

RI Presidential Message

For the last 20 years, we have relentlessly beaten the drum of membership in Rotary. We set goals and launch campaigns, all focused on bringing in more and more members. And yet, our overall numbers remain the same.

It is time to sharpen our tools. Instead of focusing on the question, "How can we bring more members into Rotary?" we should be asking ourselves, "How can we add more value to Rotary membership, so that more will join and fewer will leave?"

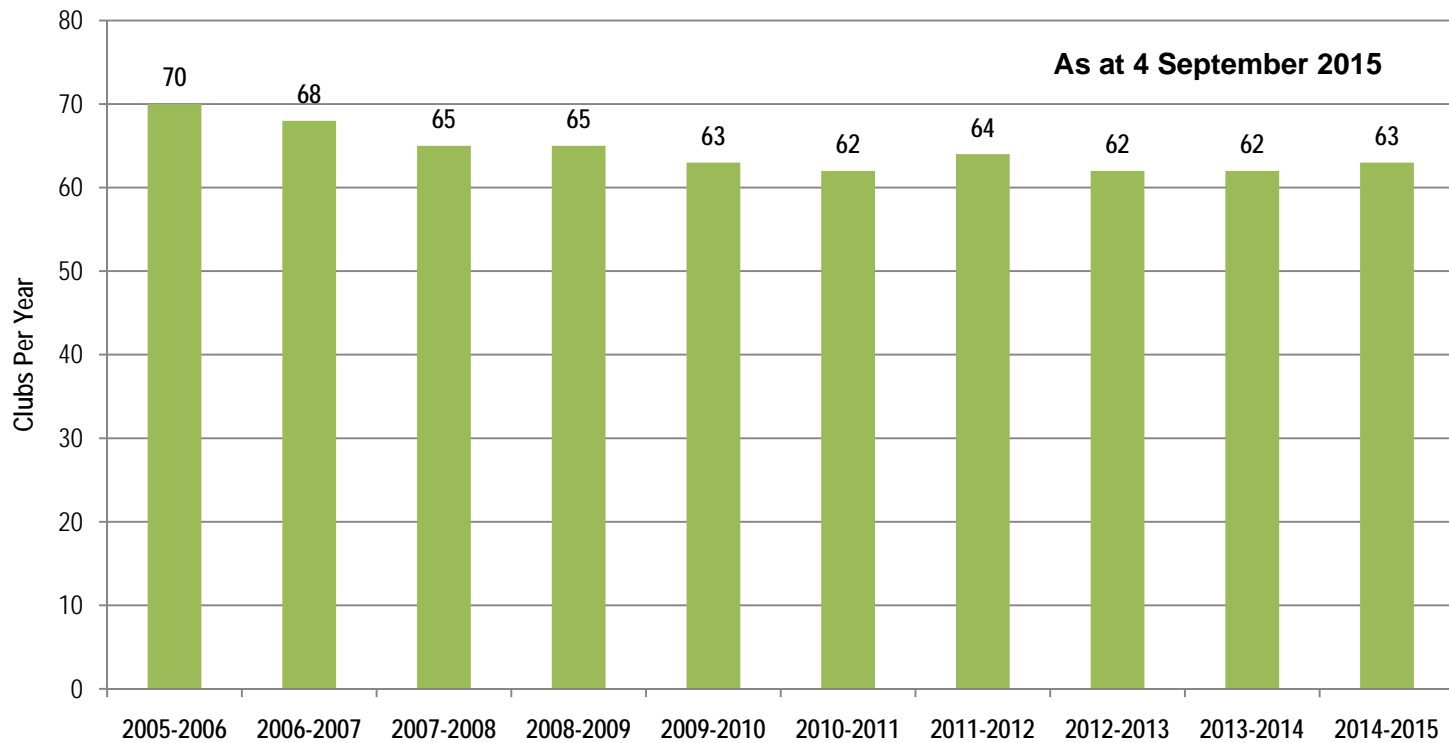
Rotary International President K.R. Ravi 2015-16



The New Focus

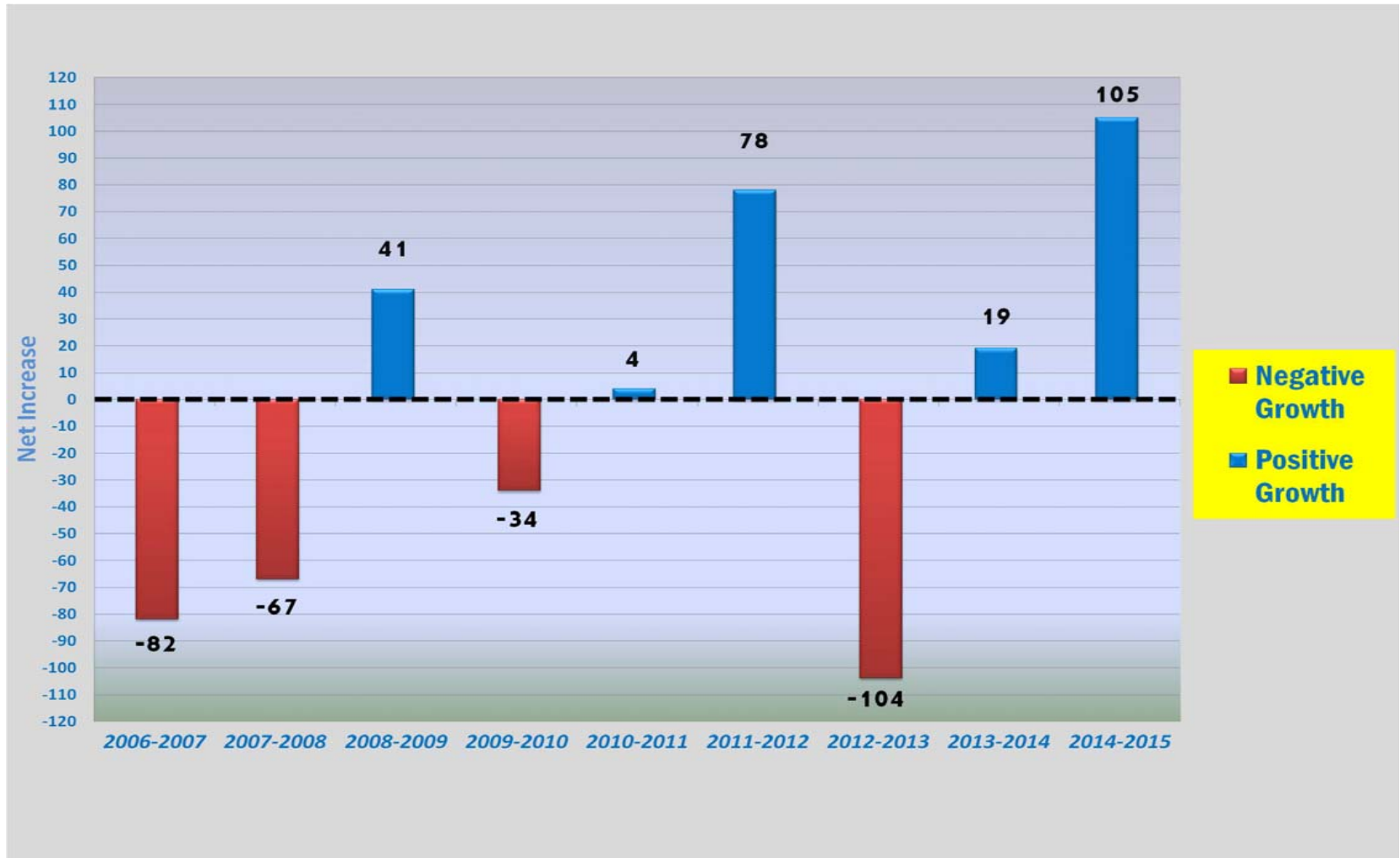
Delivering Immediate Results Membership Action Plan

10-year Membership Trends Clubs





10-year Membership Trends



Members Lost

01 July 2010 to 30 June 2015

< 1 year = 158

1 to 2 years = 253

3 to 5 years = 179

6 to 10 years = 140

> 10 years = 204

Total lost over 5 years = 934 members



The Challenge

**We have a membership
challenge**

Hold the Presses!

New Information... that can help!

siegel + gale

Hold the Presses!



siegel + gale

siegel + gale Survey

Two key questions:

1. Why did you JOIN Rotary?
2. What is the main reason you STAY with Rotary?

Why Join?

Impact my community	35.5%
Friends	30.0%
Networking	18.7%
Recognition	4.3%
Training	3.3%
Impact globally	8.2%

Why Stay?

Impact my community	35.5%	36.1%
Friends	30.0%	38.4%
Networking	18.7%	5.2%
Recognition	4.3%	2.3%
Training	3.3%	3.5%
Impact globally	8.2%	14.5%

Key Points

- 1. Local**
- 2. Friends**
- 3. Vocation**
- 4. Leaders**

From
siegel + gale

Learning Objectives

What we can do...

Right Now!

Ponder This

Who Are Our Customers

Members

What Our Customers Want

1. **Local Impact**
2. **Friends and Contacts**
3. **Vocations – Value Me & My Work**
4. **Leaders to Work With**

Ready?

But First...

Is our Club Actually READY
for New Members?

Attractive & Relevant Indicators

- Good Website, Facebook
- **Members feel Involved & Committed**
- Get to meet & know local Leaders
- **Members & Guests Feel Welcome**
- Strong Camaraderie (and Fun)
- **Respects Members' Work**
- Club is active... Is "doing" things.

And **more...**

Survey Exercise

Survey Our Club

Your Top Three Priorities

No

Becomes

A Planning Opportunity

Attraction

**How Do
We Attract
New
Members?**

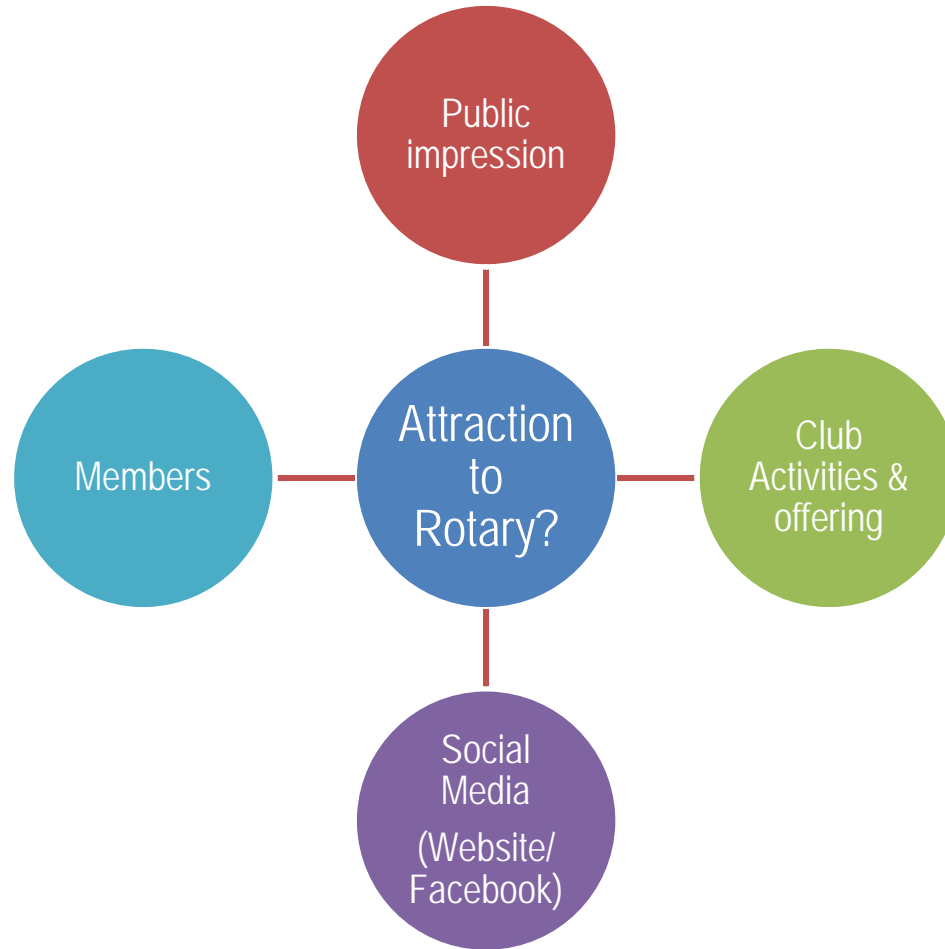


**Appeal
To
Them**

Rotary
District 3310



Attraction is the first step in developing retention.



Three Steps to Attraction

1. The Ask

ASK THE USUAL WAY



ASK WITH NEW FOCUS



Initial Attraction – The “Ask”

It's a leadership organization...
we're made up of **local** business,
professional and civic leaders.

We meet regularly, get to know each
other, form friendships, & through
that, we're able to **get things done in
this community.**

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Three Steps to Attraction

1. The Ask

2. Website, Facebook +

Your Website

Does your website
reflect what you told
Mary?

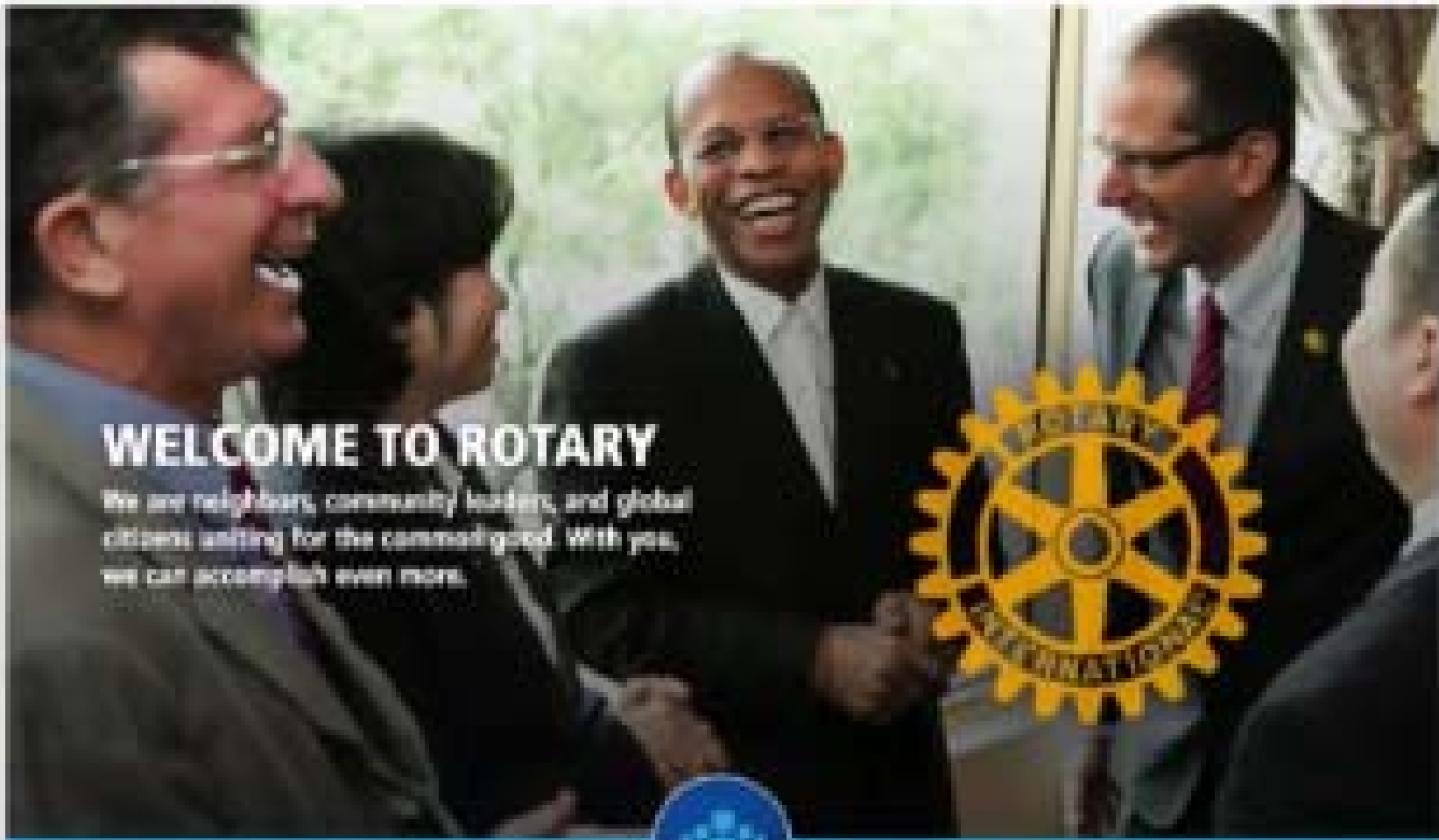
Website

- How important is website to your club?
- Is your website caters for future customers
- Does your website describe what you think or say about your club?



Already part of the Rotary family? Visit [my.rotary.org](#) for more!

ENR | ENR



WELCOME TO ROTARY

We are neighbors, community leaders, and global citizens united for the common good. With you, we can accomplish even more.



JOIN LEADERS

Connect with leaders from all countries, cultures, and occupations.



Back to Top



About Oakland Rotary

This is where business meets community service. Oakland Rotary regularly brings together a large and diverse group of local business and professional leaders with an interest in service, networking and leadership. Through the commitment and work of our 1000 members, Oakland Rotary continues a 100 year history of creating meaningful, meaningful impact in the Oakland community. [Learn More](#)

Get out speaking club speakers and attendees

Service

Interested in using your talents to make an impact?

Our committees serve our local and international communities and provide all Oakland Rotary members with a range of projects and programs. From helping children read and transition to kindergarten, to working with Oakland high school students to develop key business skills, Rotarians get involved!

For more information, visit our website or contact a committee chair.



WELCOME TO THE
ROTARY CLUB OF RENTON

WE DO GOOD THINGS IN RENTON, WA
& WE LOVE HAVING FUN, DRINKING, AND EATING.

In the photo you see Ryan, one of our members, helping to distribute some of the 1000+ resources we donated to 3rd graders in the Rainier School District. We've been serving our district since 2003. Come stop by one of our meetings.



ROTARY CLUB OF RENTON
Renton, WA 98056 (206) 875-1000

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ABOUT OUR CLUB

Importance of a good website and Facebook as a social media

Lessons to learn:

1. A Website is for future customers
2. It tells all about club needs
3. You only got 3 seconds to impress
4. Make everyone like what your club do and be attracted to your club.
5. You are not alone

Why have a Facebook?

Why have a Facebook?

- The new social networking media
- Especially caters for young
- Update and effective sharing of social activities
- Join everyone together, the club will be close together
- Everyone is connected and informed.

First Impression

First Impression?



**Is every
guest
special?**

Do we Rush The Question?



INDUCTION



INDUCTION

Make

INDUCTION

Personal

FRIENDS

Reason for staying

FRIENDS

Mentorship

Is Your Club Like Cheers?



**Sometimes
you want to go,**

**Where everybody knows your name,
and they're always glad you came.**

OPPORTUNITIES

Opportunities

TO DO SOMETHING

Assignment

KNOWLEDGE

Add Some

ROTARY KNOWLEDGE

why/how

All we have to do now is :

RETAIN THE MEMBER

Why do Rotarians leave the Clubs that they voluntarily joined?

Answer is in why people join Rotary Clubs

ADDITIONAL FACTORS:

- **Positive Rotary experiences**
 - **Interactors / Rotaractors / Rotary Scholars /**
 - **Rotary Beneficiaries**
- **Developing personal opportunities**

Why do people leave Rotary?.

He left Rotary:



Ron Burton

- **Joined Rotary Club of Norman, Oklahoma in 1979**
- **RESIGNED AS A ROTARIAN IN 1980!!**
- **Reasons:**
 - **FOOD AT MEETINGS WAS BAD!**
 - **Club was full of cliques**
 - **Not much to do as a Rotarian**

From backsliding Rotarian to R I President



- **Persuaded by Rotarian friends to rejoin Rotary**
- **Immediately made Rotary Foundation Director**
- **Found meaning in Rotary**
- **Became Club President**

- **Rose to be R I President**

LESSONS FROM RON BURTON

- **Maintain a good club environment**
 - **Cliques are natural, BUT**
 - **Do not focus on cliques within the club**
- **Meetings and conduct of meetings are important**
 - **Must be good, or at least not bad**
 - **See to details (e.g. food)**
- **Keep members engaged !!**

KEEPING MEMBERS ENGAGED: Practical factors

- **Assign club responsibilities and motivate performance**
- **Ensure regular flow of current club and Rotary information**
 - Bulletin is important
 - Use technology: website. Facebook, whatsapp etc
- **Engage member's families.**

ROTARY MEMBERSHIP

- **Service to members is the most important internal objective of Rotary**
- **No point in getting new members if existing members leave**
- **MEMBERSHIP RETENTION IS THUS A PRIORITY**
- **WHAT CAN YOU DO TO ACHIEVE THIS?**

BASIC CONSIDERATIONS FOR MEMBERSHIP RETENTION

DISCUSSION

BASIC CONSIDERATIONS FOR MEMBERSHIP RETENTION

TAKE ACTION

Membership Action Plan

Within Next 30-Days!

Easy 30 Day Actions

All members develop the “Ask”

Review & update Website

Assign Greeters/protocols; guests & visitors welcomed

All members begin knowing names/work of others

At least 5 work/personal talks by new members

Top three “NO’s” are turned into “YES’s”

Within Next 90-Days!

90 Day Results

All members know names/work of others

Continue work/personal talks for all

Guests/Visitors all feel welcome

All members feel welcome – ***Cheers!***

All members involved

All members have an “Ask”

Remaining “NO’s” are turning into “YES’s”

