

Club Builder



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

Some different membership ideas from around the Rotary world.

What will Rotary Look Like in 2050?

At the 2013 International Convention in Lisbon back in May there was a session addressing the future of Rotary. How will we operate from a functional standpoint?

Here are some **points to ponder** to get your club ready for the future:

Clubs must create a **welcoming environment**, and constantly tweak it.

We need to engage & embrace the **passion** of prospects and members.

We need more **digital communications** as there will be more **sophisticated communication demands** on our clubs.

There will be a demand for **faster-paced meetings** and a greater **outcomes focus**. There will be a need for **meetings** to be delivered in **multiple forms**.

There will be a move to **crowdsourcing** vs. traditional fundraising like raffles and other stale means of raising funds.

Our organization needs to continuously change to stay relevant and strong. It takes us all pulling together to make it happen.

Terry L. Reed, District Membership Chair

Better act quickly!

Are your seasoned members beginning to disappear? They miss a few weekly meetings, and soon it's so easy to just skip going to Rotary. Maybe they need a spark, a new challenge. Put them to work. Tell them the club needs them. Get them fired up about Rotary again.

Ask a friend to be your guest at your next meeting.

Coming in February

Attracting the Empty Nesters

Membership Points to Remember

From Rotary District 9559 in Australia

Here are 20 points about Rotary for your club's membership committee to help them prepare your messages – brochures, website, Facebook page, sales bullets. This about sums it all up. Why not share this information with your members at weekly meetings, maybe small bits at a time.

- 1. Friendship:** In an increasingly complex world, Rotary provides one of the most basic human needs: the needs for friendship and fellowship. It is one of two reasons why Rotary began in 1905.
- 2. Business Development:** The second original reason for Rotary's beginning is business development. Everyone needs to network. Rotary consists of a cross section of every business community. Its members come from all walks of life. Rotarians help each other.
- 3. Personal Growth and Development:** Membership in Rotary continues one's growth and education in human relations and personal development.
- 4. Leadership Development:** Rotary is an organization of leaders and successful people. Serving in Rotary positions is like a college education. Leadership: learning how to motivate, influence, and lead leaders.
- 5. Citizenship in the Community:** Membership in a Rotary club makes one a better community citizen. The average Rotary club consists of the most active citizens of any community.
- 6. Continuing Education:** Each week at Rotary there is a program designed to keep one informed about what is going on in the community, nation, and world. Each meeting provides an opportunity to listen to different speakers and a variety of timely topics.
- 7. Fun:** Rotary is fun, a lot of fun,. Each meeting is fun,. The club projects are fun. Social activities are fun. The service is fun.

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What makes us different?

Our distinct point of view and approach gives us unique advantages:

We see differently: Our multidisciplinary perspective helps us see challenges in unique ways.

We think differently: We apply leadership and expertise to social issues – and find unique solutions.

We act responsibly: Our passion and perseverance create lasting change.

We make a difference at home and around the world: Our members can be found in your community and across the globe.

This expression can be found on the RI website. But, it's also found on the homepage of many clubs, including Gilbert, Arizona; Essex, Connecticut; Carpentersville, Illinois; Kharghar, India; and Accra Legon East, Ghana.

Points ...

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8. Public Speaking Skills: Many individuals who joined Rotary were afraid to speak in public. Rotary develops confidence and skill in public communication and the opportunity to practice and perfect these skills.

9. Citizenship in the World: Every Rotarian wears a pin that says “Rotary International.” There are few places on the globe that do not have a Rotary club. Every Rotarian is welcome – even encouraged – to attend any of the 29,000 clubs in 194 nations and geographical regions. This means instant friends in both one’s own community and in the world community.

10. Assistance when Traveling: Because there are Rotary clubs everywhere, many a Rotarian in need of a doctor, lawyer, hotel, dentist, advice, etc., while traveling has found assistance through Rotary. Travel on Rotary Business may be covered by a Rotary Travel Insurance.

11. Entertainment: Every Rotary club and district has parties and activities that provide diversion in one’s business life. Rotary holds conferences, conventions, assemblies, and institutes that provide entertainment in addition to Rotary information, education and service.

12. The Development of Social Skills: Every week and at various events and functions, Rotary develops one’s personality; social skills, and people skills. Rotary is for people who like people.

13. Family Programs: Rotary provides one of the world’s largest youth exchange programs; high school and college clubs for future Rotarians; opportunities for spouse involvement; and a host of activities designed to help family members in growth and the development of family values.

14. Vocational Skills: Every Rotarian is expected to take part in the growth and development of his or her own profession or vocation, to serve on committees, and to teach youth about one’s job or vocation. Rotary helps to make one a better doctor, lawyer, teacher, etc.

15. The Development of Ethics: Rotarians practice a 4-Way Test that governs one’s ethical standards. Rotarians are expected to be ethical in business and personal relationships.

16. Cultural Awareness: Around the world, practically every religion, country, culture, race, creed, political persuasion, language, color, and ethnic identity is found in Rotary. It is a cross section of the world’s most prominent citizens from every background. Rotarians become aware of their cultures and learn to love and work with people everywhere. They become better citizens of their countries in the process.

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Promoting Rotary’s Image Through Joint Projects with Other Clubs

The Rotary Club of Durham, NC partners with four other Rotary Clubs in the Durham area on a project called Crayons to Calculators. Through this annual program they provide school supplies needed in their communities’ classrooms. By bringing together five clubs from a wider geographic area, the Durham Rotarians are leveraging the power of numbers. It’s a great way to attract new members to Rotary.

Points ...

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17. Prestige: Rotary members are prominent people who are leaders of business, professions, art, government, sports, military, religion, and all disciplines. Its ranks include executives, managers, professionals – people who make decisions and influence policy.

18. Nice People: Rotarians above all are nice people – the nicest people on the face of the earth. They are important people who follow the policy of it is nice to be important but it is important to be nice.

19. The Absence of an “Official Creed”: Rotary has no secret handshake, secret policy, official creed, secret meeting or rituals. It is an open society whose members simply believe in helping others.

20. The Opportunity to Serve: Rotary is a service club. Its business is mankind. Its product is service. Rotarians provide community service to both local and international communities. This is perhaps the best reason for becoming a Rotarian: the chance to do something for somebody else; to sense the self fulfillment that comes in the process; and the return of that satisfaction to one’s own life. It is richly rewarding.

New Generations Rotary

It’s the theme for new Rotary clubs that break the mold of a typical morning breakfast or noon-time meeting. San Diego Coastal Rotary is focused on making Rotary accessible to younger professionals for whom it may be more desirable to meet in the early evenings. Their focus - to create something different while still providing “Service Above Self”! A prospect can see the process (in detail) for becoming a member on their website – www.sdcoastalrotary.org.

Your Culture

Is the culture of your club fully ready to accept younger members? If not, what changes need to be made to get ready?

Testimonials

The Rotary Club of Arcata, California has testimonials on their website. Their members talk about why they joined Rotary and why they like Rotary. <http://www.arcatasunrise.org/w/hat-arcata-sunrise-rotarian>

A Saturday Club?

In the UK there is a club called **Rotary Club of Rugby Saturday Breakfast** that meets for breakfast on Saturday mornings. Why not?

Their Claim to Fame

The Rotary Club of Staunton, VA sponsors Jazz in the Park every Thursday for 8 weeks in the summer. That’s 2 months of a regular advertisement for Rotary.

Focusing on a Fundraiser for a Specific Cause

Every year, thousands of runners and walkers cross the finish line at the annual springtime running of Mercer Island Rotary’s Half Marathon which includes 10K and 5K races along with a Kid’s Dash. The Washington State club holds the races to help raise funds and awareness to fight colon cancer and benefit other charitable causes supported by the club’s foundation. This is a highly focused, high profile event that brings widespread attention to Rotary and the service we provide.