

**Pacific Northwest PETS  
March 5 – 7, 2010**



**Membership Session Notes \*\*\*\***

**\*\*\*\*In view of the substantial amount of flip chart information taken from 26 sessions of facilitating, all Membership session notes have been combined into one document with no reference to the particular session instructor.**

## Workshop Overview

### Introductions

“Membership is the single most important thing in Rotary. Without members, we cannot contribute to the Foundation. Without members, we cannot continue to provide service above self. Without members, the good that Rotary does at home and around the world would disappear. All the steps you and your Rotary club take to grow and maintain your membership will be the most important work you do.”

- Name, Club, Hometown, Years in Rotary

### Thinking about Greg Krauska’s presentation, what new ideas did you get from him?

- Look at communication modes to engage younger members
- Facebook, Twitter and Flickr
- Put a younger member in charge of your clubs website / social media
- Get the Rotary message out
- Talk about Rotary – tell your story
- Buy media advertising
- Use Public Relations to spread the word
- Use project partners – may become new members

### Other membership ideas

- Schedule good speakers to attract members
- Recruit speakers to become members
- Use of recognition to reward members who bring guests – beads, etc
- Hold club contests – steak & beans, etc
- Approach former members to return
- Ask members why they aren’t bringing guests

### Specific ways to attract younger members

- Club buys lunch first 3 meetings
- Invite your friends
- Ask to social and service gatherings
- Fun socials including family
- Dues scaled back or subsidized
- Attendance “credit” possibilities
- Husband / wife teams for attendance
- Projects involving non Rotarians

- Promote as a networking tool

#### **4 D's of why members leave**

- D eath
- D istance
- D isaster
- D issatisfaction

Dissatisfaction is the single most significant reason why members leave. And it is completely in the control of your club.

#### **Wrap Up**

- Review class expectations
- Identify at least three new ideas to take away from this session

“To whom much is given, much is expected.”

**The Future of Rotary is in Your Hands...**

#### **Your Club Now**

- Getting older
- More women

#### **Your Club in 2015**

- better ethnic mix
- younger
- social media usage increased
- 100% attendance
- Virtual make-ups
- Look at self – why did I join – NETWORKING
- Ensure youngest member on membership committee
- More and better advertising
- Use of webinars and ‘Go to Meeting’
- Workshops within meetings to add value
- Stronger Rotaract
- Stronger PR

- Globalization
- Take more credit for all that we do
- Engage new members through stories

### **Points from Greg's Presentation**

- The cycle of: People - \$ - Projects
- Survey members about their passions
- Be sure to tell the stories
- Detail members' "Experience" as a member
- 5.6:1 and 13:1

### **Case Study A**

- Exit interview
- Engage members VERY early
- Pay attention to attitude before it blows up
- "How are you doing?" calls/contact
- Networking opportunities (assign to membership committee)
- Make him the 'Web Guy'
- Happy \$\$\$s
- Invite parents of 'Student Leaders of the Month'
- Have Beach Parties and Pub Nights

### **Case Study C**

- Board waive the dues
- Have other members sponsor the meals
- Stagger dues payment dates (not all at once)

### Membership

#### Retention

1. Have great programs
2. Relax the rules of the club
3. Include socials
4. One on One surveys regularly with members by presidents
5. FUN club
6. Ask them to get involved
7. Meaningful projects

8. Ask yourself why you stay
9. Provide training to members
10. Buy them a ticket to Rotary Conferences, Assemblies

Who are your members?

1. Traditionalists, Boomers, Gen X
2. Traditionalists may be the ones holding clubs together
  - a. Mentors
  - b. Active in projects
  - c. May not grasp new ways of doing things
  - d. Technology may be a challenge
  - e. May have a tough time with women in Rotary
  - f. Utilize their knowledge
  - g. New members interact with these wise Rotarians
  - h. Don't label them or write them off

How to Attract the Younger Members

1. After 5:00 club
2. Social activities
3. Invite their families (younger families)
4. Relevant programs
5. Off site meetings – mix it up to keep enthusiasm
6. Try the new “Social Mediums”: Facebook, Linked In, Twitter
7. Talk to them face to face or pick up the telephone
8. Balance the communication between tech and traditional methods
9. Show the benefits of service above self
10. Involve yourself with Rotaract and Interact

What Season is Your Club of the Four Season's based on these definitions?

WINTER

1. Older
2. Dormant
3. Dry
4. Stagnant
5. Low Energy
6. Not Attending regularly
7. Snowbirds (they travel south during the winter)
8. Clique groupies

9. Cheque writers
10. Winter clubs want new energy and go to a Spring Club
11. They get too comfortable and will get bored
12. Been there done that attitude

## SUMMER

1. Growing
2. Maturing
3. Capable
4. Confident
5. Young and Old Mix
6. Warm and Friendly
7. Fun and love good times
8. Larger
9. Successful public relations

## SPRING

1. Outdoor activity oriented
2. Growing
3. Young
4. Vibrant, Dynamic, Fresh, New, High Energy, Fun
5. They have no baggage
6. Their activities reflect their members – they are relevant
7. They enjoy being in Rotary

## FALL

1. Emerging
2. Waning in membership, energy and passion
3. Mature
4. Starting to hibernate
5. Re-organizing
6. Trying to maintain status quo
7. Fall clubs want to move to Summer and have younger, active and vision

## Greg's Presentation and what we got out of it

1. Why would someone want to join our club
2. Identify club's goals and how do we do that;
  - a. Survey Monkey – it is free
  - b. President's planning guide and copy it to members to fill out
3. What is the energy flow in your club
4. "Where your focus goes, your energy flows"
5. Focus more on the positive
6. Simplify
7. Use the new social media: Facebook, LinkedIn, Twitter

## Why do people leave and find out what they are thinking

1. The four D's: Death, Distance, Dis-Interest, Disaster
2. Do an exit review always: interview to find out so you can use to improve
3. You may get them back (50% come back)
4. Do an annual review with each member one on one and ask how is it going
5. Survey Monkey and find out what they want or not want and try and keep them

## **ROTARY FIVE YEARS FROM NOW**

Attendees at one of the three sessions were asked to opine on this:

1. Younger membership
2. Diverse ethnically
3. More family oriented – child care provided
4. 40% women
5. Paperless
6. Steady growth
7. Greater visibility
8. More hands-on projects
9. More international projects/involvement

10. More relevance

11. Members may not have the same motivations which exist today

12. RI may come up with a new initiative by 2015

**Review** “Club Profile Snapshot” on Page 158 of your workbook

**Perform** “Club Membership Health Check up” on Page 159

**Fill out** Club Membership Planning Guide for Getting and Keeping Good Rotarians

Page 161

**New Ideas from Greg Krauska**

Club Speakers should be adult continuing education

Would you invite your best friend to your Rotary Club?

Exit surveys

Celebrate speakers and members more

P.R. to attract the right demographic

Increase social and fellowship events

**Review Charts of Generational Differences**

Pages 167 – 169 – to help you understand the challenges of keeping younger members

**How can we attract and retain younger members?**

Organize the club in a way that’s appealing to them

Don’t waste time with long meetings

Give them an opportunity for leadership quickly

Make the club costs flexible

Use Social Media such as Facebook, Twitter

Put young members on Program Committee

Put young members on the membership committee

“Club within a Club” for Gen Y members

If a singing club, sing current songs

**Final thought:** Don’t forget to urge your members to just “Ask” qualified people to join your club

**Summary:** We’ve had techniques that have served us well over the years, but for many clubs its time for new methods and new strategies.

### **The Four D’s of Why Members Leave**

Death

Disaster & Destruction

Distance

Dissatisfaction

**The only one of these we have any control over is Dissatisfaction**

**Perform** a Membership Satisfaction Survey in your club. There is a sample on the PETS website

**Use an exit survey** to determine “hidden” reasons why members leave. Sometimes the reason they state in their letter of resignation is just the “polite” reason. It could be only the tip of the iceberg.

### **How Do We Keep Gordon from Resigning?**

Find out what Gordon’s passion is, and fill his need

Try to attract more young members that Gordon can relate to

Ask Gordon to attract his friends to the club

Award younger members Foundation points

Relevant speakers

Club within a Club

Call Gordon and find out if there may be other factors

### **Integrate Membership Into All Aspects of Club’s Activities**

Public Image – Attracts younger members

Service Projects – give members a feeling of getting something done

Speakers at Meetings – Interesting, educational speakers make meetings appealing

Communications – Tweeted yet for younger members?

Special Events – Fellowship builds bonds to other members and the club

Administration – give everyone an opportunity to participate

### **Leadership – Your Job Starts Now!**

Recognize that the most important person in making changes is - YOU!

Make your commitment to start the change this year

Create your personal leadership approach to Membership

Create a written membership plan by June 1

Choose Membership Champions in your club, have them explain and mentor

### **Questions to Consider:**

- What does your Club look like today? (Consider age, gender, ethnicity).
- Is this mix of Club members representative of your community?
- Write a profile of your members.
- What has changed in the past few years?
- What “season” is your Club?
  - Spring: Club is new or in transition, hopeful, with a “spring in its step”.
  - Summer: Lots of energy, fun meetings and activities, dynamic, membership is stable or growing, lots of enthusiasm.
  - Autumn: Age of members may be older, they may be in “harvest” mode with seasoned fund raisers, the Club may need a plan for membership, and it may be time for a “cleaning up” of the membership rolls, clear out the deadwood.
  - Winter: Club and activities may be aging or in dire need of revitalization.

How do you define an ideal Club?

- Stable membership.
- Increase quality of members, create a younger Club.
- Increase number of female members.
- Encourage more diversity in classifications.
- Maintain the energy in the Club.

- Increase the visibility of the Club through public relations.
- Sustainable fundraisers.
- Meaningful service projects.

#### How to Attract Younger Members?

- The Club must have them to get them. Have younger Club members invite friends and business associates to Rotary meetings.
- Define expectations once a person has joined the Club so that financial or service expectations do not become a reason to leave.
- Issue: Increased mobility of younger people makes retention difficult and presents an increased risk to losing such members.
- Consider a “Club within a Club”.
- Consider make up credit for Club members who meet together regularly for family sporting activities: a “Sports Club”.
- Ask new members for referrals.
- Encourage Club members to make children and other family members Paul Harris Fellows.
- Consider making financial accommodations for younger members for whom dues and other financial obligations of membership might be a deterrent to joining.

#### Current trends in membership:

- Clear out the “deadwood”, create positive energy in the Club.
- Dynamic, energetic leadership is needed at all times.
- What effect does Club extension have on membership? Will current members want to join a new, nearby Club if it met at a different time or day of the week?
- Delegate membership responsibility to Club members, it is everybody’s responsibility to bring new members into the Club. What are people in the Club passionate about? Harness that energy!

#### Create a future vision for membership:

- Keep in mind the “85” rule for attendance. Members become exempt when age plus years of Rotary service total 85. This can have a large impact on the financial condition of your club if younger members are not recruited.
- Increase and encourage female membership.
- Increase the passion and energy level in the Club.
- Increase the level of Club member involvement in District activities. Clubs should consider paying Members dues to District Assemblies and Conferences.

## How to retain existing Rotarians?

- Strong Programs.
- Engage the passion in your club members. Survey them using [surveymonkey.com](http://surveymonkey.com) or [zoomerang.com](http://zoomerang.com).
- Engage as many Members as possible in Club projects and fund-raisers.
- Create and sustain fellowship events.
- Ensure that the Club is engaged in hands-on community projects.
- Create Friday “TGIF” socials that can also function as meeting make-ups.
- Conduct a membership satisfaction survey. Develop programs and events that make Rotary RELEVANT to your membership. Keep in mind that younger members like to DO things. Create opportunities for hands-on service.

## Final Thoughts:

- YOU can make the change
- Commit to your plan.
- Create your leadership approach
- Inspire a shared vision.
- Create a written plan by June 1.
- Find a membership champion. Consider making this person your Membership Chair and make sure that they sit on your Board of Directors.
- Involve members in multiple activities and avenues of service.

REMEMBER: PLAN YOUR WORK....AND WORK YOUR PLAN!

## **Club Profile – What Does your Club look like Today?**

### **Ages**

50 to 70	45 to 100	32 to 86
45 to 90	32 to 75	30 to 81
24 to 80	40 – 75	

### **Gender**

9 female/32 male	50% male/50% female	20 % Female/80% male
8 females/36 male	35% females/65% male	55/60% male

## **Classifications**

- 40 % Business
- 50 % Business
- 40% Professional/60% Business
- 40% Retired
- 10 to 15% Retired
- 40% Retired
- 15- 20% Retired
- Reflects Community make-up

Non-Profit Organizations

Diversity

## **Thinking Forward**

- Be a Positive Energizer
- Tell our Success Stories
- Social Networking Sites
- Find Passionate members
- Match Passion and Time to Members
- Ask new members what their passion is and match to Projects
- Match to Club's Goals
- Compelling Meetings
- Deal with Negatives Quickly
- Personal Interviews/Surveys
- Use Membership Chair/Share Ideas

- Set Goals
- New Member Orientation
- Written Membership Plan
- Retention
- Sponsor is to mentor new member

### **5 Year Vision/5 Years Forward**

- Non-Traditional Clubs
- Engaged Younger Members
- Non-Meal Clubs/meetings
- Enthusiastic
- Energized
- More Diversity
- More Knowledgeable
- Diversity in Vocational, Gender and Ideas
- More tuned to Social Networking
- More Community Visibility
- New Image

### **Members' Needs**

- Younger – Similar and Different Needs
- Networking/Connecting
- Social Functions
- Identify needs of Members
- Social needs

- What is in Rotary for me?

### **Retention**

- Exit Interviews
- Provide Financial Assistance
- Member Satisfaction Survey
- Programs to match Members' wishes
- Social Media
- 

*“When we are looking back, it’s not going to be how much money we made or how many awards we’ve won. It’s really ‘What did we stand for? Did we make a positive difference for people?’”*

Elizabeth Dole

**MAKE A POSITIVE DIFFERENCE – “BUILD COMMUNITIES. BRIDGE CONTINENTS”** Ray Klingensmith

### **KEY ISSUES**

New club.....Motivating new members

Club needs some revitalization

Motivating students to join their club (RYLA)

Older club that needs a higher profile to the public....PR issues

Lighting a fire under Older Members

Wants to get the club back to some Rotary basics....Needs motivation

Looking for leadership skills

Knowledge about the “carrot”

Newer, smaller club that needs new members and how to motivate them

Older members are moving on...need newer, younger members that are motivated

Volunteering problems

Need members to step up and take on bigger roles....Demographics working against them...it's an older, retirement community

Need recruitment ideas and strategies

How to engage members for retention and to give them purpose

Prevent ARF (Advanced Rotary fatigue) with older members

Older club...hard to get newer members to get active & make it their club...OWNERSHIP

Get members involved in committees...not just "on them"

Close the back door

Want to get more of the current members motivated

### **IDEAL CLUB**

Fewer Rinos and Romeos

Positive Energy

Gender 50-50

Wide Age Range

Ethnic Mix

Great Speakers

Should have a strategy in place at all times to increase membership

BRING BACK RYLA and Alumni

### **MY CLUB IN THE FUTURE:**

Changes made to website to make it more of a recruiting tool, not just a communications

Device for the members

"Open House" Concept...this is "who we are"

Taking an appreciative point “Yes we can!”

Educating the community on what our club does

5.6 to 1 ratio.....One should be negative

Can't let “old school” Rotarians suck the air out of a club

Make sure the club is in agreement on the visioning of the club

Excited about new members...shocked at the number we lose!

Competing with other clubs in the community

## **KEEPERS**

- **“CHANGED RESULTS REQUIRE CHANGED BEHAVIOR”**
- **ESTABLISH A TASK FORCE WHO WILL BE HELD ACCOUNTABLE AND RESPONSIBLE**
- **ROTARIAN MAGAZINE INFORMATION**
- **ROTARY WAS FOUNDED AS A SOCIAL NETWORKING ORGANIZATION**
- **PROMOTIONAL SLOGAN – IT’S NOT YOUR GRANDFATHER’S ROTARY**
- **PARTNER—MENTOR RECRUITING**
- **PROMOTIONAL SLOGAN: “BAD” = BRING A DATE**
- **3X5 CARD EXERCISE - # RATING (1-10, WITH 10 THE BEST) HOW WOULD YOU RANK THE TEAMWORK DISPLAYED IN GROWING OUR CLUB? WHAT WOULD YOU CHANGE? READ CARDS OUTLOUD AND COMPUTE THE AVERAGE. THIS GIVES YOU A BASELINE TO MOVE YOUR CLUB FORWARD**

- **IDENTIFY 30-35 YR OLD PROSPECTS (REMEMBER “WIIFM”- WHATS IN IT FOR ME – FOR THE MEMBER IN HELPING RECRUIT/ATTRACT**
- **BUILD A CIRCLE OF CONTACTS OF LESS THAN 35 YR OLD MEMBERS – USE SOCIAL NETWORKS**
- **IDENTIFY “NEXT LEVEL”**
- **INVITE YOUNG PROFESSIONAL TO SPEAK AND THEN INVITE TO COME BACK**
- **IDENTIFY YOUNG ACTIVISTS**
- **OCCUPATIONAL SURVEY – NEW PROFESSIONALS IN THE AREA**
- **GSE MEMBERS AND ROTARACTORS**

#### My Club Today: a Profile

- 65+
- Most in 40-60 age range
- Questionable male/female ratio
- Ethnic balance not representative of the community
- Disabled not always considered
- Often little or no vocational diversity

#### New Ideas

- Ask ‘Who are you communicating to?’
- Provide more social interaction

- Have a big sign – HAVE FUN
- Invite speakers to be members of the club
- Learn your member's passions
- Don't let negative persons dominate the club direction

### My Club in 2015

- Full of energy
- Demographic balance
- High energy community projects
- Good fellowship
- Excitement for programs
- New international projects
- More visible in the community

## MEMBERSHIP

### 5 YEAR MEMBERSHIP HISTORY

#### **What does it reveal about your club?**

“Housekeeping” might be required.

Some people want status quo club size/no growth (charter members)

New clubs shift numbers

Economy – over representation of one vocation, sector doesn't stand up in some lean times

People join for a variety of reasons – service may not be top of their list

If no changes are made, what will your club look like 5 years from now?

Become non-existent

Meet in retirement centre

## THINKING FORWARD

Facebook, etc.

Increase use of social media

Match skills with members, increase members knowledge

Expo 'Thank you' event – 1 year.

Community partners

Programme speakers

Open House – what the club does

Visible project recognition “don't remain humble”

Increase awareness – have media reps as members

## THE IDEAL CLUB OF THE FUTURE

Not an absolute

Size?

Growing

50 – 55 – retains personal connections

Gender mix?

50 / 50 no favourites

Age?

25 target age, retain long term

35+ have the financial resources

Reflection of Community Composition?

Schools, Armed Forces returning

Needs to reflect context, has to come 'from the community', need active and enthusiastic people

Resources?

### **WHAT ARE SOME SPECIFIC WAYS TO BEGIN ATTRACTING YOUNGER MEMBERS?**

'Scholarships' to ease costs; make sure they are / have opportunities for making contributions

Match traditional and younger members

Young members / young member matches

Rotaract – experience when young

Annual youth recognition (& Rotary info event)

Local high school students come to Rotary to share what's happening – listening to the young community.

Social networking sessions at Rotary led by young people

Give freedom for operating independently within parameters

Start a Rotaract Club

Have programs that help younger professionals advance in their professions

Social media for club news

Community projects developed by young people – advertised on Facebook and Craigslist

Check out "One Brick" opportunity for young people to get involved in projects

Offering leadership opportunities and mentorships through business programs

Young members serve on the membership committee

Club in a Club may work (p. 171)

#### RETENTION FOR ALL MEMBERS:

##### MEETING VENUE (PLACE)

Dinner-time meetings difficult

Make most of the venue you have

Make sure as numbers increase, venue can increase

Go to the other site to invite public

Shake it up – go to new meeting place

Go visit those organizations that are benefactors

Good parking – access – good sound, Display Rotary activity

Does allow for good reception of visitors and guests

E-Make-ups

##### PROJECTS

Certain appeal to different members

Diverse projects; several smaller with one long-term / large, tied to club strategy & vision –  
“Buy – in” \_\_\_\_\_

Doesn't necessarily cost money; cost time – appeals differently

Project end result – family value

- Food bank (Community assistance)

Raise Rotary awareness

Social (family) involvement in project

Highway cleanup

Collecting goods for food box door to door

Sponsor walk – include others

Projects – Bring people together

**\*\*All things that involve friends / family are Retention and Recruitment**

**COSTS**

Break costs in smaller bills / more frequent invoices (easier for young people)

Go to meetings twice a month, use committees

Reduce lunch costs (greatest expense; more than dues)

Targeting those able to pay fines

Up front with new members about all costs

**PROGRAMS**

Variety

Enlighten, Educate & Entertain

Program policy (limit non-profit orgs as programs)

**THE PARKING LOT**

Re-establishing interactions how?

District Youth interaction rep

Weekly meetings are required – Manual of Procedure

## **IS THE CLUB REPRESENTATIVE OF THE COMMUNITY? EXAMPLES FROM CLUBS:**

39 active members but all male & elderly

50% are 40-60 years of age; 50% younger; 25% women and very young professionals

37 members – 55 average age; 30% female; diversity in vocations

36 members, 24 are men, 10 are women; 13 are new in past 3 years and are of diverse professions

36 members in which average age has reduced from 70 to 55 in recent years; 40% are female

40 members – 5 new in past few weeks; more females than men; most in their 30, 40 or 50s; missing ethnic diversity

30 members – 50% are old guard; 50% are younger professionals

## **WHAT OTHER INDICATORS MIGHT BE IMPORTANT**

- attendance needs to be monitored
- level of activity
- matrix grid in participation in different club events
- members speak on “Why they are in Rotary”
- “Find your passion” or your niche
- Prune out dead wood and inactive members; discuss with offenders
- Make a “Friends of Rotary” of inactive but supportive individuals
- Retention: monitor absence and call them when meetings are missed

## **CHANGES IN CLUB COMPOSITION**

Younger

Alumni – Rotaract, Interact, RYE Host Parents, GSE

Parents of “student of the month” at local high school

Recruit them or make them “Friends of Rotary”

Club within a Club e.g. 2 meeting times per week to meet needs of all members

RYLA often join Rotary later

Promote Rotary through logos on Dictionaries given to every third grader

Raise visibility of Rotary through community/vocational projects such as reading program

### **IF NO CHANGES WHAT WILL HAPPEN**

Members will become older and older and wither away

Membership will decline if no rejuvenation

### **NEW IDEAS FROM GREG'S PRESENTATION**

Everyone integral and involved in club success

Website: reflect "passion of the club" and not just data

### **HOW SHOULD ROTARY LOOK IN 5 YEARS**

Everyone arrives on Segways

Virtual meetings

Club mirrors community

Sustainable collaboration in hands on projects

No more RINOs

Perfect sized club at 70 members

Average – 30% younger, 30% middle aged; 30% old

Diversity in vocations

Grow 2 members net per year

Linked In – increased use

Facebook for contact

Great websites

## **THINKING FORWARD – WHAT STEPS TO TAKE BY JULY 1**

### **HOW:**

Survey members using Survey Monkey

Appoint a high energy, highly visible Membership Chair that knows lots of people

### **WHO:**

Membership Chair

President will act as Cheerleader and monitor progress

PR Committee involvement but mostly done by Membership Committee

### **WHAT:**

Membership Plan developed in writing

Exit interviews completed on all resigning members

Retention Committee

Rotary 101 Education session so current members are knowledgeable about Rotary

New Members orientated

Firesides regularly scheduled

Incentives such as PHF credits used to acknowledge club members who bring in new Rotarians

## **ROTARY MEMBERSHIP IN NORTH AMERICA (Under Age 40)**

- Rotarians 48,000
- Population 102,000,000

## **CURRENT CLUB PROFILE**

- Your Club Today

- Mix of Members
- Changes in Mix
- Changes in “Culture”

#### CURRENT MEMBERSHIP HEALTH

- 10
- 5
- 1
- What Should Your Club Look Like in 2015

#### MEMBER RETENTION (4 D’s)

- Death
- Distance
- Disaster
- Dissatisfaction

#### CLUB MEMBERSHIP PLAN

- Visioning or Strategic Plan
- Club Size Goal
- Written Membership Plan
- Who Supports?
- Membership Committee
- Who Sets Goals
- Who Meets Goals

#### CLUB MEMBERSHIP PLAN

- Who All is Involved
- What is the Role of the President
- Leadership Action Steps

#### DISCUSSION

- Younger Members Needs
- Impact on Your Club
- Conflicts?

- Opportunities?
- Choices?

## ROTARY MEMBERSHIP DIVERSITY

What Season is your Club??

- Fall
- Winter
- Spring
- Summer

## GENERATIONAL DIFFERENCES

- Traditional/Silent
- Baby-Boomers
- Generation X
- Generation Y

## LEADERSHIP SUCCESS

- Determined by your understanding of:
  - The Nature of Your Club
  - Your style/approach to Leadership
  - Development of shared goals
  - Effective organization structure
  - Attracting other dynamic leaders
  - Effective Communication

## DISCUSSION GENERATED DURING SESSION

### New Ideas

Social Media

Training in Social Media

Meeting Re-Cap

End of Meeting

Email to members

Programs

Involving Members

Social Events

Team Approach

Change Seating

Introduce table mates

Allow children

Give them small club tasks

### Concerns

Retention

Orientation

Costs

Attendance

Realistic Explanation

Attrition

Broaden the Appeal

Telling the Story

Commitment

Time

RINO's

Aging of the Club

Attracting Younger Members to Rotary (Are we Attractive?)

## Membership Related Projects/Activities/Programs

PR

Relevant Speakers

Give ownership to younger members

International

Tie into a project in country where outbound exchange student is going

Multi club get-togethers

Merchant's night Dinner – Educate donors on what their money does

(invite their employees and family)

Business owners come in and be the speakers and invite family

Publish speakers program in local paper

Invite Interact club members to attend board meetings

Mentor programs to utilize the wisdom of the club – not only to high schools but young entrepreneurs

Put all projects on Facebook

Blow Rotary's Horn

Service Projects targeted towards younger members

Engage all new membership in group events

Open House at your Rotary Club

Once a month club business

Get younger members to take charge of sales

International Service Project – send contingent

Celebrate (local celebration) what club has done "We are Making a Difference"

Ask for non-Rotarian volunteers to assist with Rotary Projects

Sponsor's Role to orient new member

Rotary Recognition in community

[www.surveymonkey.com](http://www.surveymonkey.com)

Create more family involvement that attracts new members

## **Membership**

The ideal Club:

Membership of 60

Ethnic Balance

Younger members

Energy

Club Vision

All members Paul Harris Fellows

Balance of veteran and new members

Pride in Rotary – members talking about Rotary

Members wear pins all the time – not just club day

100% attendance

People want to join – we are the benchmark!

Innovative – allow members to attend using webcam, skype, hire a nanny if needed for childcare so members can attend

How to recruit new members

Use Gen X and Y to recruit their peers

Make meetings fun

Invite guests

Use Social Media to spread the word

Use a 'secret shopper' to evaluate your club and offer suggestions about how to make it more inviting

How to keep members:

Create a sense of family in your club

Create a sense of worldwide connections with other Rotarians

Pay dues for struggling members (new, young, retirees, etc.)

Think about a sliding scale for dues

Put members to work

Build fun into projects – bbq after building a play structure

Invite families to participate in projects

Have a formal orientation process

Have a club visioning or planning process

Celebrate successes, recognize achievements

Keep meetings on time (start and stop)

### **NEW ideas from Greg Krauska**

Program – no matter the size of the club we should seek quality programs and know we are a quality club that deserves this kind of program

Open house

What is our Rotary story – tell it!

Social connections

Website - evaluate it, who does it serve?

Find members' passion

### **What would an ideal club look like?**

Outgrow current room size

Be diverse

Think local and global

Double membership

Engage community

Change current demographics

Stepping outside the box

Grow slow with intention

Baby sitting area

### **How to attract younger members?**

Find something that can keep their attention as far as project assignment. Find project that can speak to their needs, is a short commitment vs. yearlong

Have an environment and culture that promotes democracy in choices/decisions

Create Friends group in Club Runner, keep in touch with them

Focus groups – ask young people what would make them join Rotary, etc.

Nuggets – good ideas!

Do small projects instead of traditional meeting

Go to the program instead of asking presenter to come to you

5<sup>th</sup> meeting of the month do something special

Is your Club representative of your community?

Too often it is a reflection of the "club as we know it" and not the community

Do a club assessment

Bring in special guests that represent segments of the population that your club lacks to educate your club. IE... Latin culture/ Asian culture/ young people

Use students of the month to highlight the new generation and their diversity

Who is responsible for the membership plan?

Membership committee

Entire Club

President / board

Who is responsible for implementing the plan?

Membership committee

President is held responsible if the plan doesn't get worked

Important that the secretary turns in numbers in timely manner

Strategies for finding new members:

Empower the membership committee

How long has your clubs membership served in that capacity? Do not let them get complacent.

Develop long range strategies for membership with 2-4 and 5 year goals.

## THOUGHTS - PROFILE - ISSUES

- diversity issues
- upper management members vs. seeking "younger" members
- technology adaptations
- social networking

- use of "Honorary Membership" see Manual of Procedure
- strategic selections of members – quality not quantity
- commitment issues – did they understand the 'service' commitment
- social outside
- ☐ dinner (guess who's coming to dinner?)
- ☐ monthly social – all members
- guests @ club - follow-up
- red badge - involvement
- adapt - relate to new members (generational)
- different expectations - generational

## CHALLENGES

### Quality not Quantity

- generational concerns
- retention
- growth - involvement of members
- alumni
- involvement and motivation
- 20% Rino (Rotary in name only) Motivation re/ Rotary
- ethnic diversity - involvement
- age – generational expectations
- loss of members – relevance of Rotary - unfulfilled
- generation gap – how to communicate
- bigger venue - younger members
- generational disconnect – explore why?
- generational - old vs. new
- net growth
- 

### 4 D's or why Members leave Rotary

- Death
- Distance
- Disaster/destruction
- Dissatisfaction

### Why dissatisfaction?

- May have joined for wrong reasons – not just a networking source
- cost - income level – orientation did not address realities
- information/training - orientation/education
- feedback - "the right fit"
- orientation of service - not a Chamber of Commerce
- mentor - proper training/education = retaining

- financial obligation
- tradition & change
- connection to club - internal communication
- ☒ "breaking in" to club
- attendance - contact/call personal touch
- fund raising
- scholarship acct. via executive committee
- sliding scale on costs
- "care" committee - caring for our friends – who will notice if you are not there

Thoughts from Greg

Use You Tube to promote club meetings and events – Use for recruitment of new members

Club Websites should be used for member recruitment

Use Facebook for member communication and interaction

Rotaractors can be a resource for Rotary Clubs to utilize electronic/social media and be a source of new ideas

Biggest resource to clubs is the members, in particular those who are high end achievers

Think Big

Use the 5.6 to 1 positive attitude

Action Plans:

Incorporation of 5.6 to 1 positivity in meetings

Meetings and Projects will be FUN

Use community Business Journal to identify potential new members – business people in transition/promotion

Connect with the community

Rotaract Club - focus on professional development to attract new members

Increase Interaction between Rotaract Club and sponsoring Rotary Club – establish a mentoring & networking program

Invite speakers whose presentation will be of interest to the membership and who could be potential new members.

Form member recruitment groups within club – make recruitment amongst the group competitive and fun

Bring your friends to meetings

### **WHAT DOES YOUR CLUB LOOK LIKE TODAY?**

Young, lots of married couples

Young club (6 years), needs more seniors

50% generation X

Half and Half, from 37 years of perfect attendance to age 27

Club meets in the evening, needs younger members

Only 4 women in our club

Invite families to dinner, and then have our meeting

### **WHAT DOES YOUR COMMUNITY LOOK LIKE?**

It has ethnic balance

Older, need younger members

Business/professionals

### **WHAT DID YOU LEARN FROM GREG'S PRESENTATION?**

Member passion - OK

Need a sense of club achievement

Social Media opportunities

Make your meeting exciting

### **DESCRIBE THE IDEAL ROTARY CLUB**

25-30% involved with an International Project

Have a capital project with the Rotary Logo

Have a sustainable project

Lots of classifications, we can make them work

Community knowledge of Rotary

Our own Foundation

Diverse membership - international

Balance; age, gender, ethnicity

Rotaract & Interact Clubs

Strong Family of Rotary, connect to members, take meals when needed

Social opportunities; picnics, open house, pot luck, Christmas party, toy box, dine around or a mix and mingle event

## **STEPS TO TAKE TO MOVE TOWARD BEING AN IDEAL CLUB**

Appoint Membership Director (enthusiastic, knowledgeable, and connected to community person)

Plan NOW

Hold formal planning sessions

Have a Club Visioning

Written Plan to include a calendar of events and activities, name of person accountable, timelines, and delegate

Joint Rotary Open Houses with other clubs

**Give responsibilities to older members, ask them to be mentors, past presidents meet with current president and/or president elect**

## **IDEAS TO ATTRACT YOUNGER MEMBERS**

Family dinner at meeting, family member can stay for meeting, leave or bring own meal

Business awareness of Rotary, recommend Rotary as community service opportunity

Can business pay dues, part of dues?

Ad in paper with name and phone number to contact

Signs on back of cabs

Bring a friend

Retention, be clear on expectations and costs, hold a fireside, have a new member checklist to follow

Explain the time commitment, ask them when they have time, clarify make-ups and how to do them

New member coffee, club directors tell them about areas of service

“Big” name speakers at meetings whenever possible

### **The top two tips from Greg Krauska and Positive Deviance:**

- Share the work of all committees with all club members
- Use new technology

Traits of an Ideal Club Profile could be composed of:

1. An equal mix of both young and older members with both new members and long time members
2. Establish a tradition of attracting the 3 W's - wisdom, wealth (time or connections or money) and worker when growing the club
3. Engaged club members (who would not voluntarily leave)

4. Match the demographic of the community - having first done a study to ascertain that demographic properly
5. Attract members through a clearly defined vision of what the club is doing and what is expected of its members
6. Individuals passionate about the service work of Rotary
7. Fun positive attitude
8. Equal mix of women
9. Review potential classifications to attract professional and new business groups

Important steps to develop membership:

1. Monitor the membership plan on a regular basis
2. Champion Membership, let the club know I think it is important
3. Bring a new member to my first meeting in July
4. Invite children of Rotarians

Generational

Recognize the needs of the younger generations:

- different family structure, may have children, may be single parents
- beginning their careers, hours not as flexible
- financial resources may be less
- time commitments at work and with family
- communicate differently

To attract younger members:

- have club members ask younger professionals to mentor them in the changes in their former profession or new technology
- encourage younger members to have long time experienced members mentor them on the ways of Rotary
- have a plan for reduced fees
- have more socials that involve family
- have more hands on projects that involve family

- create a young person group within the club
- waive fees for young members if they bring in another young member
- have retired members bring in a young member of their former profession
- have a special social event targeting specific groups of potential young members and invite them to join
- be prepared to be more flexible on club "rules" to allow younger members to belong

**Conflicts and possible corrections**

- table cliques-old boys table -give each member a playing card and encourage them to find the best hand at any table
- do not be upset if old boys still sit together
- encourage new members to sit at these tables to
- engage them in conversation "tell me why you joined Rotary. What keeps you a member?"

long established protocol of club - implement diversity ( i.e.: use generic thought of the day rather than a grace)

singing at clubs - ask younger members if this is comfortable  
diversify by playing musical instructions or recorded music

**What does your Club Look Like Today?**

Age		Age		Age	
Older	2	Younger	14	About the Same	1
Gender		Gender		Gender	
Male	80%	Increase	No	About the Same	
Female	20%	Increase	Yes	About the Same	
Ethnicity		Ethnicity		Ethnicity	
Increasing	7	Decreasing		About the Same	11

Vocations		Vocations		Vocations	
Increasingly	8	Diverse	8	About the same	7
Is the mix of members representative of your community?					
Increasingly so	3	Less so	7	About the same	6

1. New ideas from Greg Krauska

- Sign up - Facebook, Twitter, Linked-in
- Have a plan – written
- Bring energy and vision to your club
- Publicize – tell your story
- “Open House” at a meeting – committee chairs review projects and services to attract members and potential members to the committee
- Focus website to attract potential members
- Ratio 5.6:1 positive to negative

2. Ideal Club – March 2015

Group #1: More women, greater diversity (ethnic) younger average age, social networking, less emphasis on classification

Group #2: Increased diversity (gender), younger, more youthful club, Convert RINOs to active members, more diversity (ethnic, gender, and professions)

Group #3: 60/40 split Men to women, younger club, encourage attendance via Skype

Group #4: Better mix of volunteers, balance funding to activities, more retired people, more self-employed business, more business owners working from home

3. Rotary Generations

Generations	Age
Traditional	65+
Boomer	46-64
Gen X	35 – 45
Millenials	< 35

4. Rotary vs. North American workforce

Types	Rotarian	Workforce	Age
Traditional	37%	5%	65+
Boomer	51%	45%	46-64
Gen X	10%	10%	35 – 45
Millenials	2%	10%	< 35

5. North American Rotary Membership

Age	Percent of Members	Number of Members
<30	2%	8,000
30-39	10%	40,000
40-59	51%	204,000
60+	37%	147,000

Total	100%	400,000
<b>N.A. &lt;40 Population</b>		<b>102,000,000</b>

6. To attract and keep younger Rotarians what must we consider?

- Change style – meeting times. Be flexible – more social
- Family friendly
- Economics – be flexible with cost of dues – offer scholarships for dues during the first year
- Offer mentorship – to “Rotarians in their Twenties & Thirties”
- Image – look at hands-on vs. check writing club
- Get better connected with Rotaractors and Interactors

7. Specific ways clubs can begin attracting younger members

No discussion

8. Generational Values

	Same Needs		Club Impact
1.	No – club culture may change	1.	Informal – loss of decorum  Techno savvy – may lose older generation  Opportunity for mentoring
2.	No - Good team players – want instant feedback	2.	Club flexibility – to accommodate interests
3.	No – Need to blend	3.	
4.	No- Values the same – approach may be different	4.	Motivate – encourage others to embrace technology
	Potential Collisions		Opportunities
1.	Technology – formality	1.	Looking for mentorship

2.	Status quo vs. change	2.	Involve Rotary
3.	Balancing act	3.	Get on the snowboard
4.	Technology	4.	Engage Now – will have forever

9. Case Studies

No time for discussion.