

# District Membership and Public Image Club Support



## ROTARY'S STRATEGIC PRIORITIES AND OBJECTIVES

### **INCREASE OUR IMPACT**

- Eradicate polio and leverage the legacy
- Focus our programs and offerings
- Improve our ability to achieve and measure impact

### **EXPAND OUR REACH**

- Grow and diversify our membership and participation
- Create new channels into Rotary
- Increase Rotary's openness and appeal
- Build awareness of our impact and brand

### **ENHANCE PARTICIPANT ENGAGEMENT**

- Support clubs to better engage their members
- Develop a participant-centered approach to deliver value
- Offer new opportunities for personal and professional connection
- Provide leadership development and skills training

### **INCREASE OUR ABILITY TO ADAPT**

- Build a culture of research, innovation, and willingness to take risks
- Streamline governance, structure, and processes
- Review governance to foster more diverse perspectives in decision-making

## THREE PILLARS OF SUSTAINABLE GROWTH



BRINGING IN  
NEW MEMBERS



DELIVERING VALUE  
TO EXISTING  
MEMBERS



STARTING AND  
NURTURING  
NEW CLUBS

## DMC RESPONSIBILITIES



SUPPORT CLUB  
MEMBERSHIP  
COMMITTEES



MANAGE  
MEMBERSHIP  
LEADS



START AND  
NURTURING  
NEW CLUBS

# District Membership Committee



Chair  
PDG Juliet Altenburg

## Group A

- Chair: PDG Juliet Altenburg (Mechanicsburg North)
- DGN Mary Brunski (Carlisle)
- Matt Wagner (West Shore)
- PDG John Anthony (Mechanicsburg North)

## Group B

- Linda Spotts (Susquehanna Township)
- Scott Stevens (Harrisburg)

Group C: Chip Bayer and Tom Jones (Hershey)

Group D: Charity Welch and Carmen Calderone (Passport)

Group E: Jeffrey "Jeff" Marsico (Elizabethtown)

Group F: Shane Moser (Lancaster)

## Group G

- David Corman (Uptown York)
- Gary Lauer (York-North)
- Samantha Hildebrand (York-North)
- Brenda Wilbur (Red-Lion Dallastown)

## Meetings

4<sup>th</sup> Tuesday/month

Drop Ins are welcome!

# Membership Committee Services

- Sharing educational resources
  - District, Zone, RI Webinars
  - District Learning Assembly 3/23
  - D7390 Membership Page
- Supporting clubs with membership challenges
- Conducting membership assessments
- Strategizing on ways to support clubs through District Wide Events
  - RMB
  - District Conference
  - Others
- Helping clubs with Community Outreach

# The Rotary Learning Center

Courses Include:



- Starting A Club
- Is Your Club Healthy
- Nurturing New Clubs
- Get Ready: District Membership Committee
- Online Membership Leads



# Public Image

## District Communications Platforms

- Facebook
- Instagram
- LinkedIn
- You Tube
- Service Above Self Meetup
- D7390 Website
- District Billboard Program
- District Blog

## Public Image Team

- Kathi (Hanover)
- Juliet (Mechanicsburg North)
- Melissa Kopp-Smith (Passport)
- Sam Hildebrand (York North)
- Chris Altenburg



2024 – 2025 District Public Image Chair  
Kathi Fuhrman

## Club Support

- Social Media Platform Creation
- Website Enhancement
- Rotary LEADS Program
- Navigating RI Website Service
  - The Learning Center
  - LEADS Program
  - Brand Center
- Video Creation
  - Member Spotlight videos at PETS
  - Foundation Grant Video





# District Learning Assembly March 23, 2024

Central Penn College

8:30 General Session

Session #1: 9:10 a.m. to 10:00 a.m.

MEMBERSHIP	STRONG CLUBS	STRONG DISTRICT	STRONG ROTARIANS	YOUTH PROGRAMS
New Member Orientation	Club Secretary	Clubrunner 101	Personal Mental Health	RYLA

Session #2: 10:10 a.m. to 11:00 a.m.

MEMBERSHIP	STRONG CLUBS	STRONG DISTRICT	STRONG ROTARIANS	YOUTH PROGRAMS
Club Membership Chair Tools	Club Treasurer	Public Image	Community Mental Health	Youth Exchange

Session #3: 11:10 a.m. to 12:00 p.m.

MEMBERSHIP	STRONG CLUBS	STRONG DISTRICT	STRONG ROTARIANS	YOUTH PROGRAMS
Membership Growth Success Stories	Club Foundation Chair	Rotary Action Plan	Personal Mental Health	4-Way Test Speech & Essay Contests

12:10 Closing Session