

MEMBERSHIP – MAGIC OF ROTARY



Presented By:
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for Rotary Year 2014-2017.*

WHY MEMBERSHIP MATTERS

Most donors are members
Declining membership =
fewer donors

Membership

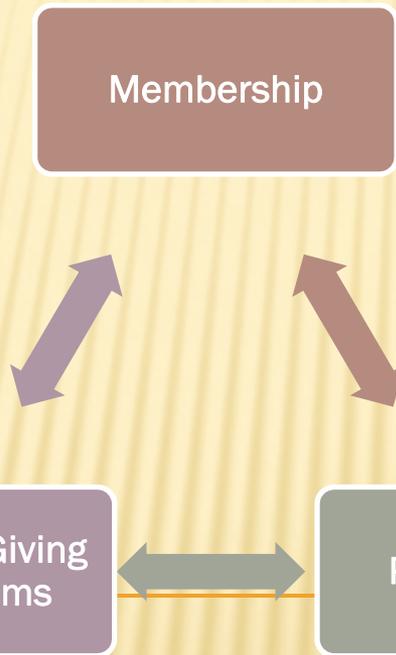
Low(er) public image =
Reduced interest in joining,
and declining membership

Foundation Giving
and Programs

Public Image

Fewer donors =
Bigger contributions required to
avoid funding shortfalls+-

Unfunded or poorly
funded programs and projects
= Reduced public image



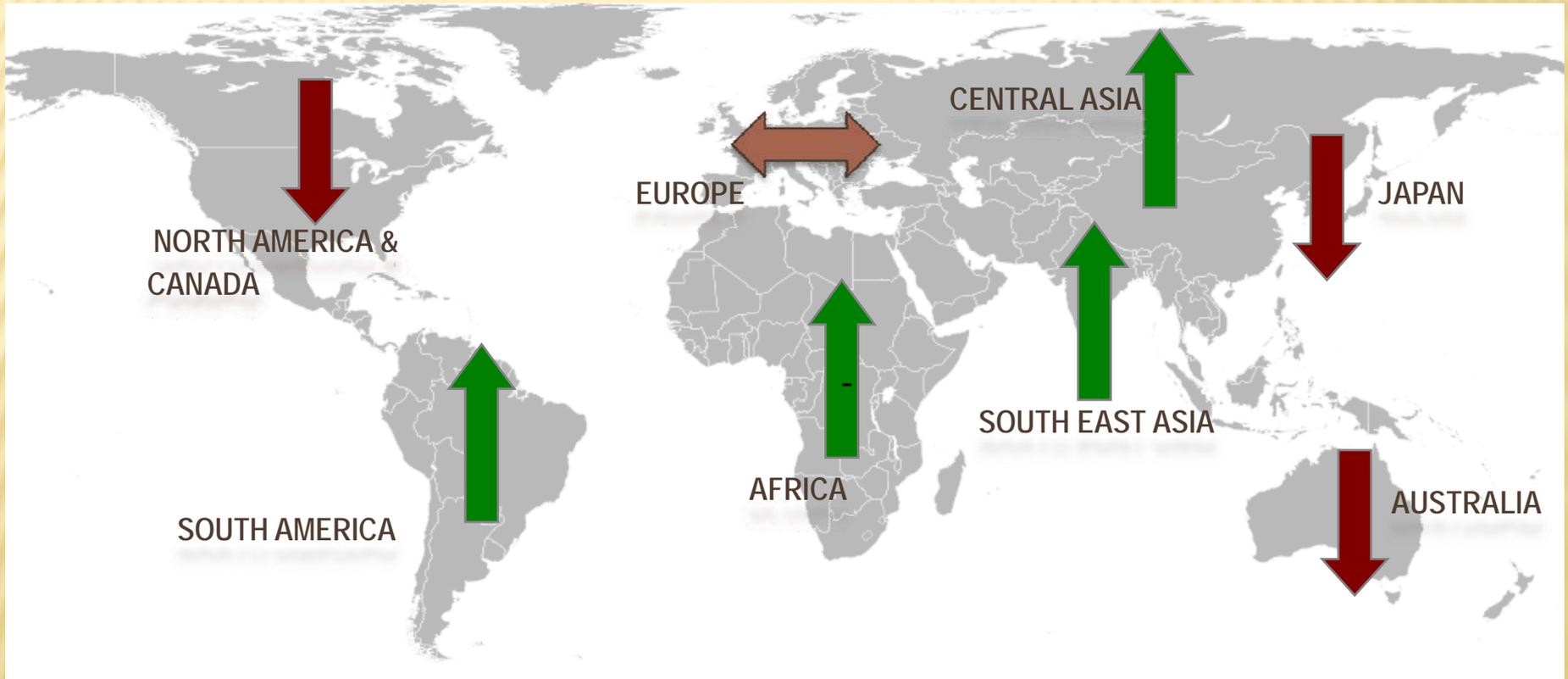
WHY IS MEMBERSHIP GROWTH IMPORTANT FOR ROTARY

- ✓ **New Rotarians bring fresh ideas, new interests and increased energy to clubs.**
- ✓ **Increases the capacity for service.**
- ✓ **Increases the capacity for program participation and contributions to TRF.**
- ✓ **Younger members provide for the long time continuity of clubs and the organization.**

WHY IS MEMBERSHIP GROWTH IMPORTANT TO YOUR CLUB

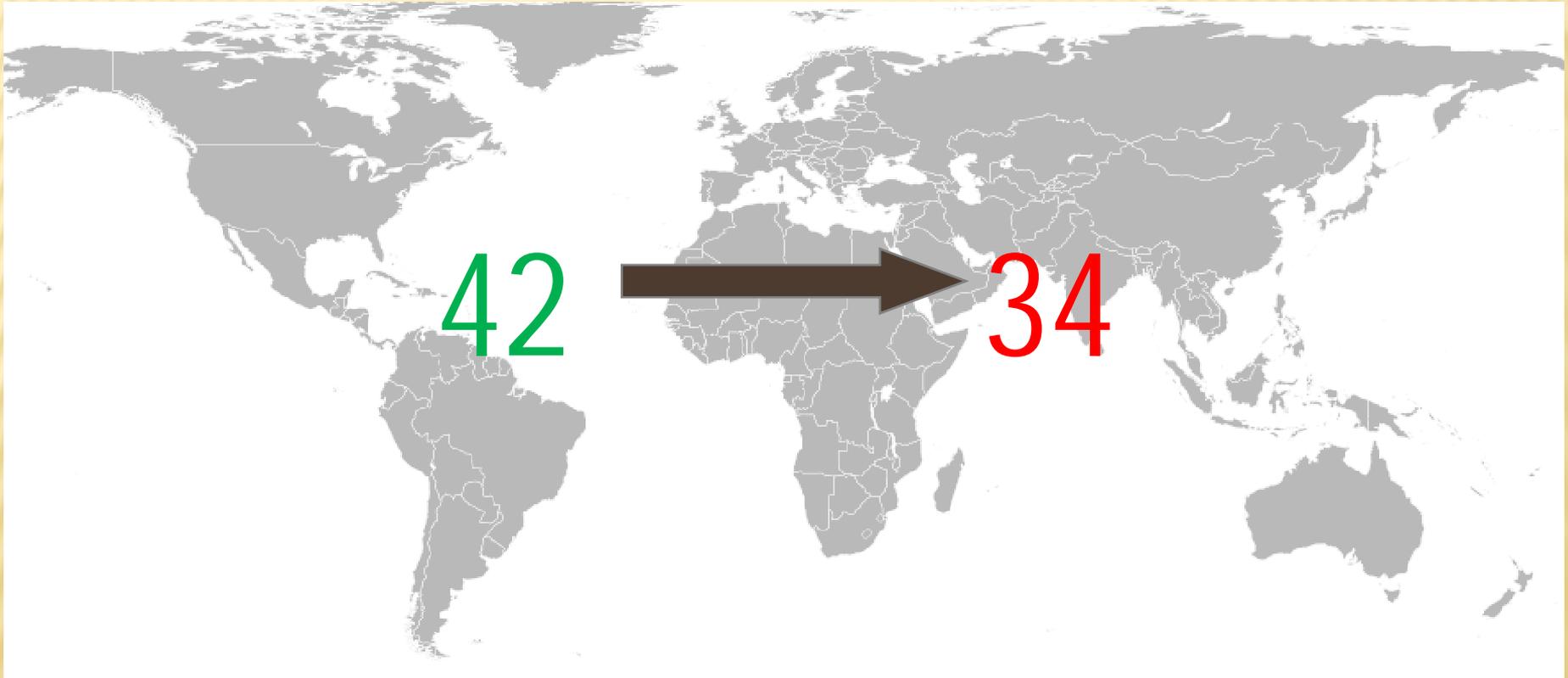
- ✘ The club can't exist and thrive without a solid membership base .
- ✘ A club President's success is often measured on changes (or lack thereof) in Membership and TRF programs .

MEMBERSHIP TRENDS - GLOBALLY





SINCE 1997, THE AVERAGE CLUB SIZE HAS SHRUNK



1 JULY 2013

1.185 million

1 July 2014

1.207 MILLION

REGIONAL MEMBERSHIP PLANS AT PRESENT

We are realizing successes

Goal has been adjusted to **1,280,000** members by June 2015 to reflect the regional goals provided by the RI Board of Directors to help grow membership at the club level

REGIONAL MEMBERSHIP - TRENDS

SL. No.	Country Name	Distri ct No.	Number Of Clubs	Total Clubs	Number Of Rotarian	Total Rotarians
1.	Bangladesh	3281	134	217	4094	----
		3282	83		2363	6457
2.	Brunei	3310		02		35
3.	Cambodia	3350		05		88
4.	Laos	3360		01		21
5.	Malaysia	3300	75	114	1645	2625
		3310	39		980	
6.	Myanmar	3350		01		32
7.	Pakistan	3271	80	169	1415	3496
		3272	89		2081	
8.	Singapore	3310		21		730
9.	Thailand	3330	95	302	2560	7783
		3340	56		1446	
		3350	88		2386	
		3360	63		1391	
			Total=	832		21267

REGIONAL MEMBERSHIP - GENDER

District No	Number of clubs	Female	Male	Total Membership(on 1st july'14)
3271	80	165(12%)	1250(88%)	1415
3272	89	376(18%)	1705(82%)	2081
3281	134	417(10%)	3677(90%)	4094
3282	83	163(7%)	2200(93%)	2363
3300	75	295(18%)	1350(82%)	1645
3310	62	228(13%)	1517(87%)	1745
3330	95	784(31%)	1776(69%)	2560
3340	56	424(30%)	1022(70%)	1446
3350	94	825(33%)	1681(64%)	2506
3360	64	440(31%)	972(69%)	1412
Total=	832	4117(20%)	17150(80%)	21267

Rotary International Board approved goals of R I Pres Gary C.K. Huang



Support and Strengthen Clubs
Membership growth is number 1 priority

- Approximately 70,000 members globally (1.28M globally)
- At least 20,000 of the global increase are female to surpass 250,000 female members globally
- Global member retention rate increased by at least 5 percentage points for newer members

At least 10,000 clubs, or 30% of clubs per zone, set and track at least 15 goals in Rotary Club Central for club operations, membership, service, and public relations.

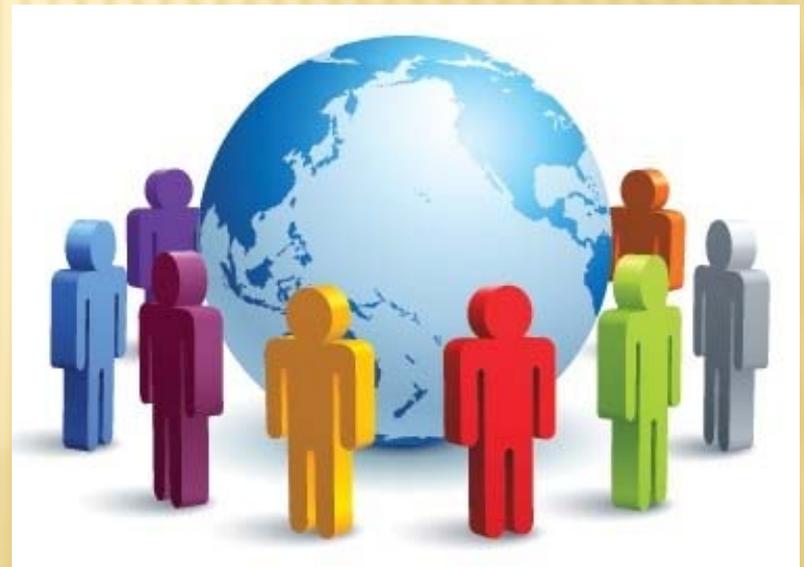
Regional Goals of 2014-15

1. Net Growth of 10% of total Membership.
2. Net Growth of 3% Female Members of total membership
3. Increase the retention rate by 5%

District number	Total Rotarian	(10%increase)	Female(3%increase)
3271	1415	142	42
3272	2081	208	62
3281	4094	409	122
3282	2363	263	70
3300	1645	165	50
3310	1745	175	52
3330	2560	256	75
3340	1446	145	43
3350	2506	251	75
3360	1412	141	42
	21267	2155	633

HOW CAN WE DO THAT?

- ✘ Worldwide research conducted from 2007-2013 with independent research companies
- ✘ Additional focus groups conducted as part of the Young Professionals Campaign in fall 2013





FOCUS GROUP TOPICS





KEY FINDINGS

- ✘ **Clubs must change their culture**
- + Social media, marketing and advertising efforts are important, but clubs must be open and willing to make changes necessary to attract younger members
- ✘ **Focus on engagement, not just recruitment**
- + Engaging prospective members and current members in a club is an ongoing process
- + Clubs should build the relationship before asking prospective members to join
- ✘ **Open service projects**
- + Invite non-Rotarians (including Rotaractors, Interactors, and Rotary alumni), family, and friends to participate in club events to maximize impact and expand community awareness



KEY FINDINGS

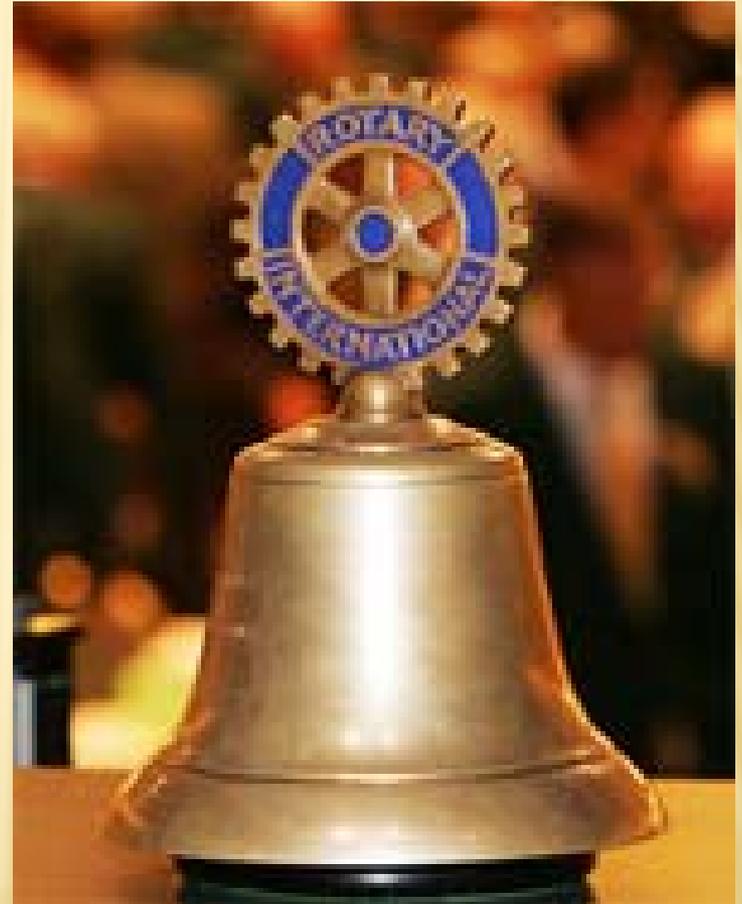
1. Younger professionals are similar to older prospects in attitudes but not in needs.





KEY FINDINGS

2. The image of Rotary is outdated and uninviting.





KEY FINDINGS

3. Rotary's identity is unclear.





KEY FINDINGS

4. Rotary's value proposition is unclear.





KEY FINDINGS

5. Overall interest in joining Rotary was low, even after learning about Rotary.





KEY FINDINGS

The most immediate opportunities for change are at the local club level:

- ✘ Challenging tasks
- ✘ Flexible scheduling
- ✘ Family-friendly planning and events
- ✘ Unstructured and modern ways to organize



TAKING ACTION IN YOUR CLUB

STEPS TO ATTRACT AND ENGAGE YOUNGER PROFESSIONALS





STEP 1: SELF-ASSESSMENT



- ✘ Does your club create a welcoming atmosphere for younger professionals?
- ✘ Are your club's fees a barrier for younger professionals interested in joining your club?
- ✘ Do your service projects involve families?
- ✘ Do younger professionals hold leadership positions in your club?



STEP 2: PEER AND GROUP ASSESSMENT

Ask Rotaractors and other younger professionals in your club to share their perspectives

- ✘ Are there any Rotary traditions in your club that were hard to get used to?
- ✘ Do you feel comfortable inviting friends and family members to Rotary activities?





STEP 3: MAKING CHANGES IN YOUR CLUB

- × **Make your clubs family friendly**
 - × Allow members to bring their children to meetings
 - × Involve children in service projects
- × **Consider changing your meeting time or format**
 - × Meet at a time that is convenient for members with families
 - × Try less expensive meal ideas like, meeting for coffee, bringing bagels, or even a potluck
- × **Create a satellite club for younger professionals**





STEP 4: ORIENTATION

- ✘ Establish a structured orientation program
- ✘ Assign an active veteran mentor to new members
- ✘ Introduce each new member to current club members
- ✘ Inform new members about special meetings or Rotary social events held throughout the year





STEP 5: ENGAGING YOUR NEW MEMBERS

- ✘ Ask them if they are interested in serving on a committee
- ✘ Make sure that your club's service projects are active and interesting
- ✘ Obtain feedback from new members on club processes, service projects, and speakers



STEP 6: ONGOING RECRUITMENT OF YOUNG PROFESSIONALS

- ✘ Create new or modify existing events that are specifically aimed at younger professionals in your community (i.e., happy hour)
- ✘ Encourage new members to invite friends, family, and peers as guests





SHARE BEST PRACTICES

Best Practice # 1

**RETENTION STARTS BEFORE THE
ROTARIAN BECOMES A MEMBER**

- **Orientation about Rotary.**
- **Information about your Club and your projects.**

Best Practice # 2

GIVE IMPORTANCE TO THE 1ST VISIT TO YOUR CLUB

- **Have an interesting program.**
- **Give importance through a good introduction of the “visitor”.**
- **Invite to attend another Club meeting or activity.**

Best Practice # 3

MAKE THE INDUCTION OF THE NEW MEMBER MEMORABLE

- Invite the family of new member.
- Give new member a token to remember the induction.
- Rotary pin & other Rotary materials

Best Practice # 4

CONTINUOUS ROTARY EDUCATION

- **Rotary Speakers**
- **Programs in the Club**
- **Reading Materials**
- **Rotary Website**
- **Rotary Academy**

Best Practice # 5

CONTINUOUS RELEVANT PROGRAMS

- **Programs that will inspire the new members and re-energize the old members**

BEST PRACTICE # 6

MENTORING OF NEW MEMBERS

- **Personally know their likes and preferences**
- **Encourage participation and involvement in their advocacies**
- **Make new members “feel at home” in your Club**

Best Practice # 7

MAKE NEW ROTARIANS PROUD OF BEING PART OF YOUR CLUB

- **Must know what your Club is known for**
- **Must be informed about your District and what it is known for**
- **Allow involvement in project(s) where their talents are fully utilized**

Best Practice # 8

**DO WHAT YOU SAY AND SAY WHAT YOU
DO**

- **Promise, advertise and deliver the Rotary opportunity of**
 - **Community Service**
 - **Fellowship and Networking**
 - **International Service**
 - **Benefits of the Family of Rotary**

Best Practice # 9

ALWAYS SHOW RECOGNITION AND GRATITUDE

- **Mention “Good Work” during the Meeting**
- **Acknowledge in Club Bulletin**
- **Call, text or e-mail to say “Thank You”**
- **Inform District Governor**

Best Practice # 10

HAVE FUN IN ROTARY

- **Members will be more motivated to participate in any Club activity if they are having fun.**
- **Activities should be engaging, relevant, productive, enjoyable and family-oriented.**

Best Practice # 11

TRAINING FUTURE LEADERS

- **Develop the potential of your new members so that they will eventually become leaders of your Club and District.**

How about your own Family

There is a proverb - charity begins from home let us ourselves that how many of us engage our family to Rotary activities. Why not begin to ask your minds to join in any Rotary activities like RYLA, Rotaract / Interact Club. Why not ask your spouse to join Rotary as our World leader Gary did by asking Covina to join Rotary few months earlier.

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NEW MEMBER SPONSOR RECOGNITION PROGRAM

Levels of achievement



1 NEW MEMBER

Blue backer



2-3 NEW MEMBERS

Bronze backer



4-5 NEW MEMBERS

Silver backer



6+ NEW MEMBERS

Gold backer

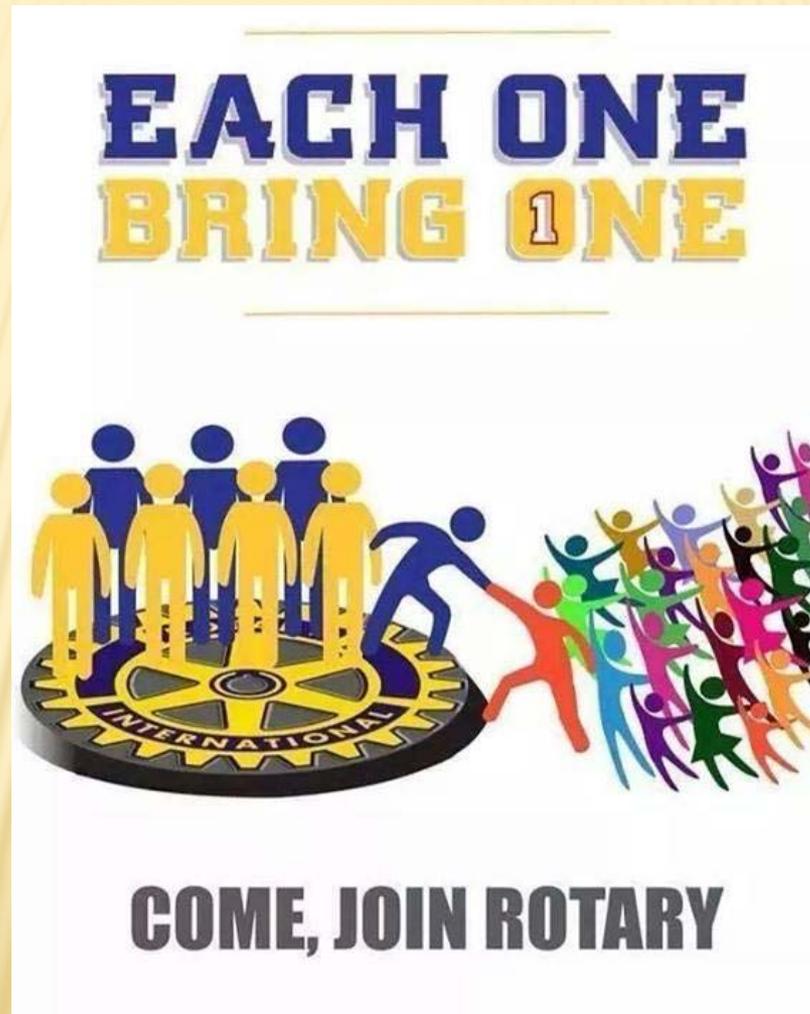
Sponsors will also have opportunities to be acknowledged in the Membership Recognition Gallery that will soon appear on www.rotary.org, as well as in regional magazines and other Rotary publications. Members who earn gold backers and beyond and who are in attendance at the Rotary International Convention will be invited to join the RI president for a special recognition event.

Honoring members who strengthen Rotary's membership

The New Member Sponsor Recognition Program is an exciting new initiative approved by the Rotary International Board of Directors. It honors Rotary members who sponsor new members. All sponsors of members admitted to Rotary on or after 1 July 2013 are eligible to receive a specially designed membership pin and colored pin backer from Rotary in recognition of their commitment to the organization's membership growth. A current member who sponsors one new member will receive a recognition pin with a blue backer. As additional members are sponsored, new colored backers will be awarded to signify the sponsor's achievement.

Whose responsibility is to bring members to join Rotary ?

Friends it is the responsibility of each Rotarians to ask them to join Rotary to make Rotary Strong



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- ✘ Lord Buddha said *“Lightening up other people’s way will also brighten your own path.”* Mother Teresa said *“I can do things you cannot, you can do things I cannot, but together we can do great things”*. And Hasan Al-Basri said *“The life of the world has three days, yesterday has gone with all that was done, tomorrow you may never reach, but today is for you, so today, do what you should do”*.

Thank *You*