



# MEMBERSHIP DEVELOPMENT

District Training Assembly – March 18, 2017



**ROTARY:  
MAKING A  
DIFFERENCE**



# REFLECTIONS ON MEMBERSHIP

## ☐ Membership Reflections

- RI's purpose is to strengthen existing and create new Rotary clubs.
- District main objective is to support locally existing clubs, strengthen them and create new ones.
- Every club's purpose is to retain existing members, strengthen them, and create new Rotarians.





# REFLECTIONS ON MEMBERSHIP

## □ Rotary Membership-Value Proposition

- Rotary is more than just a service organization
- Why most people join Rotary? (service, networking & fellowship)
- Rotary is all about service, leadership, fellowship, diversity and integrity





# REFLECTIONS ON MEMBERSHIP

## □ Rotary Membership-Value Proposition





# REFLECTIONS ON MEMBERSHIP

## ☐ Rotary Membership-Value Proposition

- Rotary service embodies the Five Avenues: Community Service, International Service, Club Service, Vocational Service, and Youth services.
- We volunteer, but we also build relationships, provide leadership development, emphasize on business ethics and other personal and professional benefits.





# MEMBERSHIP ATTRACTION

## □ Attracting New members

- **Attracting Instead Recruiting.**
- Attraction focuses on gaining productive and engaged long-term members.
- Recruitment focuses on rapid club growth even if that means gaining short-term members.





# MEMBERSHIP ATTRACTION

## ☐ **Treat Rotarians/Potential Rotarians as customers.**

- It is not just what the club wants from a member, but also what the member wants from Rotary.
- Businesses prosper by serving their customers.
- In business/not-for-profit, customers are the base of their success.
- In Rotary clubs, members are their customers.





# MEMBERSHIP ATTRACTION

## ▪ **Attracting New Members:**

- The value of joining should be better than the cost of membership
- Ask somebody to join and you may need to ask many times.
- Diversify your base; membership should be opened to many people of good character who may look different than our current membership.
- What your club does to make visitors feel welcome?







# MEMBERSHIP ENGAGEMENT

- Engaging potential, new and current members
  - What does your club do to engage both new and current members?
  - How do you train new and current members and how does your club keep members informed and part of the decision making?
  - Club best practices (use or develop them)





# MEMBERSHIP ENGAGEMENT

- Does your club have a meaningful new member induction and new member orientation?
- Does your club use the five Avenues of service to attract new Rotarians?
- Have you considered the Membership flexibility adopted by the Council on Legislation in 2016?





# FLEXIBILITY IN MEMBERSHIP & MEETINGS





# FLEXIBILITY IN MEMBERSHIP

## **Council amended the RI Bylaws to permit:**

1. Rotaractors who meet the qualifications of membership to join a Rotary club while remaining Rotaract members.
2. Allow members of a household to join as a family so they can participate in events and projects together.
3. Permit colleagues to join as corporate members who alternate attendance at meetings (employer values Rotary connections).





# FLEXIBILITY IN MEMBERSHIP

- Clubs and districts set policies about these members' other financial obligations, attendance requirements, and service expectations.
- Policies should be aligned with club's bylaws
- Clubs should determine how they accept former/transfer members
- Associate Membership-Club Discretion
- All members of Rotary must be reported to RI





# MEETINGS FLEXIBILITY

- **Alternate between morning and evening meetings** every other week to accommodate member's schedules.
- **Meet only twice per month** and supplement with service and social activities that vary.
- **Meet online only for the second meeting** of every month due to their members busy personal and professional commitments.





# MEETINGS FLEXIBILITY

- **Hold one meeting per month in a relaxed atmosphere** to encourage more fellowship and social interaction.
- **Replace one meeting per month with a service project** to engage members and offer more service to their community.
- **Engage club members** in a discussion on what changes may be desired or needed







# MEETINGS FLEXIBILITY

- Follow club procedures for amending club bylaws







# STRATEGIC PLANNING

- ✓ Membership Club Assessment
- ✓ Membership Diversity Club Assessment
- ✓ Commitment to Diversity and inclusion
- ✓ Be innovative and flexible
- ✓ Think out of the box

