

Welcome

Rotary District 7450 BE THE INSPIRATION

Membership Matters

MEMBERSHIP MATTERS

Welcome

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 Membership Chair: District 7450
 Dave Haradon
 PDG 2016-2018: District 7450

May, 2019

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Agenda...

Rotary District 7450 BE THE INSPIRATION

Membership Matters

1. WHY MEMBERSHIP MATTERS

2. OUR EXISTING CLUBS
 - Rotary Club Health Check
 - Improving a Club's Culture
 - Keeping Members thru INVOLVEMENT

3. OUR FUTURE CLUBS
 - NEW Innovative Rotary Clubs
 - Why Start a NEW Rotary Club
 - How to Start a NEW Rotary Club
 - Rotary International Resources

4. TOP REASONS FOR A CLUB'S MEMBERSHIP GROWTH – Actions, Priority, Events, Campaigns

5. GET IN ACTION – “Just Ask”, “Just Join”, “Just Make a Difference”

6. MEMBERSHIP MATTERS – 2020 in 2020: Let's Grow TOGETHER !

MEMBERSHIP MATTERS

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WHY ???

Rotary District 7450 BE THE INSPIRATION

Membership Matters

Why Does Membership Matter ?



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WHY ???

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Why Does Membership Matter ?

Organizations



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WHY ???

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Why Does Membership Matter ?

Community



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WHY ???

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Why Does Membership Matter ?


Individuals




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Existing Clubs



Future Clubs

Rotary




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Rotary District 7450 BE THE INSPIRATION

WHY ???

Membership Matters




Existing Clubs



Future Clubs

Rotary



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Annual Health Check Rotary District 7450 BE THE INSPIRATION

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ROTARY CLUB HEALTH CHECK



Existing Clubs





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Annual Health Check Rotary District 7450 BE THE INSPIRATION

Membership Matters



Analysis Areas


1. Club Experience
2. Service & Socials
3. Members
4. Image
5. Operations




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Membership Matters



Analysis Areas

1. Club Experience
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Members who have a **POSITIVE Rotary Experience** are more likely to stay.

They create a **POSITIVE Rotary Experience** for others, because their enthusiasm is contagious.

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Annual Health Check Rotary District 7450 BE THE INSPIRATION

Membership Matters

Elements of a Positive Rotary Experience

- ✓ Look forward to attending Club meetings.
- ✓ Meeting programs are relevant, interesting, and varied.
- ✓ Have a greeter to welcome members and guests to Club meetings.
- ✓ Meetings are organized and run professionally.
- ✓ Members sit at different tables each week to meet different people.



Analysis Areas

1. Club Experience
2. Service & Socials
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4. Image
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Annual Health Check

Membership Matters

Elements of a Positive Rotary Experience

- ✓ Members are obviously close friends.
- ✓ Members actively participate in District and International Rotary events.
- ✓ Members contribute to The Rotary Foundation.
- ✓ We raise funds for our Community projects.
- ✓ We monthly recognize members of the Club or Community.
- ✓ We try new things to enrich our members' experience. (activities, meeting practices and formats, service, socials, etc.)

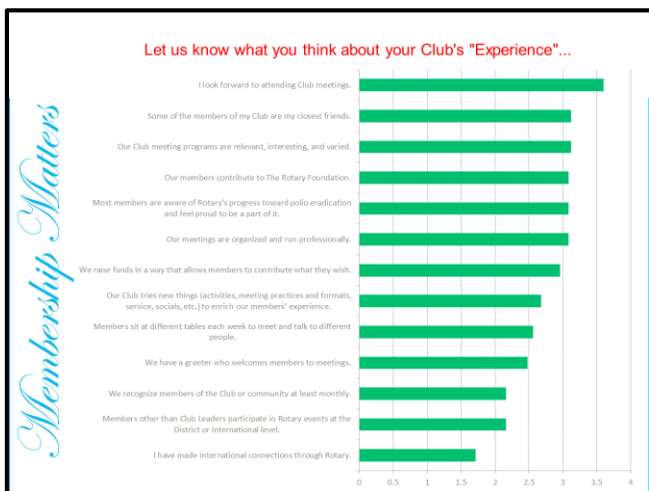
Analysis Areas

1. Club Experience
2. Service & Socials
3. Members
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Annual Health Check

Membership Matters

Analysis Areas

1. Club Experience
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Members who stay in Rotary **GET INVOLVED** and have **FUN**!

They try **NEW SOCIAL EVENTS** and **NEW SERVICE PROJECTS** to impact their community.

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Annual Health Check

Membership Matters

Elements of an Active and Service Minded Rotary Club

- ✓ We hold regular get-togethers (aside from Club meetings) for socializing and networking.
- ✓ We encourage members to bring partners, spouses, and family members to Club meetings and events.
- ✓ We offer leadership opportunities and professional development.
- ✓ We invite Rotaractors, Interactors, and Youth Exchange students to participate in meetings and projects.
- ✓ We are active in Interact and Rotaract Clubs and mentor their members.

Analysis Areas

1. Club Experience
2. Service & Socials
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Annual Health Check

Membership Matters

Elements of an Active and Service Minded Rotary Club

- ✓ Our Club sponsors a Rotaract or Interact Club, while also sponsoring/hosting a Youth Exchange student and sponsoring a RYLA participant.
- ✓ We consult community leaders and community members to determine needs before choosing a project.
- ✓ Our Club has a service project in progress.
- ✓ All members can give input on service and social activities.
- ✓ Our Club service projects are aligned with Rotary's Areas of Focus and Avenues of Service.

Analysis Areas

1. Club Experience
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Annual Health Check Rotary District 7450 BE THE INSPIRATION

Membership Matters

Rotary BE THE INSPIRATION

Analysis Areas

1. Club Experience
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5. Operations

A Healthy Club is **GROWING** and **CHANGING**.

A Healthy Club is open to **NEW IDEAS**.

A Healthy Club gives members **A VOICE** to improve the Club's **FUTURE** and **Strengthens Everyone!**

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Elements of a Member Focused Club

- ✓ We have a net increase in members during the past year.
- ✓ We have a net increase in female members in the past year.
- ✓ We have a net increase in members under age 40.
- ✓ We recruit members from under-represented professions and community organizations.
- ✓ We keep in touch with Rotary alumni (former members, Rotaractors, Youth Exchange students, etc.)
- ✓ We actively recruit retired professionals.
- ✓ We retain at least 90 percent of its our members each year.

Analysis Areas

1. Club Experience
2. Service & Socials
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Membership Matters

Elements of a Member Focused Club

- ✓ At least 75 percent of our members are involved in a hands-on service project, a leadership role, or other assigned roles.
- ✓ We have a process for soliciting members feedback and ideas.
- ✓ A designated person checks and follows up on membership leads assigned to the Club.
- ✓ Guests are asked to introduce themselves and are invited back.
- ✓ New members are provided with an orientation and opportunities to get involved.

Analysis Areas

1. Club Experience
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Membership Matters

Analysis Areas

1. Club Experience
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Successful Clubs **HAVE A REPUTATION** for making an **IMPACT** in their Community.

RECOGNITION confirms our **VALUE** to our communities for everyone!

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Membership Matters

Elements of a Positive Community Image

- ✓ We have an online presence, including a public-facing, visually appealing Club website and Facebook page that explains what the Club does, who its members are and the benefits of membership.
- ✓ We have members working to keep a positive public image and community outreach.
- ✓ We promote and publish articles about our Club and Rotary through community media several times each year.
- ✓ We invite members of the press to report on and participate in our Service work.

Analysis Areas

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Elements of a Positive Community Image

- ✓ We follow Rotary's branding guidelines.
- ✓ We use marketing materials provided by Rotary International, such as public service announcements, videos, images, and logos.
- ✓ We display Rotary signs and banners at our meeting location.
- ✓ Our Club's presence is definitely known in our Community!
- ✓ We have a customized brochure that we give to community member prospects.
- ✓ We use Rotary Showcase to promote our finished projects.

Analysis Areas

1. Club Experience
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4. Image
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Membership Matters

Strong Clubs cultivate, train and nurture **GOOD LEADERS!**

Leaders are not constrained by the past and are always "looking out" for the **FUTURE** of the Club and the Community.

Analysis Areas

1. Club Experience
2. Service & Socials
3. Members
4. Image
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Membership Matters

Elements of a Well Managed Club

- ✓ We have a strategic plan for our Club that we update regularly.
- ✓ We have annual goals and enter them into Rotary Club Central.
- ✓ Our Club has committees that support the activities and regularly report to the Club on progress toward goals.
- ✓ Our Club Board regularly updates Bylaws.
- ✓ We have a process for ensuring continuity that prepares members for future leadership positions.
- ✓ We document procedures and processes to run our Club.

Analysis Areas

1. Club Experience
2. Service & Socials
3. Members
4. Image
5. Operations

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Annual Health Check Rotary District 7450 BE THE INSPIRATION

Membership Matters

Elements of a Well Managed Club

- ✓ Our Club President and Club Leaders attend District Training programs.
- ✓ Members attend District events and seminars on Rotary topics (e.g., *Membership*).
- ✓ At least half of our Club's members have a My Rotary account on the RI website.
- ✓ Our Club sets and approves a budget for the upcoming Rotary year, designates a treasurer, and keeps separate bank accounts for administration and fundraising or project funds.
- ✓ Our Club sets and achieves fundraising goals using a variety of fundraising activities.

Analysis Areas

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Membership Matters

Analysis Areas

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**ACTION !!!
ACTION !!!
ACTION !!!**

ROTARY CLUB HEALTH CHECK

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Agenda... Rotary District 7450 BE THE INSPIRATION

Membership Matters

MEMBERSHIP MATTERS

1. WHY MEMBERSHIP MATTERS
2. OUR EXISTING CLUBS
 - Rotary Club Health Check
 - Improving a Club's Culture
 - Keeping Members and Involved
3. OUR FUTURE CLUBS
 - NEW Innovative Rotary Clubs
 - Why Start a NEW Rotary Club
 - How to Start a NEW Rotary Club
 - Rotary International Resources
4. TOP REASONS FOR A CLUB'S MEMBERSHIP GROWTH – Actions, Priority, Events, Campaigns
5. GET IN ACTION – "Just Ask", "Just Join", "Just Make a Difference"
6. MEMBERSHIP MATTERS – 2020 in 2020: Let's Grow **TOGETHER**!

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Club Culture... Rotary District 7450 BE THE INSPIRATION

Membership Matters

Culture

/ˈkəlCHər/

values, beliefs, attitudes, behaviors, commitments, decisions, actions and performance

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Club Culture...

Rotary District 7450 BE THE INSPIRATION

Membership Matters

What is the CULTURE of your Rotary Club?

Culture
/'kəlCHər/
values, beliefs, attitudes, behaviors, commitments, decisions, actions and performance

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Club Culture...

Rotary District 7450 BE THE INSPIRATION

Membership Matters

What is the CULTURE of your Rotary Club?

Culture
/'kəlCHər/
values, beliefs, attitudes, behaviors, commitments, decisions, actions and performance

How would YOU improve your Rotary Club's Culture ?

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Club Culture

Rotary District 7450 BE THE INSPIRATION

Membership Matters

Improving YOUR Club's Culture...

- 1) Remake Traditions
- 2) Update your Lingo
- 3) Embrace Social Media
- 4) Reduce Membership Cost
- 5) Be Flexible
- 6) Make Rotary Personal
- 7) Involve Mentors
- 8) Make Meetings Unique
- 9) Go Mobile / Digital
- 10) **Be Committed to EXCELLENCE !!!**



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Agenda...

Rotary District 7450 BE THE INSPIRATION

Membership Matters

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 - **Keeping Members: INVOLVEMENT**
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Keeping Members...

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Membership Matters

Re-ten-tion
/rə'ten(t)SH(ə)n/
the on-going possession, use, or holding on to something or someone...



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Keeping Members...

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Membership Matters

Re-ten-tion
/rə'ten(t)SH(ə)n/
the on-going possession, use, or holding on to something or someone...

En-gag-ment
/ɪn'gæjmənt, en'gæjmənt/
occupying the attention of the efforts of someone something you do TO another person.



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Keeping Members... Rotary District 7450 BE THE INSPIRATION

Membership Matters

Re-ten-tion /re'ten'ʃ(ə)n/	En-gag-ment /in'gəjmənt/	In-volve-ment /in'vəlvmənt/
the on-going possession, use, or control of something or someone...	occupying the attention of the efforts of someone or something you do <u>TO</u> another person.	participating, inclusion, to make a part of something you do <u>WITH</u> another person.

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Keeping Members... Rotary District 7450 BE THE INSPIRATION

Membership Matters

In-volve-ment
/in'vəlvmənt/
participating, inclusion, to make a part of something you do WITH another person.

What are positive attributes of **GREAT** "Involvement"?

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Keeping Members... Rotary District 7450 BE THE INSPIRATION

Membership Matters

In-volve-ment
/in'vəlvmənt/
participating, inclusion, to make a part of something you do WITH another person.

- ✓ Keeping a Club Strong & Healthy
- ✓ Superb LEADERSHIP !
- ✓ Strong COMMITMENT
- ✓ Everyone Inviting Guests
- ✓ Organizational Education
- ✓ New Member Orientations - Mentoring
- ✓ Attending Educational Events and Conference
- ✓ Ongoing Networking – NEW FRIENDS
- ✓ Working Together For the Community
- ✓ Caring for Each Other
- ✓ Frequent Communications
- ✓ Having **FUN** as we "Make A Difference" **TOGETHER !!!**

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Agenda... Rotary District 7450 BE THE INSPIRATION

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10-Minute BREAK

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Upcoming Future Clubs Rotary District 7450 BE THE INSPIRATION

Membership Matters

Existing Legacy Clubs

Upcoming Future Clubs

Rotary

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Agenda... Rotary District 7450 BE THE INSPIRATION

Membership Matters

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Rotary District 7450 BE THE INSPIRATION

Passport Clubs

Rotary Passport Club of West Chester



INSPIRE

MAKING A DIFFERENCE IN OUR COMMUNITY AND BEYOND.

12
SERVICE
PROJECTS

8
SOCIAL
EVENTS

4
CLUB
MEETINGS

We provide service to others, promote integrity, and advance world understanding, goodwill, and peace through our fellowship of business, professional and community leaders.

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Rotary District 7450 BE THE INSPIRATION

ROTARY PASSPORT CLUBS

PURPOSE

- Attract new and returning members to Rotary who have difficulty attending weekly meetings.
- Invite people who have a TRUE PASSION for making a difference in their community through service.
- Reduce the time a Rotarian spends on travel to service.
- Retain members whose expense is a drawback to joining or rejoining Rotary.
- Support existing Clubs in their "Service Above Self" community projects with additional resources.

OPERATIONS

- Passport Club is initially sponsored by an existing Rotary Club of their choosing within the District who agree to serve as a sponsor Club.
- Passport Club has only one business meeting/month.
- Club has a social (i.e., Happy Hour) meeting each month at various locations.
- Occasionally visit other "Passport" Clubs. (If applicable, guest/meet fees paid by attendees).
- Members can also attend meetings of any other Rotary Club convenient for their schedule.
- Members are REQUESTED to provide 40 hours of service each year through projects.
- Rotarians are requested to email their upcoming projects/hours to the Passport Club President and Secretary. These events will be posted on the Passport Club calendar to all members can pick which projects/events fit their schedule.

EXPECTATIONS

- If the 40-hour service commitment is not feasible due to other personal time commitments, the Passport Club member can consider donating to The Rotary Foundation (TRF) each year (suggested \$200).
- Passport Club members must pay Rotary International and District.
- Passport Club dues may also pay Rotary International and District.
- Members encouraged to donate a minimum of \$10 per month to the Rotary International Foundation through Rotary Direct.


ORGANIZATION

- The Passport Club has a President, Immediate Past President, Past President, District Vice-President, Club Secretary, Treasurer and additional Directors.
- The Passport Club also a Service Director to record each member's monthly service hours. Injections of new members can be completed at any time.

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Satellite Clubs



- ✓ An extension or satellite of a Sponsor Club.
- ✓ Alternative meeting day/time and/or place.
- ✓ Still connected to the "Mother Ship" Club

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Satellite Clubs



- ✓ Help smaller or struggling Clubs connect to larger, more active Clubs
- ✓ Accommodate new demographic groups:
 - younger members
 - unique cultures
 - different languages, etc.
 - "a Club like me"

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Satellite Clubs



- ✓ More convenient
- ✓ Less time & frequency
- ✓ Less cost (no meals?)
- ✓ 10 Members (minimum)
- ✓ Less Talk, MORE Service !!!
- ✓ Parent Club Responsible for SUCCESS !!!

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GUIDE TO SATELLITE CLUBS

Do you want to start a Rotary Club but don't have enough members? Are you in a Rotary Club but don't have enough members? Are you in a Rotary Club but don't have enough members? Are you in a Rotary Club but don't have enough members?

WHAT IS A SATELLITE CLUB AND HOW DOES IT WORK?

A satellite club is a Rotary Club that is not a full-fledged club. It is a club that is started by a sponsor club and is designed to provide a service to the community. The sponsor club provides the initial funding and support for the satellite club. The satellite club is responsible for recruiting members and providing service to the community.

WHY START A SATELLITE CLUB?

There are many reasons why you might want to start a satellite club. Some of the reasons include:

- To provide a service to the community.
- To provide a place for people to meet and get together.
- To provide a place for people to learn and grow.
- To provide a place for people to have fun.

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Getting Started... **Rotary** District 7450 **BE THE INSPIRATION**

Membership Matters

WHY start a NEW Rotary Club...?

- ✓ **ENGAGE** with your community differently
- ✓ **IMPACT** the lives of other people
- ✓ **CONNECT** with Community Leaders
- ✓ **CREATE** something for yourself and your community... **TOGETHER!**



Rotary Club of Your Town


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How to Start a New Club? **Rotary** District 7450 **BE THE INSPIRATION**

Membership Matters

1 Identify a NEW Locality or Segment...

- Communities with Specific Needs
- Professional Groups
- Cultural Group
- Former Members
- Different Day/Times



Rotary Millennial Target Market Locations by Zip Code

- 19102 - Center City West
- 19127 - Manayunk
- 19125 - Kensington

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How to Start a New Club? **Rotary** District 7450 **BE THE INSPIRATION**

Membership Matters

2 Get Organized

- Inform the Governor
- Get a Club Advisor
- Obtain a Sponsor Club
- Involve other Rotarians



Rotary Club of Your Town

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How to Start a New Club? **Rotary** District 7450 **BE THE INSPIRATION**

Membership Matters

3 Create a Communications "Campaign"

- Assemble a Marketing Team
- Create a Prospect List of Community Leaders
 - Community Social Media
 - Newspaper article
 - Radio
 - Chamber of Commerce
 - Other Non-Profits
- Send Invitations
- Generate **EXCITEMENT!**
- Use Rotary Int'l Flyer Templates & Graphics
- Use the District Promo Flyer
- Distribute Flyers Everywhere
- Simple Message...

JOIN US.....FIND OUT.....

- ✓ What's happening?
- ✓ What will they do?
- ✓ Who can Join?
- ✓ Why Join?
- ✓ Come to an info meeting...

Rotary Club of Your Town

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How to Start a New Club? **Rotary** District 7450 **BE THE INSPIRATION**

Membership Matters

4 Meeting Logistics & Prep

- Prepare Meeting Agenda
- Nametags for Everyone
- Prepare Handouts/Brochures
- Confirm Venue: Date/Time
- Confirm Speakers and Testimonials
- Think How You Describe Rotary **REHEARSE!**
- Advance Setup projectors for Videos & PowerPoint
- Setup Banners and Posters (no more felt)
- Get SIGN UP Sheets
- Assign Meeting Leader
- Assign Someone to Organize the Flow (Greeters)




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How to Start a New Club? **Rotary** District 7450 **BE THE INSPIRATION**

Membership Matters

5 The Meeting!

- Make it **Professional!**
- Provide Refreshments
- Everyone Signs in
- Get phone # and email
- Network, Network, Network
- LISTEN: Get into their world interests, family, job, service, organizations, etc.
- Create a list of top 10 prospects
- BRIEF presentation – Who we are, What we do.
- Share what's the next step and ACTION!
- THANKS for coming...
- Follow-up, Follow-up, Follow-up

Rotary Club of Your Town



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How to Start a New Club ? **Rotary** District 7450 **BE THE INSPIRATION**

Membership Matters

6 Meeting Content

- Show Prospective Members what Rotary Is All About
- Benefits of Membership
- What Rotary Can Accomplish for the Community
- HOLD SEVERAL MEETINGS OVER TIME

Rotary Club of Your Town

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Rotary District 7450 **BE THE INSPIRATION**

Membership Matters

How to Start a New Club...

Getting Started...

WHY start a NEW Rotary Club...

- 1. **ENGAGE** with your community differently
- 2. **IMPACT** the lives of other people
- 3. **CONNECT** with Community Leaders
- 4. **CREATE** something for yourself and your community... **TOGETHER!**

Questions...? Thoughts....? Suggestions ?

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Resources... **Rotary** District 7450 **BE THE INSPIRATION**

Membership Matters

MEMBERSHIP MATTERS

Membership Matters Seminar Resources May, 2019

1. Seminar Agenda
2. Rotary Club Health Check & Worksheet
3. Ten Actions to Improve Your Clubs Culture
4. Rotary Membership Development Action Plan
5. Club Membership Committee Checklist
6. Finding New Members
7. "Just Ask" Someone to JOIN ROTARY!
8. Increase Your Membership Through An Open House
9. Introducing New Members to Rotary
10. Starting a Rotary Club
11. Satellite Clubs
12. Passport Clubs
13. Rotary Involvement Plan (RIP)
14. Rotary Club Membership Growth Plan
15. Membership Resource Guide

Today's Handout Booklet

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Resources... **Rotary** District 7450 **BE THE INSPIRATION**

Membership Matters

ROTARY CLUB HEALTH CHECK

ROTARY CLUB HEALTH CHECK WORKSHEET

Club Experience		
Symptoms	Diagnosis	Prescription
Service & Socials		
Symptoms	Diagnosis	Prescription
Members		
Symptoms	Diagnosis	Prescription
Image		
Symptoms	Diagnosis	Prescription
Business & Operations		
Symptoms	Diagnosis	Prescription

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Resources... **Rotary** District 7450 **BE THE INSPIRATION**

Membership Matters

New Ideas and Strategies for Rotary Clubs

Engagement

Listening

Education

Retention

Commitment

Attraction

Mentoring

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Resources... **Rotary** District 7450 **BE THE INSPIRATION**

Membership Matters

TEN IDEAS TO IMPROVE CLUB CULTURE

1. **Define Your Club's Purpose**
2. **Develop a Club Vision**
3. **Establish a Club Culture**
4. **Engage Your Members**
5. **Empower Your Members**
6. **Encourage Your Members**
7. **Educate Your Members**
8. **Establish a Club Tradition**
9. **Encourage Your Members**
10. **Empower Your Members**

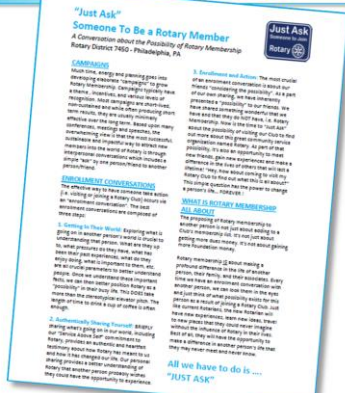
Rotary Membership Development Action Plan

30-Day Plan			
Goal	Action	Resources	Responsibility
60-Day Plan			
Goal	Action	Resources	Responsibility
90-Day Plan			
Goal	Action	Resources	Responsibility

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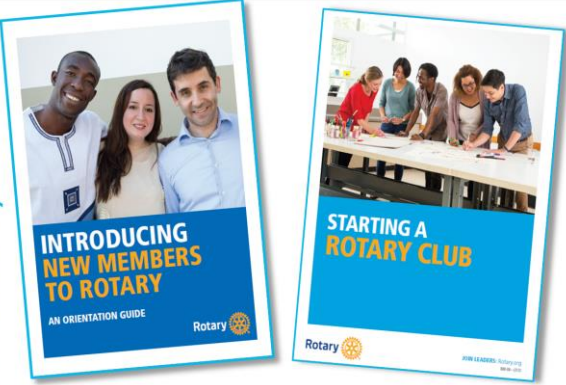
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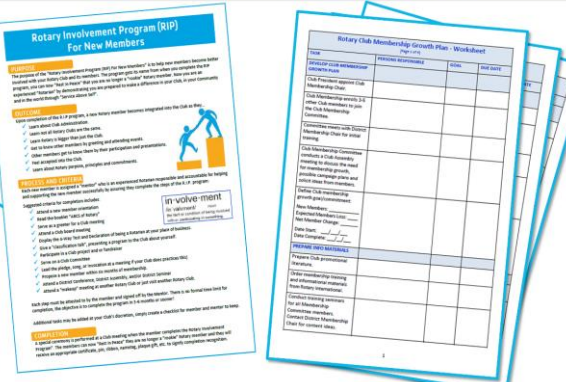
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Resources... **Rotary** District 7450 **BE THE INSPIRATION**

Membership Matters

Rotary MEMBERSHIP RESOURCE GUIDE

The purpose of this guide is to provide you with a comprehensive overview of the various resources available to you as a Rotarian. This guide is designed to be a one-stop resource for all your membership needs. It includes information on the various roles and responsibilities of Rotarians, the various committees and commissions, and the various resources available to you. This guide is designed to be a one-stop resource for all your membership needs. It includes information on the various roles and responsibilities of Rotarians, the various committees and commissions, and the various resources available to you.

Rotary Membership Resource Guide - January 2019

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Resources... **Rotary** District 7450 **BE THE INSPIRATION**

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Additional Rotary Resources

BE THE INSPIRATION

STARTING A ROTARY CLUB

CONNECT FOR GOOD

THE WORLD

IMPACT BEGINS WITH YOU

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Resources... **Rotary** District 7450 **BE THE INSPIRATION**

Membership Matters

Rotary Brand Center
<https://brandcenter.rotary.org/>

INSPIRE

TRANSFORM

CONNECT

TRANSFORM

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Resources... **Rotary** District 7450 **BE THE INSPIRATION**

Membership Matters

PICTURES - "People of Action" Campaign
<https://brandcenter.rotary.org/>

Topics

- ✓ Fighting Polio
- ✓ Providing Clean Water
- ✓ Saving Mothers and Children
- ✓ Supporting Education
- ✓ Fighting Disease
- ✓ Growing Local Economies
- ✓ Promoting Peace
- ✓ Students and Youth
- ✓ Join Leaders
- ✓ Exchange Ideas
- ✓ Take Action
- ✓ People of Action

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Resources... **Rotary** District 7450 **BE THE INSPIRATION**

Brochure: "Impact Begins With You (Item 001)"
<https://my.rotary.org/en/document/impact-begins-you>

IMPACT ACROSS THE WORLD

WE SEE DIFFERENTLY:

WE THINK DIFFERENTLY:

HOW ARE WE DIFFERENT?

IMPACT BEGINS WITH OUR LOCAL CLUBS

WE LEAD DIFFERENTLY:

OUR ACTIONS MAKE A DIFFERENCE:

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Resources... **Rotary** District 7450 **BE THE INSPIRATION**



Brochure: "Connect For Good" (Item 595)
<https://my.rotary.org/en/document/connect-good>

CONNECT FOR GOOD

CONNECT WITH YOUR COMMUNITY

GET INVOLVED AND MAKE A DIFFERENCE

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Resources...  

PowerPoint:
"Discover Rotary"

Membership Matters

<https://www.rotary.org/myrotary/en/document/discover-rotary>

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Resources...  

Membership Brochures for
District and Clubs

Membership Matters

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Agenda...  

Membership Matters

1. WHY MEMBERSHIP MATTERS
2. OUR EXISTING CLUBS
 - Rotary Club Health Check
 - Improving a Club's Culture
 - Keeping Members thru INVOLVEMENT
3. OUR FUTURE CLUBS
 - NEW Innovative Rotary Clubs
 - Why Start a NEW Rotary Club
 - How to Start a NEW Rotary Club
4. TOP REASONS FOR A CLUB'S MEMBERSHIP GROWTH – Actions, Priority, Events, Campaigns
5. GET IN ACTION – "Just Ask", "Just Join", "Just Make a Difference"
6. MEMBERSHIP MATTERS – 2020 in 2020: Let's Grow TOGETHER!

MEMBERSHIP MATTERS

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Survey...  

Top Reasons for Clubs' Membership Growth

	Large Clubs	Medium Clubs	Small Clubs
Strong Membership Chair/Committee/Recruiter			
Clear Membership Goals & Plan	X	X	
Membership Recruiting Events, including Mixers			
Fun Meetings/Strong Fellowship/Good Programs			
Strong Public Image Campaign	X	X	
Good Programs/Interesting Meetings			
Alternative Meeting	X		X
Invite Friends/Active Recruiting	X	X	X
Social Media			



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Survey...  

Top ACTIONS for Club Membership Growth

	Large Clubs	Medium Clubs	Small Clubs
Strong Membership Chair/Committee/Recruiter	X		
Clear Membership Goals & Plan	X	X	
Membership Recruiting Events, including Mixers	X		
Fun Meetings/Strong Fellowship/Good Programs			
Strong Public Image Campaign	X	X	
Good Programs/Interesting Meetings	X		
Alternative Meeting	X	X	X
Invite Friends/Active Recruiting	X	X	X
Social Media			X

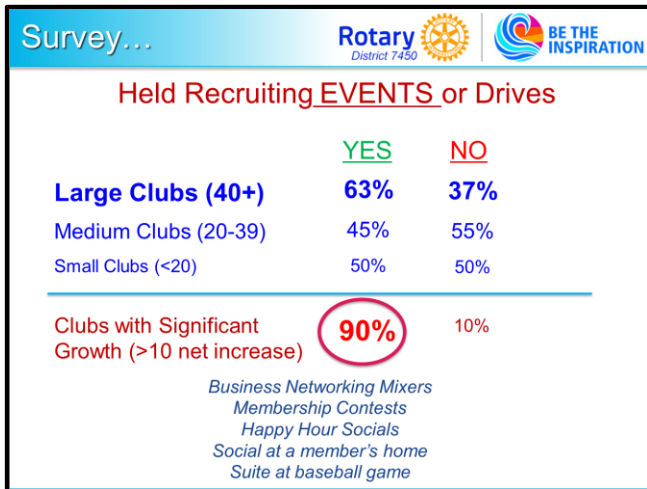
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Survey...  

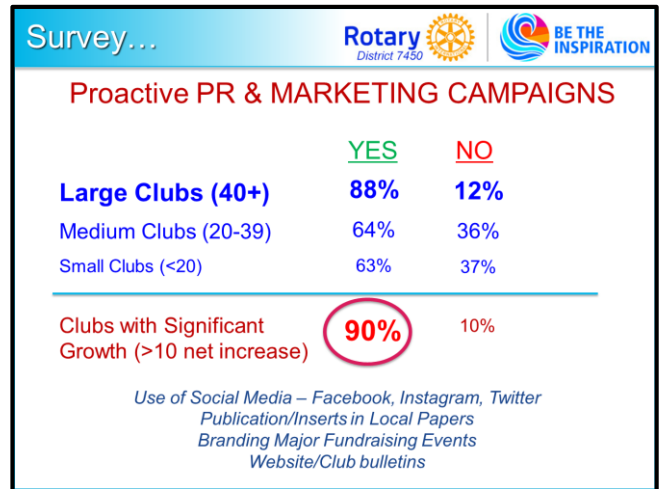
Club PRIORITY for Membership

	TOP 1 Priority	TOP 3 Priority	Many Priority
Large Clubs (40+)	17%	54%	29%
Medium Clubs (20-39)	18%	36%	45%
Small Clubs (<20)	13%	62%	13%
Clubs with Significant Growth (>10 net increase)	20%	50%	30%

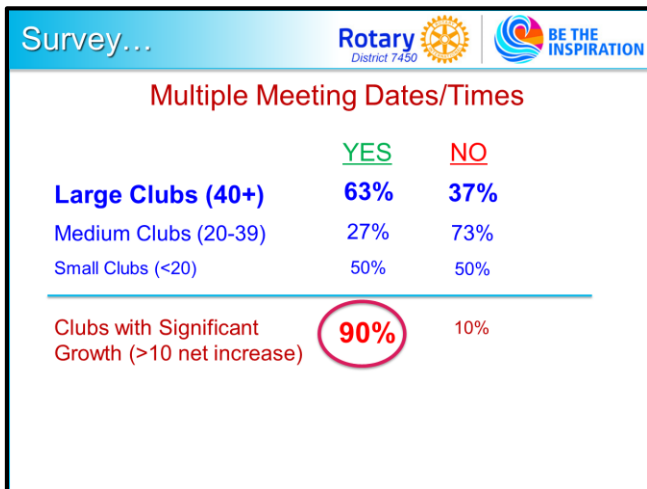
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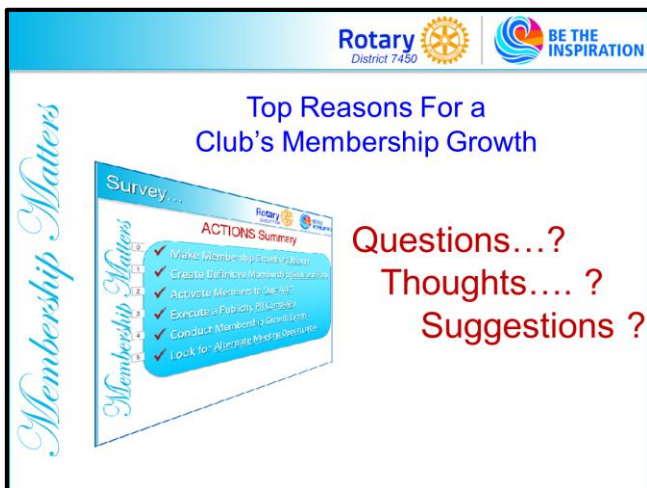
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Rotary District 7450 BE THE INSPIRATION

Membership Matters

How long have you been in Rotary ???




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Rotary District 7450 BE THE INSPIRATION

Membership Matters

How has Rotary Impacted Your Life ?



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Rotary District 7450 BE THE INSPIRATION

Membership Matters

What is the name of the person who asked YOU to join Rotary?



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Rotary District 7450 BE THE INSPIRATION

Membership Matters

Let's have a conversation about **THE CONVERSATION** about Rotary Membership



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Rotary District 7450 BE THE INSPIRATION

Membership Matters

Rotary Makes A Difference in people's lives in 2 ways...

Service Projects JOIN ROTARY !!!



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Rotary District 7450 BE THE INSPIRATION

Membership Matters

JOIN ROTARY !!!

Rotary Will Change Someone's Life **FOREVER !!!**

- ✓ Meet New People
- ✓ Experience New Things
- ✓ Gain New Values




Just Ask
Someone to Join
Rotary

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Rotary District 7450 BE THE INSPIRATION

Membership Matters

How ??? "Enrollment Conversation"

Just Ask
Someone to Join
Rotary



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Rotary District 7450 BE THE INSPIRATION

Membership Matters

Just Listen....



Just Ask
Someone to Join
Rotary



1. "What's going on in Your World?"
2. Fit Rotary Into Their World !
3. "Just Ask"
 - Explore The Possibility
 - Find the Fit


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Membership Matters

Service Above Self

What is the name of the person who asked you to join Rotary?



YOU can be that person they will remember FOREVER !!!

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Rotary District 7450 BE THE INSPIRATION

Membership Matters

YOU, can transform... THE CONVERSATION



Just Ask
Someone to Join
Rotary

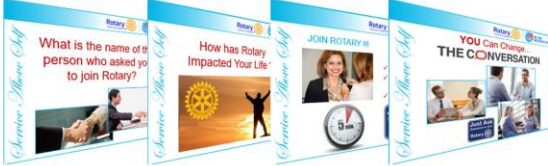
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Rotary District 7450 BE THE INSPIRATION

Membership Matters

Questions...? Thoughts....? Suggestions ?

Just Ask
Someone to Join
Rotary



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Rotary District 7450 BE THE INSPIRATION

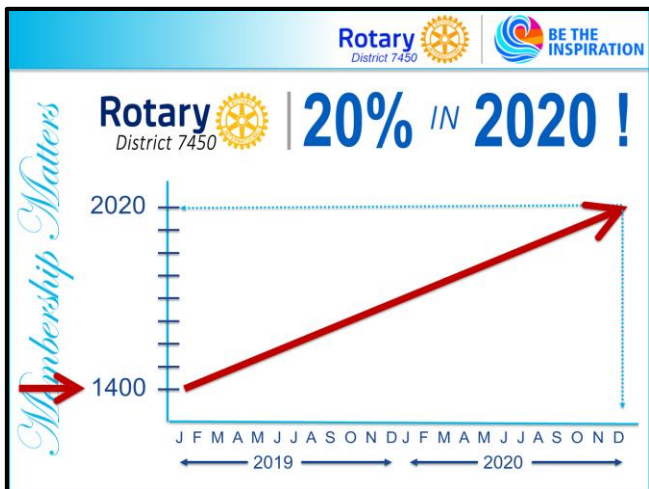
Membership Matters

1. WHY MEMBERSHIP MATTERS
2. OUR EXISTING CLUBS
 - Rotary Club Health Check
 - Improving a Club's Culture
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3. OUR FUTURE CLUBS
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 - Why Start a NEW Rotary Club
 - How to Start a NEW Rotary Club
 - Rotary International Resources

MEMBERSHIP MATTERS

Rotary District 7450 | **20% IN 2020 !**

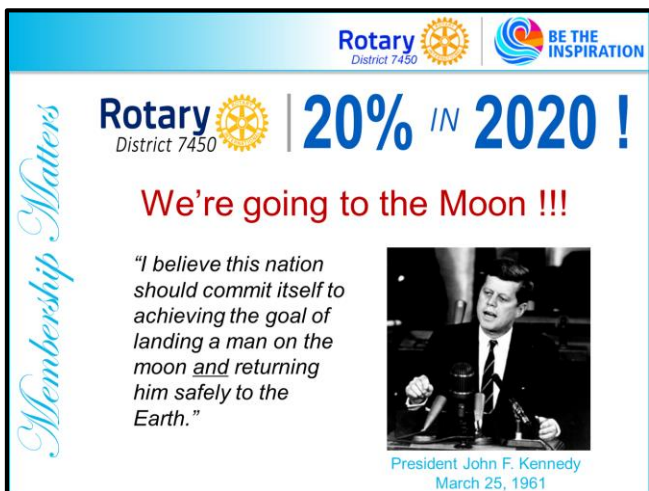
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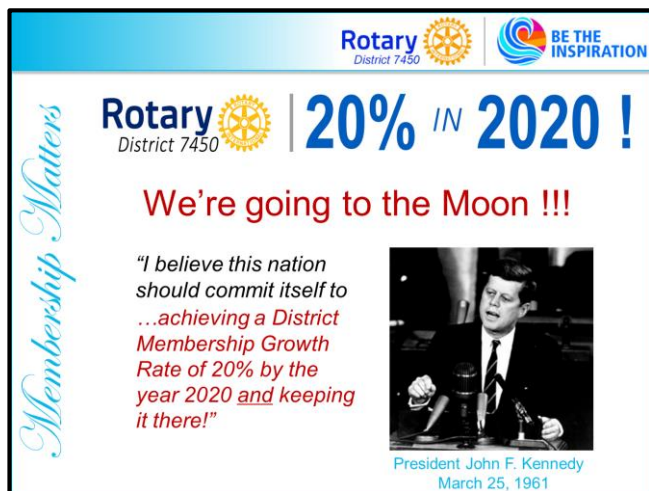
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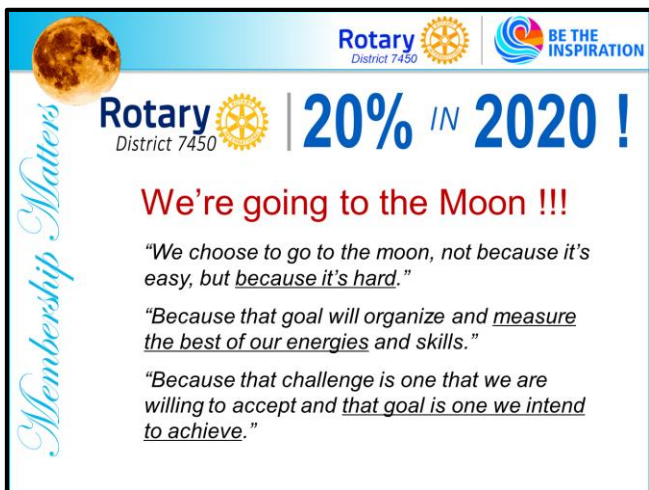
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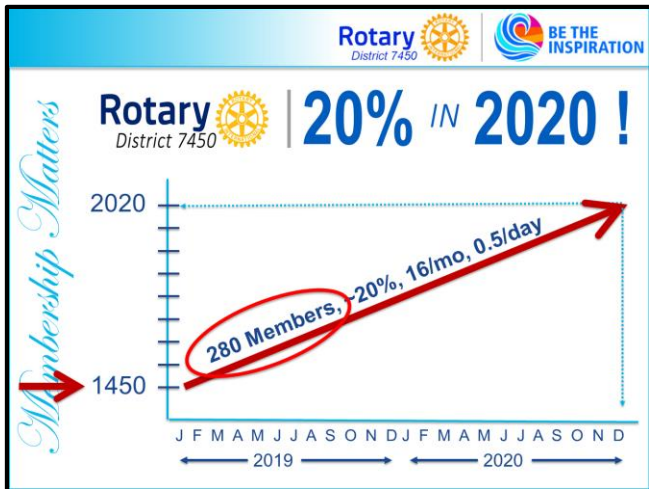
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Rotary District 7450 BE THE INSPIRATION

Rotary District 7450 | 20% IN 2020 !

Membership Matters

Current Club Size	New Members In 2 Years (net)	
10 Members	2 Members	+280 (+ 20%)
20 Members	4 Members	
30 Members	6 Members	
40 Members	8 Members	
50 Members	10 Members	
60 Members	12 Members	
70 Members	14 Members	
80 Members	16 Members	

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