



# D3310 Membership & Public Image Seminar

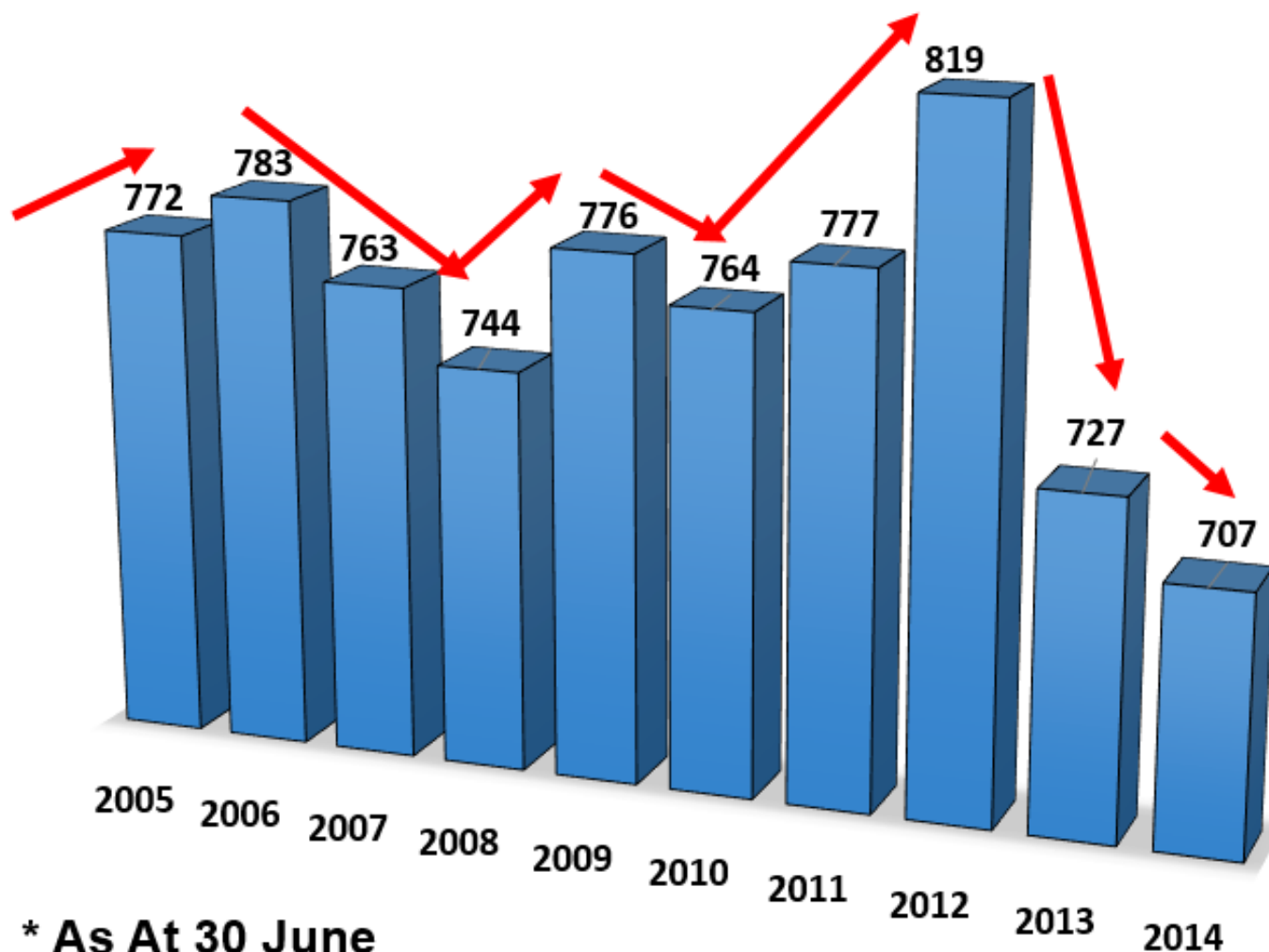
## *A GROWTH Approach to Membership ... Lessons That I Learnt*

Singapore, 5 September 2015

PDG Leslie Salehuddin Seow  
RC Gombak, D3300

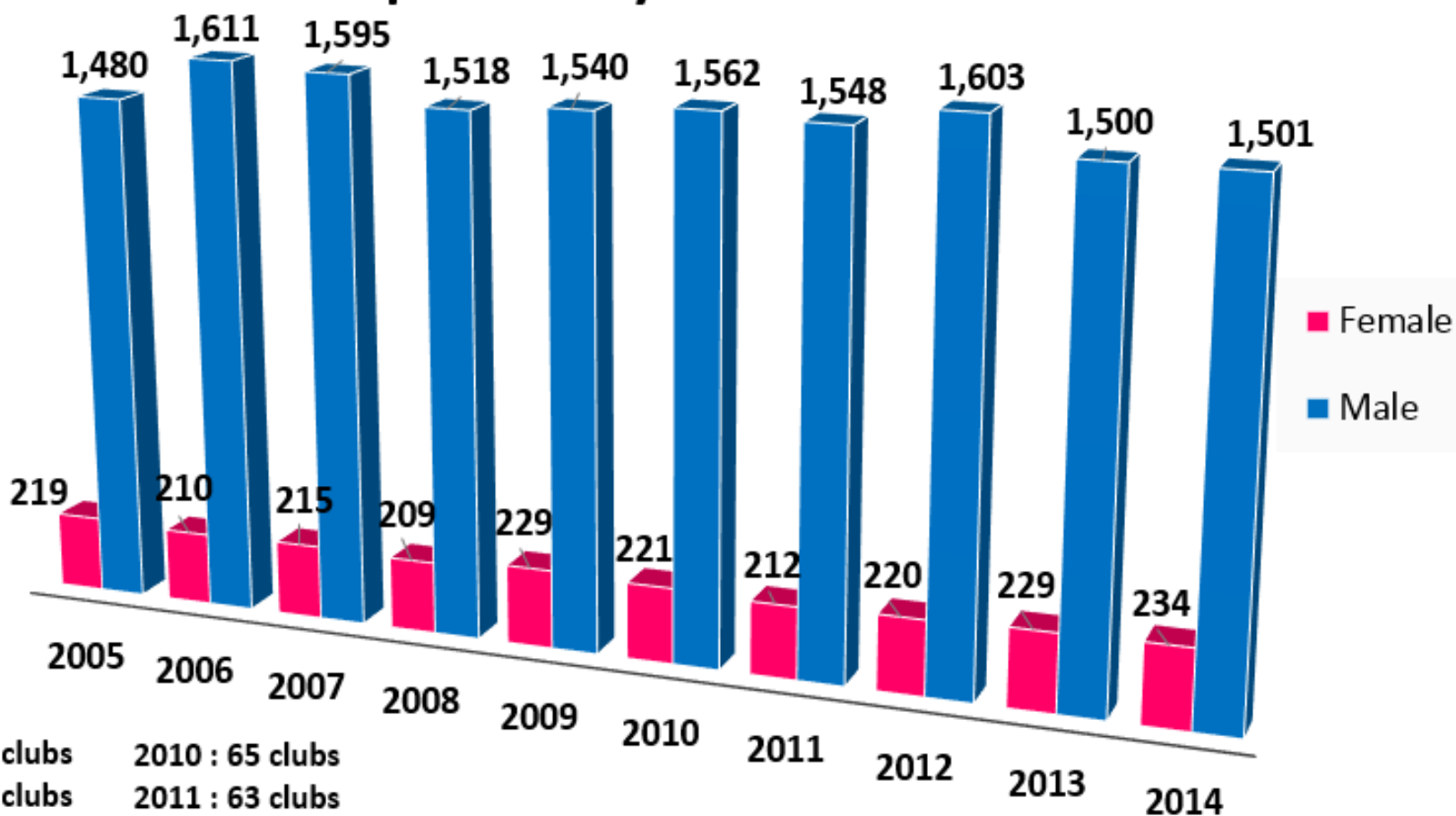
Zone 6B, Assistant Regional Coordinator D3300 / D3310

## Rotary Clubs in Singapore Membership Statistics 2005 – 2014



# District 3310

## Membership Trend by Gender as at 30th June

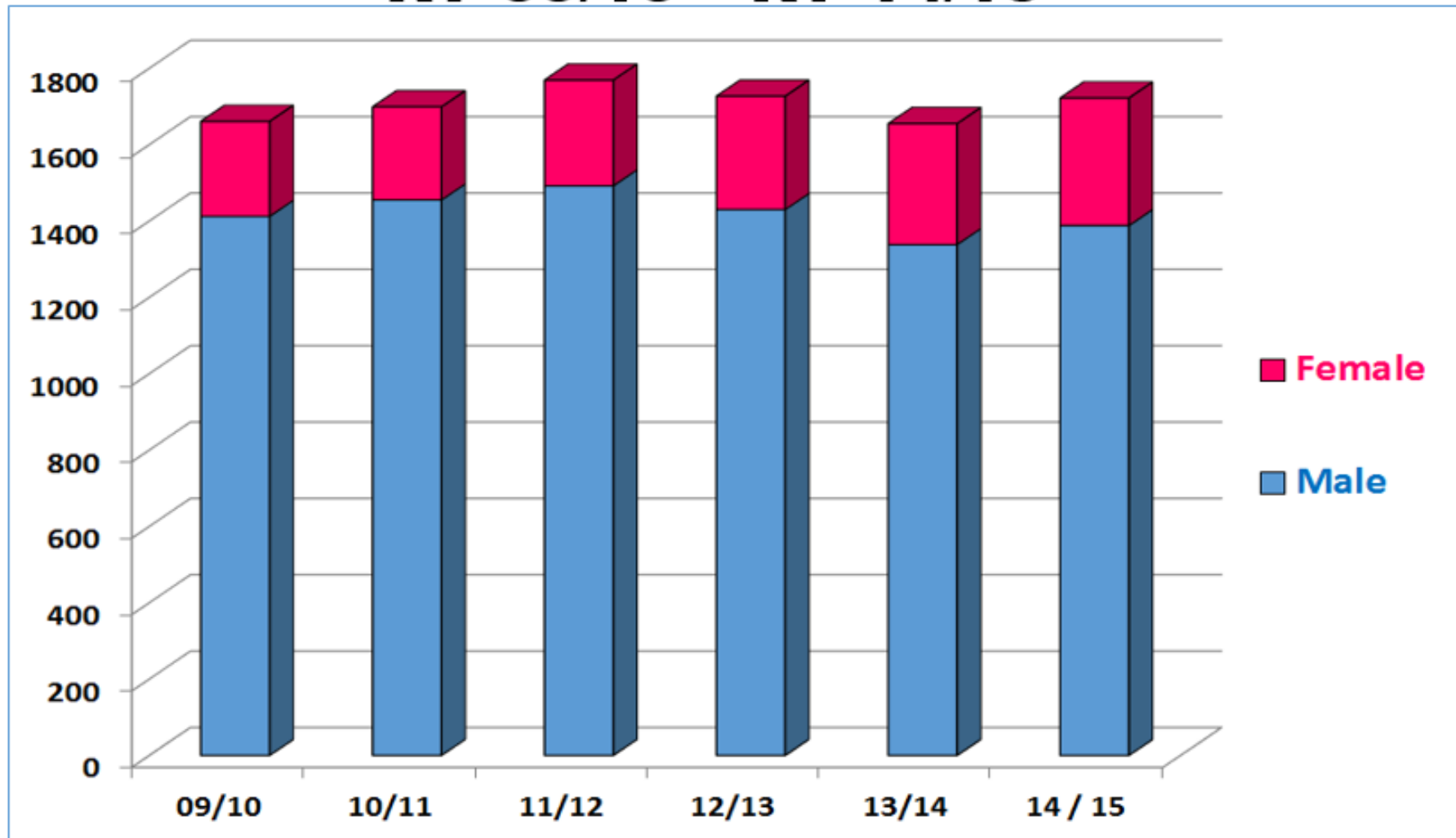


2005 : 62 clubs	2010 : 65 clubs
2006 : 70 clubs	2011 : 63 clubs
2007 : 70 clubs	2012 : 64 clubs
2008 : 66 clubs	2013 : 61 clubs
2009 : 65 clubs	2014 : 62 clubs

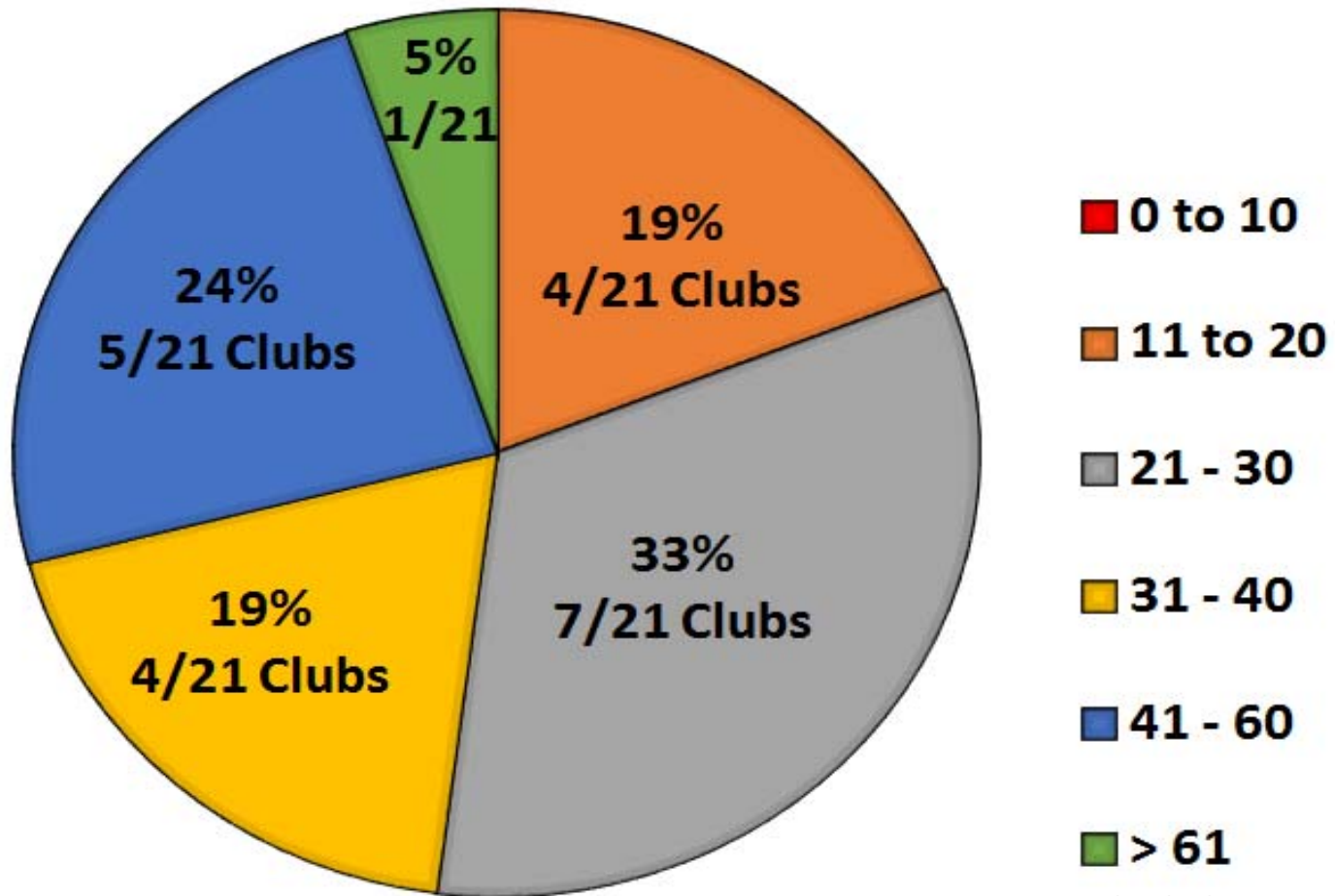
# D3300 6-Year Analysis

(as at 30<sup>th</sup> June)

## RY 09/10 – RY 14/15



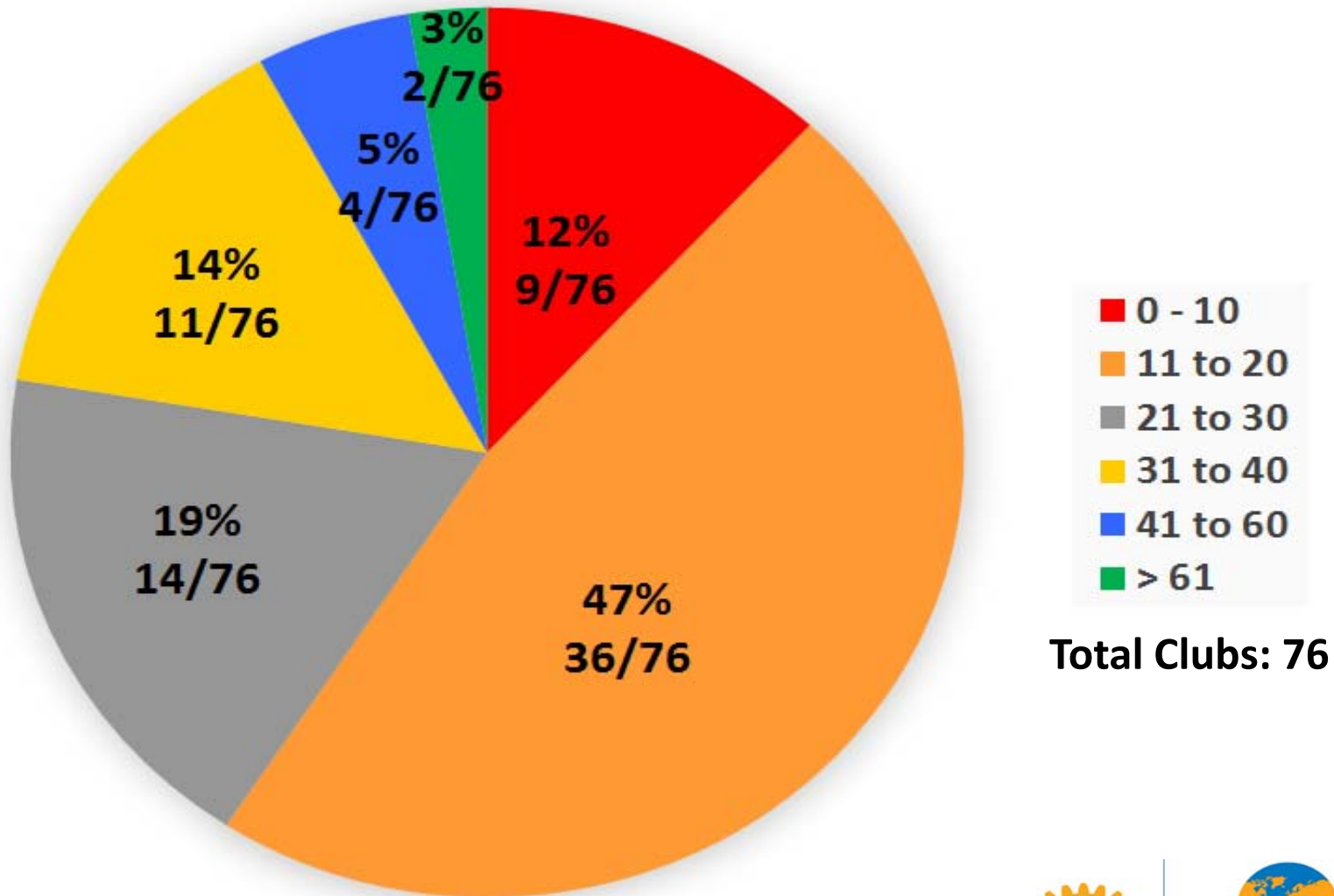
# Pie Chart of Singapore Rotary Clubs by Size as at 30 June 2014



Total Clubs: 21

Excluding RC Singapore Heartlands

# Pie Chart of D3300 Clubs by Sizes as at May 15



# D3300 - RY2014/15

*MGR (not MDR) team organized with acronym **GROWTH***

*Growth* – Membership Nett Growth to be 1,888 (grew from 1642 – 1781)

*Retention* – Targeting 95% retention (did not quite reach this target!)

*Outreach* – Extension to communities where Rotary not represented eg. state of Perlis and demographics under-represented (chartered a majority women's club – RC Lake Gardens, a club that meets in a University – RC Nilai Central and a youngish predominantly Bumiputra club – RC Kg Baharu City Centre 2015)

# D3300 - RY2014/15

## *MGR (not MDR) team organized with acronym **GROWTH***

**W**omen – Women's membership has been on the steady increase, to attract more qualified women and encourage all-male clubs to bring in women.  
(women membership increased slightly overall)

**T**argets – District MGR team focused on monitoring club's membership growth in achieving goals such as increasing avg size of clubs and  
(limited success in boosting membership in the smaller clubs)

**H**ealthy clubs – Mechanism to support and mentor the smaller and weaker clubs (Still work in progress)

# District 3300 Challenges and the Response

Growth

- Gained quality members

Retention

- Rest assured!

Outreach (Extension)

- Opportunities missed

Women

- Why?

Targets

- Take It Easy

Healthy Clubs

- Hard to turnaround

# Some of the Public Image Projects For D3300

Rotary Square Launch, 19<sup>th</sup> May 2012



# Some of the Public Image Projects for D3300

**Rotary Square Launch, 19<sup>th</sup> May 2012**



**Our Wheel - Rotary International**

# Some of the Public Image Projects for D3300



**Cycle for PEACE**

22<sup>nd</sup> February 2014  
Esplanade, Penang

Spend an evening with Rotarians, families and friends. Ride around the UNESCO Heritage sites, Illuminate the skies of Penang, Sound & Light Show and share Rotary fellowship.

\*Bicycle, T Shirts, Caps, Refreshments & Dinner will be served.

**RM50 only**

District 3300, MALAYSIA  
www.rotary3300.org

Rotary



**ROTARY JAMBOREE LANGKAWI**

KILIM KARST MANGROVE CLEAN-UP:  
FOSTERING FELLOWSHIP TO MEMBERSHIP

Frangipani Resort & Spa, Langkawi  
2<sup>nd</sup> - 4<sup>th</sup> October 2015

Accommodation:  
RM250 per nite/twin sharing inclusive breakfast

Flight Arrangements:

**Rotary**  
Club of Gombak D3300



# Some of the Public Image Projects



**I planted a tree campaign,  
FRIM Selangor, 20 April 2013**



**Beyond 10,000 Pairs of  
Shoes for the Needy Project**

# Some of the Public Image Projects



Rotary On Bus Stand



Rotary On the Billboard

# Some of the Public Image Projects for D3300

## Rotary on Screens



## Rotary On the Move



***“....I challenge every Rotarian to  
invite one new member into Rotary  
this year.”***

*Calgary Challenge  
RI Pres Herb Brown 95/96*

*Thank You*



***Hope your club will meet your membership  
targets thru great P<sup>2</sup> Projects***