members, as there were more nonRotarians than Rotarians among the 80 plungers. Several new members were generated out of the participants.

## ... Mindset

(Continued from page 1)

Members were more willing to write checks than to pitch in and help grow the club. Financial discipline became lax. Gary went on to say, "In hindsight, I now see what was holding many of those clubs back from growing and thriving: many of those clubs had a fixed mindset."

Fixed mindsets limit people's willingness to hear criticism, even if accurate and well-intended. Leaders in a club with a fixed mindset want to be reminded of how terrific they are. A fixed mindset celebrates the glory years and wishes things could be like that again. However, in a *changing* world, a fixed mindset can bring success to a halt.

If you're going to advance your club and grow beyond your current state, you need to embrace and foster a "growth mindset". To keep your valuable members in the club you need to change. Here's how:

**Acknowledge your past success.** Your club formed and thrived at some point because someone made the effort to do something special. Tie your future success to its past.

**Create a vision.** Decide what your club is going to be about in the future. What is your purpose in your community? Use a consensus-building process to create your club's inspiring and challenging future vision.

**Communicate the change.** People need to know what the change means and does not mean. What efforts will need to take place and how will it affect them? What will you stop doing in the future, even if it was encouraged in the past?

**Reshape your stories.** Rather than only celebrate your accomplishments, celebrate the efforts to make your club better and stronger, even if they were not successful. For example, if you held a fundraiser, talk about some of the challenges and how you overcame them. Call out members who got through challenges, who learned from mistakes and created a platform for further success and growth in the future.

**Take action.** As you recite the Four Way Test each week, remember it is a test of the things you think, say and DO. Experiment. Test. Play. Inspire. Do it!

Yours in Rotary,  
Terry L. Reed  
District Membership Chair

## Membership Discussions at MidAtlantic PETS

The first weekend of March was our annual training of the District's Presidents Elect. Your club's PE was required to attend Presidents Elect Training Seminar to work along side PEs from five Rotary Districts in Pennsylvania and New Jersey, preparing for the 2013-14 Rotary Year. The PEs returned to their respective clubs with lots of great ideas, including ideas on how to build your club's membership.