

# How good Public Relations helps in membership growth

Speaker Linda Gouw, RC Queenstown



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** 







#### **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.







**Engagement with our Rotaractors from Singapore Polytechnic** and Nanyang Polytechnic

#### 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**

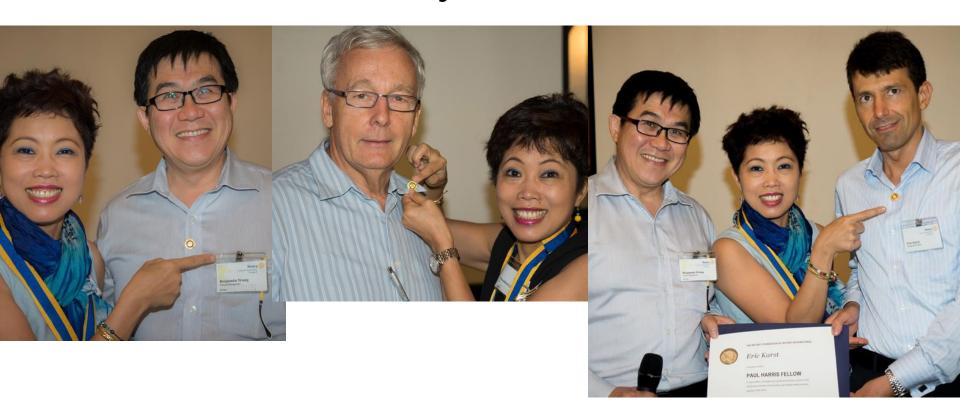








## 6 PHFs and 2 Major Donors in 2014/2015





## Highlights for the year 2014 - 2015

Coming together is a beginning



Keeping together is a progress

Working together is a success



