



# How good Public Relations helps in membership growth

Speaker

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Description if any

# **A CASE STUDY OF SUCCESS AT RC QUEENSTOWN**

# Topics

- Why do people want to be Rotarians?
- How to Increase membership
- Recommendations

# Why do people want to be Rotarians?

1. Create an impact on the community through service projects
2. Networking within the Rotary Community
3. Engaging and mentoring the youth eg, rotaractors

# Connect with Club Members

Website / blog  
Facebook  
WhatsApp  
Social media platform

Purpose – involve and persuade participation in activities from members, their spouse and children,

An inclusive club for the family.



## Monthly Walks around Singapore





Monthly golf in and around the region













## Annual Community projects – Oktoberfest at Simei Care Centre

THE STRAITS TIMES

## TOP OF THE NEWS

THURSDAY, AUGUST 7, 2014



### VITAL ROLE

Nurses play a very important role. They are on the front line; they are on the ground. They are the backbone of our health-care workforce.

– Health Minister Gan Kim Yong, seen here at a Nurses' Day celebration last week



**Annual Community projects – Nurses Day**





## Annual Community projects – Groceries on Wheels





## Vocational Service Project - Rummikub



**Major Project involving the whole family with Beyond Social Services families**





**Major Project involving the whole family with Beyond Social Services families**





**Our Major Project this year – so fun and engaging.**







# Recommendations

1. Good club activities attracts new members
2. Retains existing members
3. Activates non active members
4. Something for everyone to be involved and have ownership in the reason for why they are RCQ members

# Rotary Club of Queenstown

July 2014 – 42 members

30 June 2015 – 50 (8 new members)

# Rotary Club of Queenstown



# 6 PHFs and 2 Major Donors in 2014/2015





# Highlights for the year 2014 - 2015

Coming together is a beginning



Keeping together is a progress



Working together is a success