



Membership

BY
PP Ronnie Tan
RC of Belait



Presidents-elect Training Seminar

District 3310



Membership



Learning Objectives

1. Lead the Club in establishing membership goals
2. Develop Strategies for Membership Recruitment, Retention and Education



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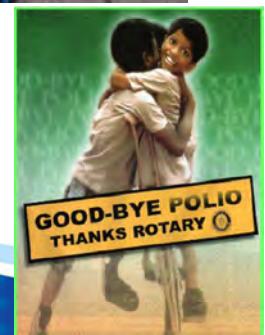
WE CARE



THE WORLD NEEDS US



YOU MAKE THAT DIFFERENCE





**YES
WE ARE TRULY
THE BEST
SERVICE ORGANISATION
IN THE WORLD**





Membership Committee

- Resource for helping to achieve club membership goals
- Develops and implements a plan for recruiting, retaining and educating club members



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Working with Membership Committee

- Meet with Membership Committee
- Oversees Membership Plan
- Orientation for new members
- Education of current members
- Provide membership development resources from RI and the District to the Chair
- Conduct a discussion on this
- Seek consensus



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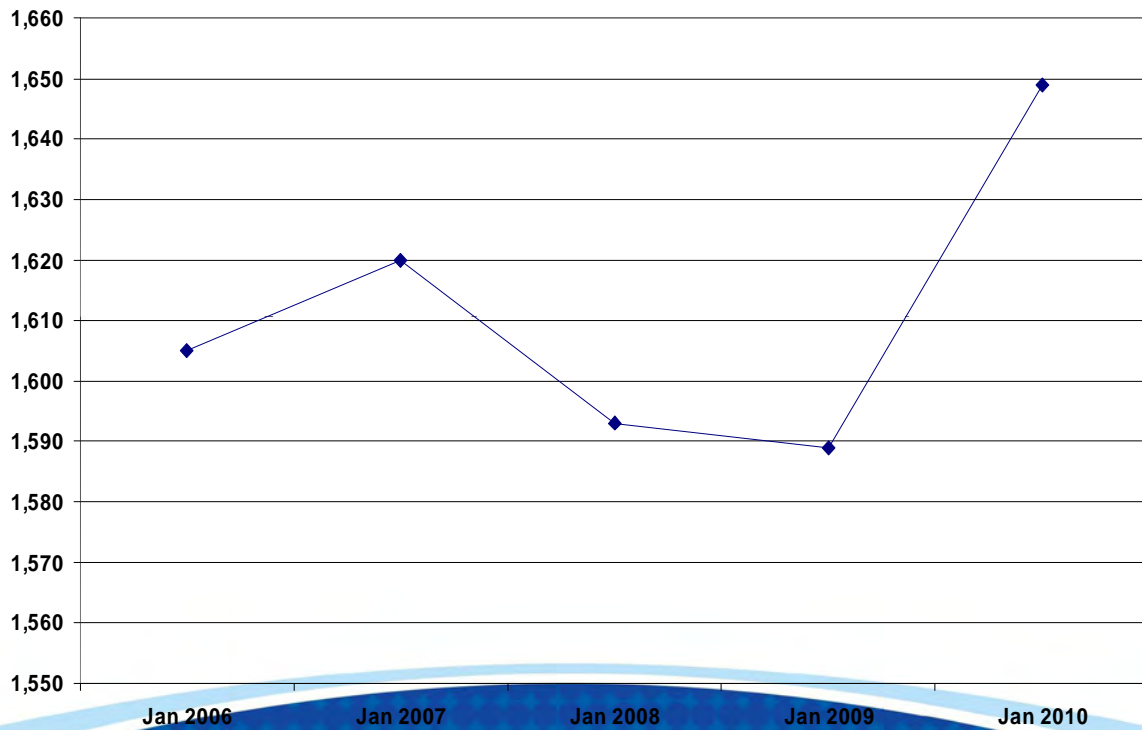
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**WHERE ARE WE
IN MEMBERSHIP ?**

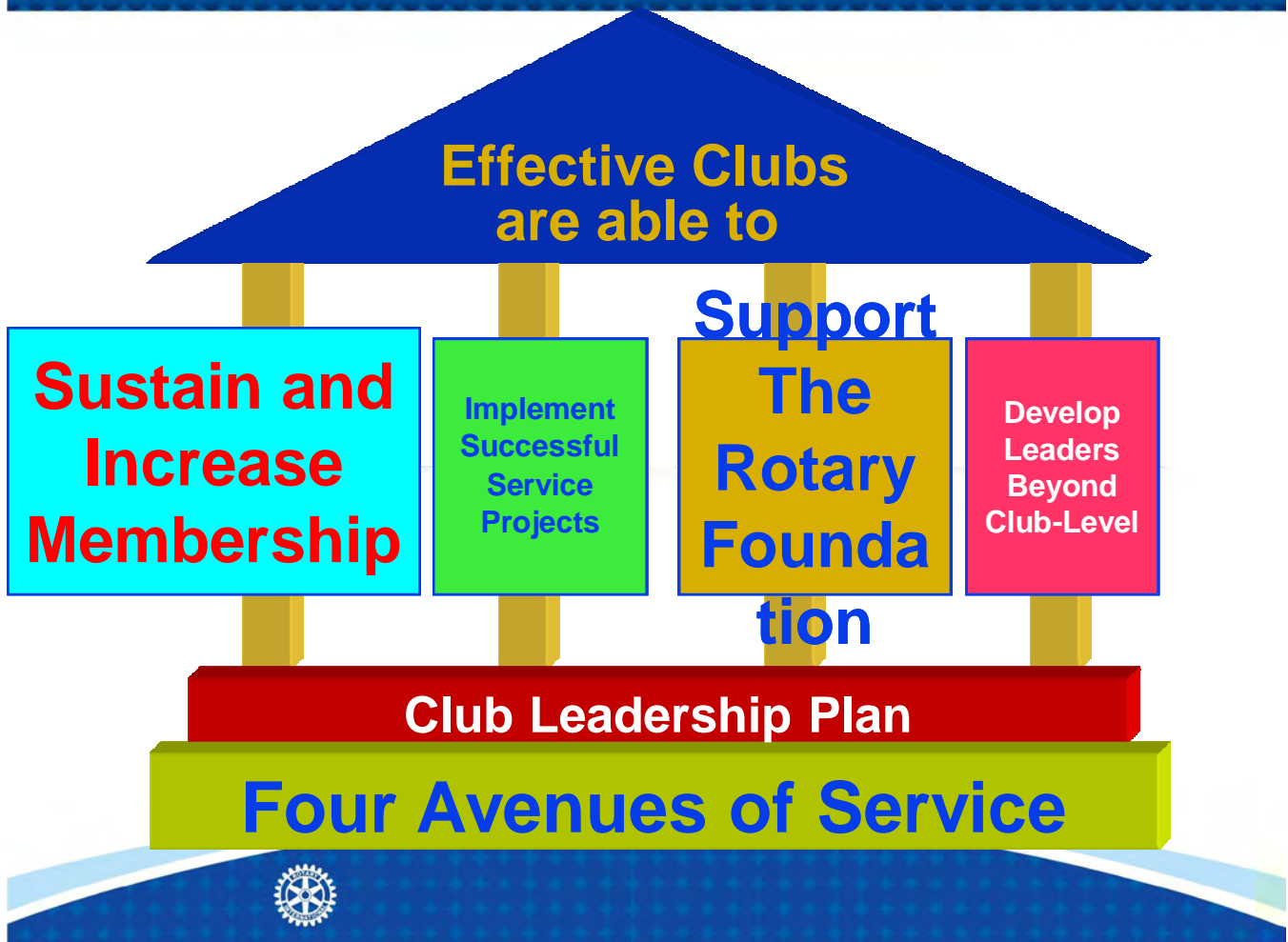


5 Year Member History for January
District 3310



5 YEAR MEMBERSHIP HISTORY DISTRICT 3310

JAN- 06	JAN -07	JAN- 08	JAN-09	JAN-10
1605 RTNS	1620 RTNS Incr 15	1593 RTNS Decr 27	1589 RTNS Decr 4	1649 RTNS Incr 60





Membership Development Component:



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- Recruitment
- Retention
- Organising new clubs
- Education



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To determine needs:

- Use Planning Guide for Effective Rotary Clubs to assess the club and plan membership goals
- Review 5 Year membership profile of clubs-this is available via the Governor Complete classification survey
- Visit the membership development best practices exchange at www.rotary.org for ideas
- Go to www.rotary.org for club assessment resources
- Membership Related Publications



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Membership Related Publications

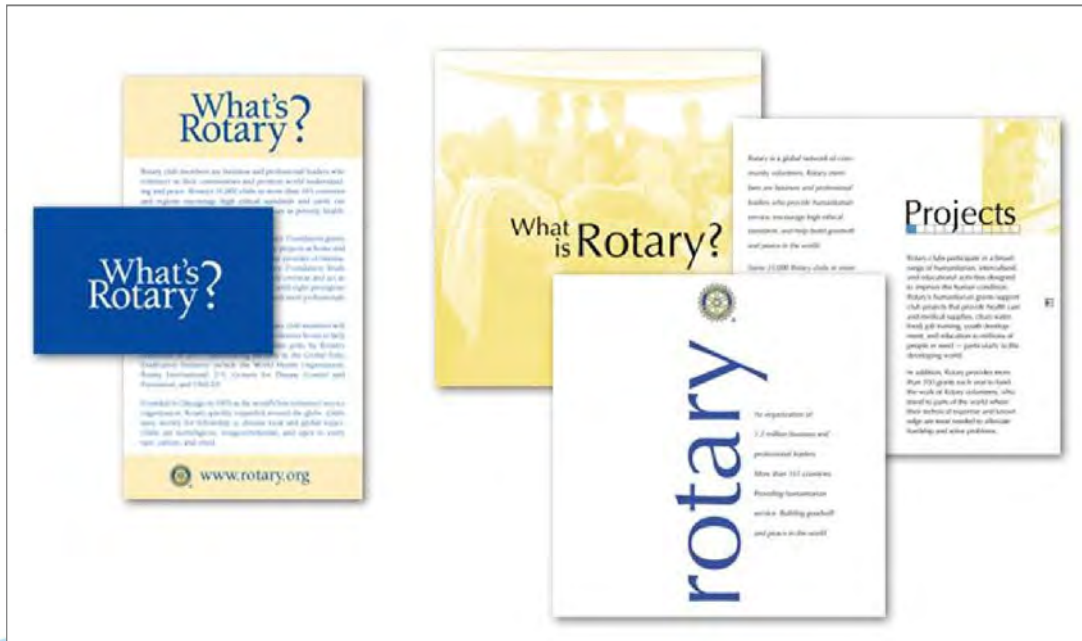


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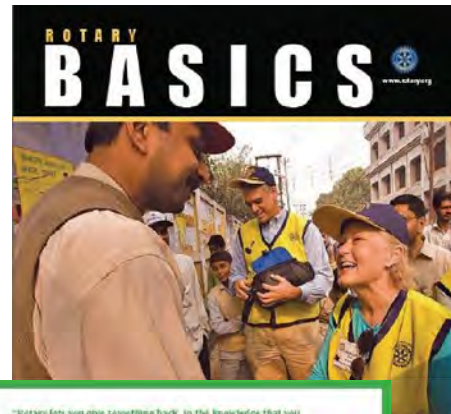


Communications Tools to Enhance Membership



Rotary Basics

- Designed for new member education
- Appears in August issue of *The Rotarian* each year
- Carried by Rotary World Magazine Press



"Rotary lets you give something back, to the knowledge that you belong to the largest family of givers."
—Diana Ann Dugard, Indonesia

Responsibilities of Club Membership

The club is the cornerstone of Rotary where the main responsibility is to serve. All effective Rotary clubs are responsible for four key elements: sustaining or increasing their membership base; participating in service projects that benefit their own community and those in other countries; supporting the Rotary Program of 68 projects and through program participation, and awarding medals of appreciation to members who have fully participated in and enjoy their Rotary experience.

Attendance Attending weekly club meetings allows members to enjoy their club's fellowship, apply their professional and personal knowledge, and meet other business leaders in their community. Many large communities offer clubs with alternate meeting times, including weekly meetings, the lunch hour, after-work, and evening.

If members miss their own club's meeting, they are encouraged to attend their Rotary sponsors' or attending meeting meetings at any Rotary club in the world — a practice that guarantees Rotarians a main position in communities around the globe. That meeting place will have to be the Official Clubhouse through the Club Secretary's office.

In some cases, Rotarians can make up meetings by participating in a club service project or attending a club-level meeting.



club's involvement in local and international projects and their volunteer time and talents where they are most needed.

Membership Recruitment and retention is key. Clubs should, every Rotarian must share the responsibility of bringing new people into Rotary. Each new member can bring gifts to meetings or those that participate in service projects. The value of Rotary grows by itself, and the best way to gain the interest of potential members is by being their experience, leadership and service. Rotarians.

Keeping members interested in Rotary is another responsibility. Good club leadership and member involvement in service projects and social activities are essential to a club's success.





Communication

Information for members and marketing tools for the organization

- *The Rotarian* magazine
- Rotary World Magazine Press
- rotary.org
- Publications
- Broadcast Media/RVM: The Rotarian Video Magazine



Rotary World Magazine Press

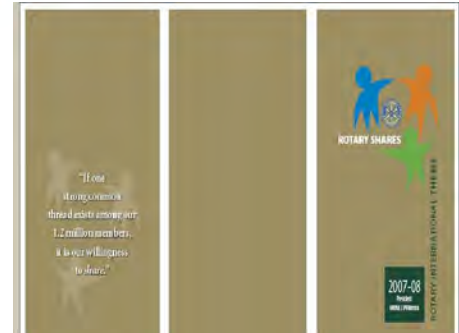
- **30 magazines in 23 languages**
- Combined circulation of 768,000 in 131 countries
- Mandated or recommended material from *The Rotarian*



Publications

- Materials covering all Rotary-related topics in up to 9 languages

- Rotary World* provides information for club leaders



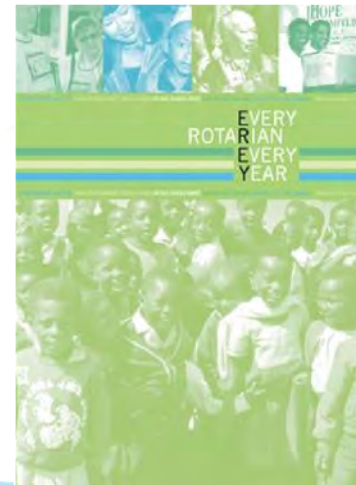
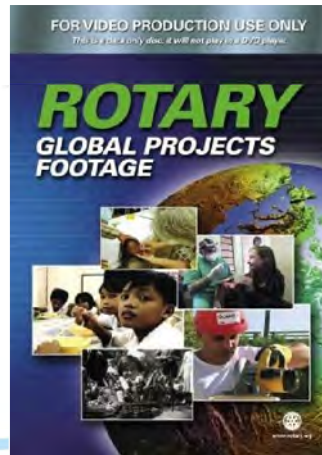
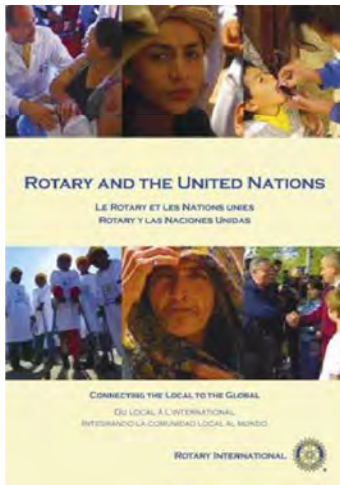
www.rotary.org

- **Newly revised for easier navigation**
- **Timely Rotary information for members and nonmembers**
- **Central image with a compelling message**
- **Eight expanded and improved language sites**

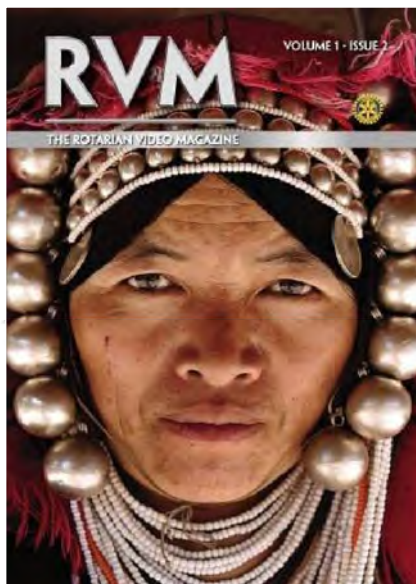


Broadcast Media

- Videos and DVDs on many topics
- Photo library with 25,000 images of Rotary in action



RVM: The Rotarian Video Magazine



- **Documentary-style DVD** features compelling stories of Rotarian action
- Showcases Rotary's work to prospective and current members





Main Reasons For Joining Rotary

- To serve the community
- For fun and fellowship
- Meet a variety of people
- For self-fulfilment
- Make a different/ Create a better world
- Rotary is a good organization to be involved in



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Importance of New Members

- Having more members increased the capacity for service
- Bring fresh ideas, new interest and increased energy
- Reflects the professional diversity of the community
- Makes club more attractive to the rest of the community
- New members can assume leadership role within the club



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Retention of Current Members

- Involvement of all members in projects
- Making club relevant to all members
- Improve leadership skills by conducting leadership development programmes



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Education

- Keep members involved
- Increases retention
- Keep members aware of Rotary activities worldwide
- Create motivation and enthusiasm



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Challenges

- Competing priorities, work family, other commitments
- Lack of diversity among members
- High cost of membership
- Lack of Rotary knowledge
- Politics



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Why do existing members leave Rotary clubs

- Competing time commitments with family and work
- Expenses associated with Rotary club membership
- Lack of fellowship
- Poorly structured meetings
- Lack of service projects and programmes that interest members and that relate to community needs
- Unavoidable circumstance such as relocation
- Club cliques and politics



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What Should Be Your Club's Membership Development's Philosophy?

Quality
Or
Quantity

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Jazzar 2008



Quality in Recruitment

Quantity in Retention



(Jazzar, 2008)



MEMBERSHIP TIPS

Fix the problems in your club

GO BACK TO BASIC ROTARY PRINCIPLES & OBJECTIVES.

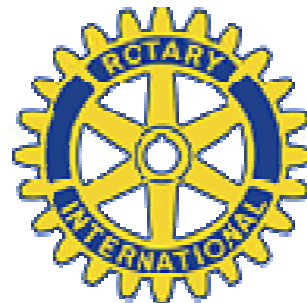
ERADICATE POLITICS, POWER SYNDROME & OTHER OBSTACLES TO PREVENT NEW MEMBERS FROM JOINING YOUR CLUB.



BRANDING

• Rotary Branding

1. Known for quality members
2. Significant community service
3. Worldwide network
4. Influential & respected
5. Well organized, quality control





- **THE FUTURE OF MEMBERSHIP IS IN YOUR HANDS**



SUMMARY

1. Lead the Club in establishing membership goals
2. Develop Strategies for Membership Recruitment, Retention and Education





Thank you



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