

MEMBERSHIP CASE STUDY

19TH DISTRICT ASSEMBLY

18th April 2009

Malacca

By PP John Ng

ROTARY CLUB OF PASIR GUDANG

District Membership Committee :-

Deputy Chair RY 2008 – 09

Chairman Designate RY 2009 - 10



LEARNING OBJECTIVE

IDENTIFY CHALLENGES &
PROBLEMS SOLVING
COMMITTEE MAY FACE



CASE STUDY

Rotary Club of Sun Village

Serving a Township of 40,000

Mix Economy of Industry & Commerce
surrounded by farms

Small Community with 2 High Schools

Recent Influx of Few Large

Corporations with Young Professionals

3 years ago Membership at 47

Since then 2 members died, 6 others
left – a decline of 8 members



CASE STUDY

(cont') Rotary Club of Sun Village

5 New members, making new
Membership of 42

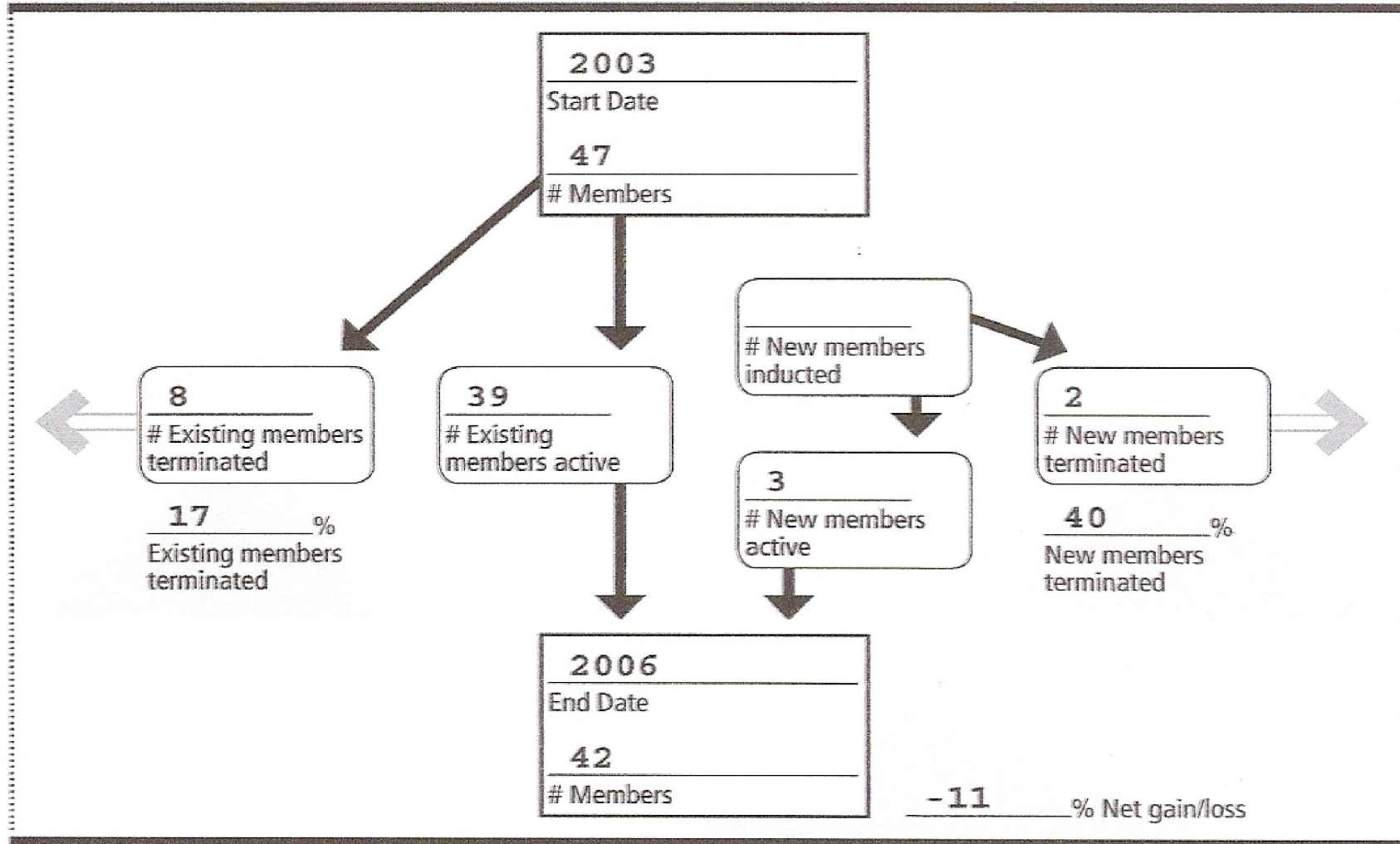
Average Age 62 years

Majority of more 15 years in
Rotary

Members Concern of Declining
Membership despite Proud
achievements of Club



Retention Model



CONSIDER THESE QUESTIONS

- § What are the Strength & Weaknesses of This Club (Yours)
- § Which is More Problematic – New Members Leaving in less than 3 years or Long-term Members leaving
- § How can Club Identify Source of New Members within Community



CONSIDER THESE QUESTIONS

- § Who could Club work with to Review Membership Retention Strategies & Learn Successful Clubs' Strategies
- § How to Attract Younger Members
- § How to Provide Basic Information on Club Activities & Projects to Community



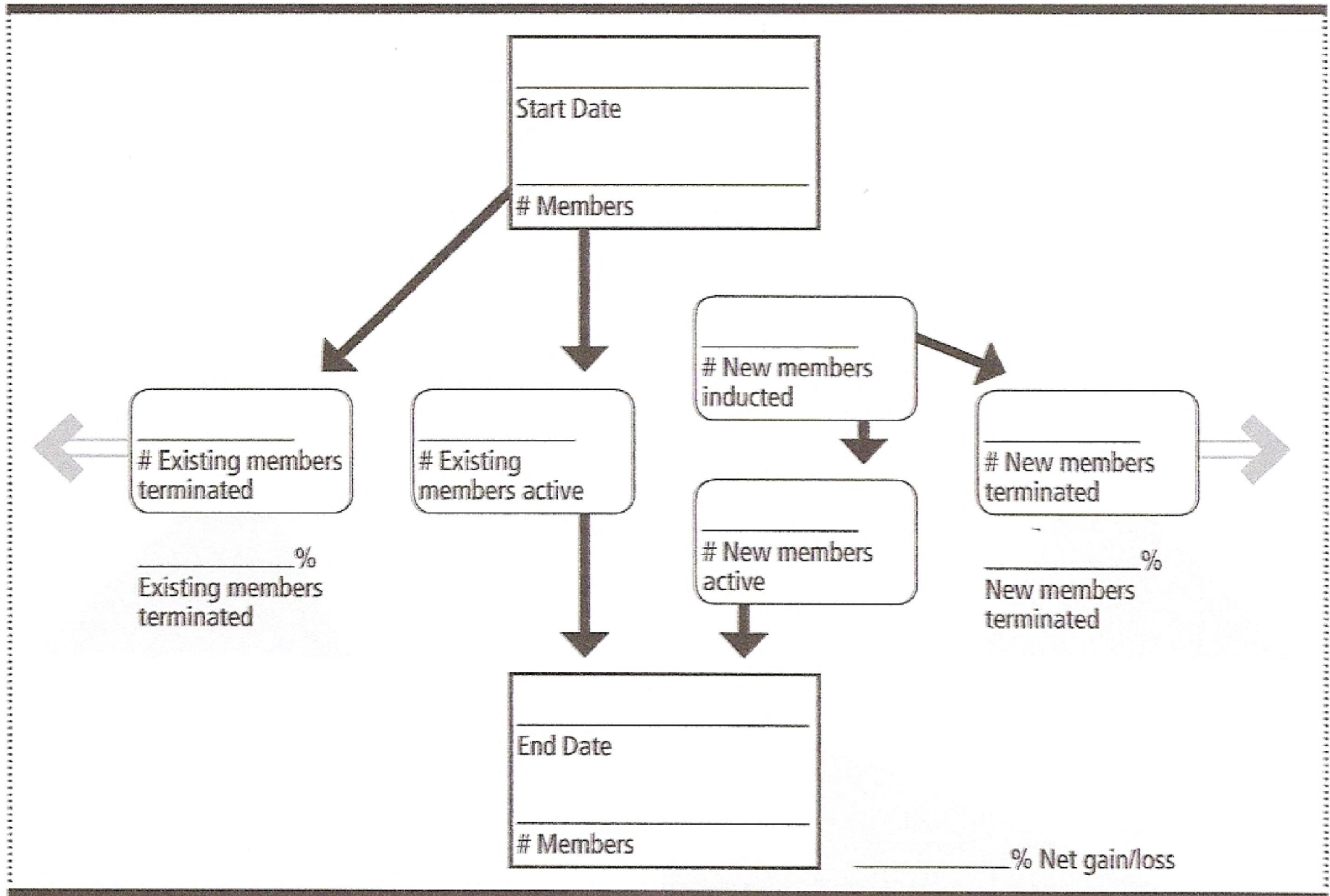
Case Study Action Plan

Action Step	Who will be responsible?	What is the time frame?	How will progress be measured?	What resources are available?
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				

How can you apply this case study to your club?



Retention Model



CASE STUDY

**BREAKOUT INTO GROUPS OF 5
FOR DISCUSSIONS**



Thank You
TERIMA KASEH

