

District Membership Development Committee

A Strategy for 2010-11



2010 RI District 3310 Assembly | 1

Key Messages

- The need for Rotary Humanitarian Service is expanding everywhere
- Our numbers are not growing to meet this need
- Past practices will not solve the problem, a new approach is needed
- Success will depend on:
 - Reenergizing “sleepy” clubs
 - Implementing an integrated strategy for recruitment and retention



2010 RI District 3310 Assembly | 2

The Need is Great

- The world has an escalating need for Rotary's humanitarian service
- How can there be peace in the world with problems such as poverty, illiteracy, lack of water, hunger, ill health?
- Despite this need the number of Rotarians is falling behind
- Despite extraordinary efforts to develop membership, the net gain has been small



2010 RI District 3310 Assembly | 3

The Members We Lost (1)

- Reasons for termination:
 - Disinterest, business transfer, moved, attendance, business pressure, health/personal, deceased, other, no reason given
 - Not all the reasons above are "beyond our control"



2010 RI District 3310 Assembly | 4

The Members We Lost (2)

This loss threatens our ability to meet humanitarian needs: the gap is growing



2010 RI District 3310 Assembly | 5

We are at a Trigger Point

- Take action
- Business as usual
- Ignore



2010 RI District 3310 Assembly | 6

If Rotary is to remain relevant, we must close the gap

This implies:

- Strengthening, revitalizing, reenergizing our clubs
- Organizing to attract and retain outstanding members
- Adopting a cohesive, integrated, strategy for attracting and retaining members



2010 RI District 3310 Assembly | 7

You and your leadership must strengthen, revitalize, reenergize

- Develop a vision, a purpose for the club – What does the club want to be known for?
- Identify and develop a meaningful, hands-on community service project
- Don't try to be all things to all people – be focused
- Keep everyone involved in club activity
- Attract good quality speakers, on topics of interest to members
- Provide good programs and meals
- Communicate – up, down, sideways
- Have fun!



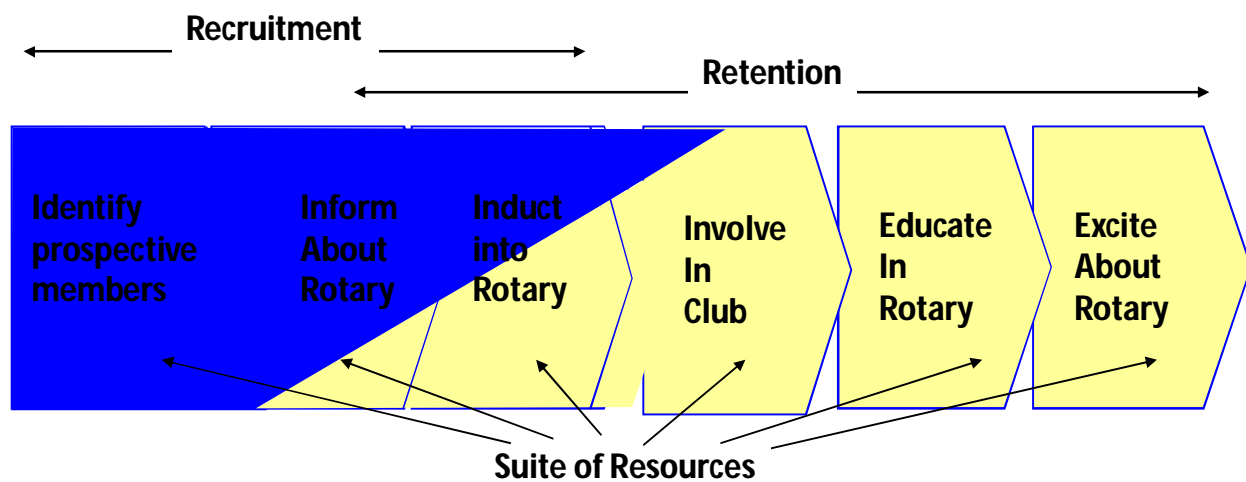
2010 RI District 3310 Assembly | 8

**Your club is either growing or dying
You will make the difference**



2010 RI District 3310 Assembly | 9

Adopt a strategy that will create a DEDICATED Rotarian



**Retention begins before the
member is inducted into the club**



2010 RI District 3310 Assembly | 10

Drawing throughout on extensive resources available to you

- District membership team
- RI materials
 - Membership recruitment ideas
 - 10 Easy Ways to Attract and Retain Members
 - A Guide to Membership Retention
 - Club inventory
 - Strategies for member education
 - STAR Program & Five for One Plan
 - Mentoring worksheet
 - Membership survey
 - www.rotary.org/membershipresources: Materials for download



2010 RI District 3310 Assembly | 11

Five for One Plan

- Divide the club into teams of 5 members each
 - All teams have unique names
- Each team:*
- To identify and recruit at least one new member during a particular month of the Rotary year
 - To identify several prospects and to recruit at least one for induction during the committee's assigned month
 - To complete every step of the membership process:
 - The initial call or discussion to interest a person in Rotary
 - The invitation for membership
 - Ensuring the prospective member becomes an active and engaged member of the club



2010 RI District 3310 Assembly | 12

STAR (Special Training for Action in Rotary)

- Place all new members on the STAR Committee; complete a questionnaire of their interests and skills, attaching their photos. Paste a red star on new members' Rotary badges. Experienced members sit with them at club meetings and become acquainted.
- Hold hour-long STAR breakfast meetings once a month.
- The STAR Committee consists of past club and district leaders.
- Club members may attend at any time to update themselves on Rotary information and to meet the new members.
- During meetings, welcome first-time attendees, recognize STAR graduates, announce upcoming club and district activities. Other program topics: the four Avenues of Service, club history, club service projects, The Rotary Foundation, programs of Rotary International.



2010 RI District 3310 Assembly | 13

Addressing the humanitarian needs of the 21st century demands enthusiastic, dedicated, committed Rotarians

It implies

- Changing our leadership style
- Changing our club culture
- Listening to members
- Responding to community needs

This is the real challenge of membership growth



2010 RI District 3310 Assembly | 14

THANK YOU!



2010 RI District 3310 Assembly | 15