

“10 Tips to Growing Your Club”

District Development Training Series

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Membership Chair



Ground Rules

- This session is being recorded. Your attendance is a consent to your being recorded.
- Goal – Learn, Have Fun and Be Inspired to “Grow Rotary”
- **Participate** (I don’t have all the answers, but this is a good group to learn from.)
- Thoughts and Questions
 - There is a difference



10 Tips to Growing Your Club

Current Situation in District 7390

- 2018 - 43 Clubs, 2,311 Members
- 2019 - 42 Clubs, 2,278 Members (-1.5%)
- 2020 - 42 Clubs, 2,180 Members (-4%)

Resources – Rotary Club Health Check



DECIDE WHERE YOUR CLUB WANTS TO BE – VISION

What does your club want to be like in three to five years?



Tip #1 – Make Membership Your Club's Top Priority

- Create a goal/share it
- Find a Champion, better yet – Champions
 - Membership Committee
- Membership Minute in meetings
- New Members bring new energy.



Tip #2 – Create a list of all the great things about your club

- Write it all down.
- Share it with your members.
- Celebrate it in your meetings.
- Everyone in your club should be able to “brag”.
- Utilize Social Media.

Tip #3 – Create and keep a list of potential members

- Membership minute, everyone must write down at least one potential member.
- Discuss the list in your Board Meetings.
 - Who is going to reach out? And when?
- Don't ignore the obvious
 - Spouses, Sons/Daughters, RYLA Students, Parents of Student of the Month, and former members. Grandkids!

Tip #4 – Be Willing to Change

- WADITW (We've Always Done It That Way)

Why?

- Don't be afraid to try something new.
 - If it doesn't work, let it go. If it is working, keep doing it.
- Council of Legislation
 - If you can think it, do it.
 - Eliminate barriers.



Tip #5 – Look to young Rotarians for fresh ideas

- Involve younger members in decision making.
- Give them the reigns.
- Encourage and support them.
 - run interference if you have to.
- Leadership opportunity



Tip #6 – Talk about Rotary wherever you go

- Be on the lookout for people who want to make a positive difference in the world – A heart for service. They should be Rotarians.
- “You should be in Rotary.” Dennis Zubler, PDG
- “Why aren’t you in Rotary?” Brenda Barlet, Elizabethtown Rotarian
- Know what your club does in the community. (Rule #2)




Tip #7 – Make a list of club member's responsibilities

- Potential members will want to know how they'll fit in.

WELCOME TO ROTARY!





Elizabethtown
Rotary
Club








ABOUT ROTARY

Rotary International is the world's first and largest service club organization. Rotarians are people who have a heart for service and who take an active role in their communities. Rotarians provide humanitarian service, encourage high ethical standards in all vocations and help build good will and peace in the world.

WHAT ARE THE BENEFITS OF BEING A ROTARIAN?

 DEVELOP leadership skills	 ADVANCE business and professional contacts
 ABILITY to affect change within Elizabethtown and beyond	 JOIN 1.2 million Rotarians world-wide fostering international understanding and peace

WHAT IS ASKED OF ME AS AN ACTIVE ROTARIAN?

-  Attendance of 50% at weekly Rotary meetings (including make-ups)
-  Timely payment of Rotary dues
-  Volunteer for three 3-hour shifts selling trees for the Rotary Christmas Tree Sale
-  Participation in Rotary sponsored activities
-  Financial commitment to the Rotary Foundation (\$100/yr is suggested)

ROTARY IS HUMANITY IN MOTION!



Tip #7 – Make a list of club member's responsibilities (cont.)

WHAT'S EXPECTED OF NEW MEMBERS?

Club activities, social events, and volunteer projects offer networking opportunities that build personal and professional connections within the Elizabethtown Club and beyond. Enhance your new member experience by completing four of the following seven activities with your mentor:

1. Attend a club board meeting
2. Visit another club's weekly meeting
3. Be a greeter for two club meetings
4. Join a club committee
5. Participate in a club service project
6. Attend other Elizabethtown weekly meeting
7. Attend a district-sponsored event such as District Conference or Rotary Leadership Institute

NEW MEMBER BENEFITS

To encourage involvement of new members in Rotary activities outside of weekly club meetings, the Elizabethtown Rotary Club provides the following for the first year of membership:

- **CLUB PAYS** 50% towards Foundation Dinner for member
- **CLUB PAYS** full cost of Installation Dinner for member
- **CLUB PAYS** full cost of attendance at Rotary Leadership Institute
- **CREDIT UP** to \$40 towards one club Family of Rotary Event

BECOMING A ROTARIAN

is more than a pledge to an organization. It is a commitment to enhancing the quality of life in Elizabethtown and the global community.

TO FIND OUT MORE



about this wonderful opportunity to be an agent of change, visit the **ELIZABETHTOWN ROTARY CLUB** website at www.ElizabethtownRotary.org and the **ROTARY INTERNATIONAL** website at www.rotary.org



Tip #8 – Celebrate When You Get a New Member

- Does your club celebrate new members?
- Do you have a meaningful induction ceremony?
 - Is it fun and vibrant?
- Do you do a “New Member Profile” in your weekly newsletter?
- Make new members feel special.
- Other ideas?



Tip #9 – Embrace Diversity

- Rotary is non-political, non-racial, non-religious, non-gender in it's membership qualifications. – WHAT A BREATH OF FRESH AIR! Take advantage of that.
- Embrace it!
- “Heart for Service” is the only qualification that matters.

Tip #10 – Emphasize Service

- Incredibly important to Millennials.
- Have projects instead of meetings.
- Organize a Service Committee
 - Once a month Service Projects.
 - Once a quarter Service Projects.
 - Have them on the calendar and ready to talk about them.
- Know what other Clubs are doing...piggyback off something already organized. Get started.



BONUS TIPS

Do Something!

&

Have FUN!



YOUR CLUB, YOUR IDEAS – BE CREATIVE! BE FLEXIBLE!

- Council of Legislation – 2016
- If you can think it, you can do it!
- What are your club's roadblocks?
 - Can they be eliminated?



Summary – Top 10 Thing to do to “Grow Rotary”

- #1 – Make Membership you club’s #1 priority.
- #2 – Create a list of all the great things your club does.
- #3 – Create and keep a list of potential members.
- #4 – Be willing to change.
- #5 – Look to young Rotarians for fresh ideas.
- #6 – Talk about Rotary wherever you go.
- #7 – Make a list of club member’s responsibilities.
- #8 – Celebrate when you get a new member.
- #9 – Embrace diversity.
- #10 – Emphasize Service.

Bonus – Do something and have FUN!



THANK YOU!

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