



# CHALLENGES OF MEMBERSHIP



Presented by :  
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**ROTARY COORDINATOR – Zone 6B**

**1.188 million**

1 July 2014

# 1.210 million

Projected 1 July 2015

- ~25,000 net member increase

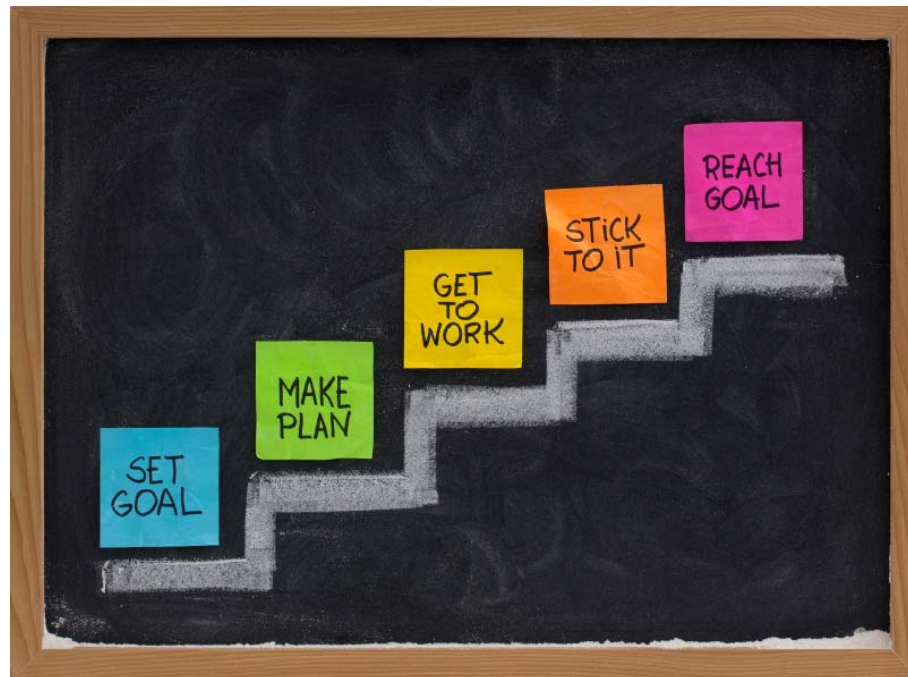
# REGIONAL MEMBERSHIP PLANS

# REGIONAL MEMBERSHIP PLANS OF ZONE 6B

**Looking at the success of the last year , RI set the goals for the current year for increase of 35000 members by June 2016. Our Region set the target of 10% net increase with 2% of female members and 3% of young professionals .**

# UNIFIED GOALS FOR 2015-16

- **Attract new members**
- **Engage current members**
- **Strengthen clubs**



## Rotary International Board approved goals of R I President K R Ravindaran



### Support and Strengthen Clubs Membership growth is number 1 priority

- Increase 35000 members globally
- At least 2 % of the global increase are female to surpass 250,000 female members globally
- Global member retention rate increased by at least 1% percentage points for newer members
- At least 30% of clubs per zone, set and track at least 15 goals in Rotary Club Central for club operations, membership, service, and public relations.
- 50% Rotarians in the district should registered with My Rotary .

- A more inclusive Rotary is at the heart of our membership directives, so we are channeling efforts not only toward increasing membership by 35,000 by 1st July 2016, but also increasing gender diversity.
- Enhancing the Rotary membership experience is a priority both for attracting and retaining members. We want to increase retention rates by at least 1% this year, and our research has shown that improving in particular the experience during the early years of membership is critical, as many new members have left Rotary within their first five years.



- **Research also tells us the two reasons people join Rotary and stay are the same: to give back to their communities and to make friends. Being actively involved is our best engagement strategy. Involvement can be serving on a committee, mentoring or doing hands on service. This gives our members experience and the opportunity to connect with their fellow members and make friends.**
- **The unique perspectives and expertise demonstrated by members of all ages are used to improve lives everywhere with impactful and sustainable humanitarian projects. Making Rotary attractive to young professionals and those reaching the age of retirement are equally important to Rotary's future.**

## WORKING WITH THE PLANS

- Review your plan at [www.rotary.org/membershipplans](http://www.rotary.org/membershipplans)
- Help disseminate your plan into clubs
- Involve your region's RCs and other coordinators in district training events
- Use the plan's strategies and financial support to help address membership challenges in your region



# MEMBERSHIP GROWTH STRATEGY

- **We've developed a range of excellent new tools, resources and pilot programs over the past few years to support and strengthen our clubs, our members and Rotary's image:**

## MEMBERSHIP PUBLICATIONS

### ***Strengthening Your Membership: Creating Your Membership Development Plan***

- Outlines steps to create a membership development plan
- Provides strategies, best practices, and tools

### ***Connect for Good***

- Engagement piece for all members

*Available on [rotary.org](http://rotary.org) as a downloadable PDF or for purchase on the Rotary shop*



## Access Rotary's online tools on My Rotary

- Rotary Club Central
- Rotary Brand Center



**WELCOME TO THE BRAND CENTER**

Strengthen Rotary's image by delivering a clear and compelling message that conveys what we do and how people can engage with us.

[LEARN MORE](#)

**Join Leaders. Exchange Ideas. Take Action.**

## ONLINE RESOURCES

- ***Membership Matters!* webinar series**
  - View on demand at [www.rotary.org/webinars](http://www.rotary.org/webinars)
- ***Membership Minute***
  - *Bi-monthly* opt-in e-newsletter
- **Membership Best Practices Discussion Group**
  - Join on My Rotary
  - Share innovative ideas, successes, and challenges

### MEMBERSHIP BEST PRACTICES



CREATED: 17-OCT-2013  
OPEN

This discussion group provides a forum for leaders recruiting, attracting, engaging, and retaining current members.

LANGUAGES:  
Spanish, English

# YOUNG PROFESSIONALS CAMPAIGN

- **Cross-functional Rotary team working to**
  - learn more about young professionals and identify opportunities
  - develop new ideas and innovative strategies
- **Conducted focus group surveys**
- **Hosted Young Professionals Summit with younger Rotarians, Rotaractors, and Alumni**
- **Developing resources for clubs and districts including a young professionals toolkit (coming soon) at [Rotary.org](https://www.rotary.org)**





## NEW RESOURCES TO SUPPORT MEMBERSHIP

- **Regional Membership Officer staffing pilot**
  - Supporting Zone and District Leaders in implementing membership strategies
- **New, simplified Prospective Member, Referral, and Relocation process**
  - Making it easier to connect prospective members with clubs



I want to join



Matched with club



Contacted by club



Invited to join



I'm a member!

# New Member Sponsor Recognition Program

## Levels of achievement



**1 NEW MEMBER**  
Blue backer



**2-3 NEW MEMBERS**  
Bronze backer



**4-5 NEW MEMBERS**  
Silver backer



**6+ NEW MEMBERS**  
Gold backer

Sponsors will also have opportunities to be acknowledged in the Membership Recognition Gallery that will soon appear on [www.rotary.org](http://www.rotary.org), as well as in regional magazines and other Rotary publications. Members who earn gold backers and beyond and who are in attendance at the Rotary International Convention will be invited to join the RI president for a special recognition event.

## Honoring members who strengthen Rotary's membership

The New Member Sponsor Recognition Program is an exciting new initiative approved by the Rotary International Board of Directors. It honors Rotary members who sponsor new members. All sponsors of members admitted to Rotary on or after 1 July 2013 are eligible to receive a specially designed membership pin and colored pin backer from Rotary in recognition of their commitment to the organization's membership growth. A current member who sponsors one new member will receive a recognition pin with a blue backer. As additional members are sponsored, new colored backers will be awarded to signify the sponsor's achievement.

# ROTARY GLOBAL REWARDS

- Recently-launched member benefits program
- Discounts on travel, entertainment, and more
  - Available only to Rotarians signed in to My Rotary



# QUESTIONS?



Contact

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