

Rotary



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DISTRICT 3310 MEMBERSHIP & PUBLIC IMAGE SEMINAR

COL 2016 – A MEMBERSHIP FRIENDLY MOVE

Kota Kinabalu 17 Sept
Sandakan 18 Sept

ARC PDG Leslie Salehuddin

Rotary



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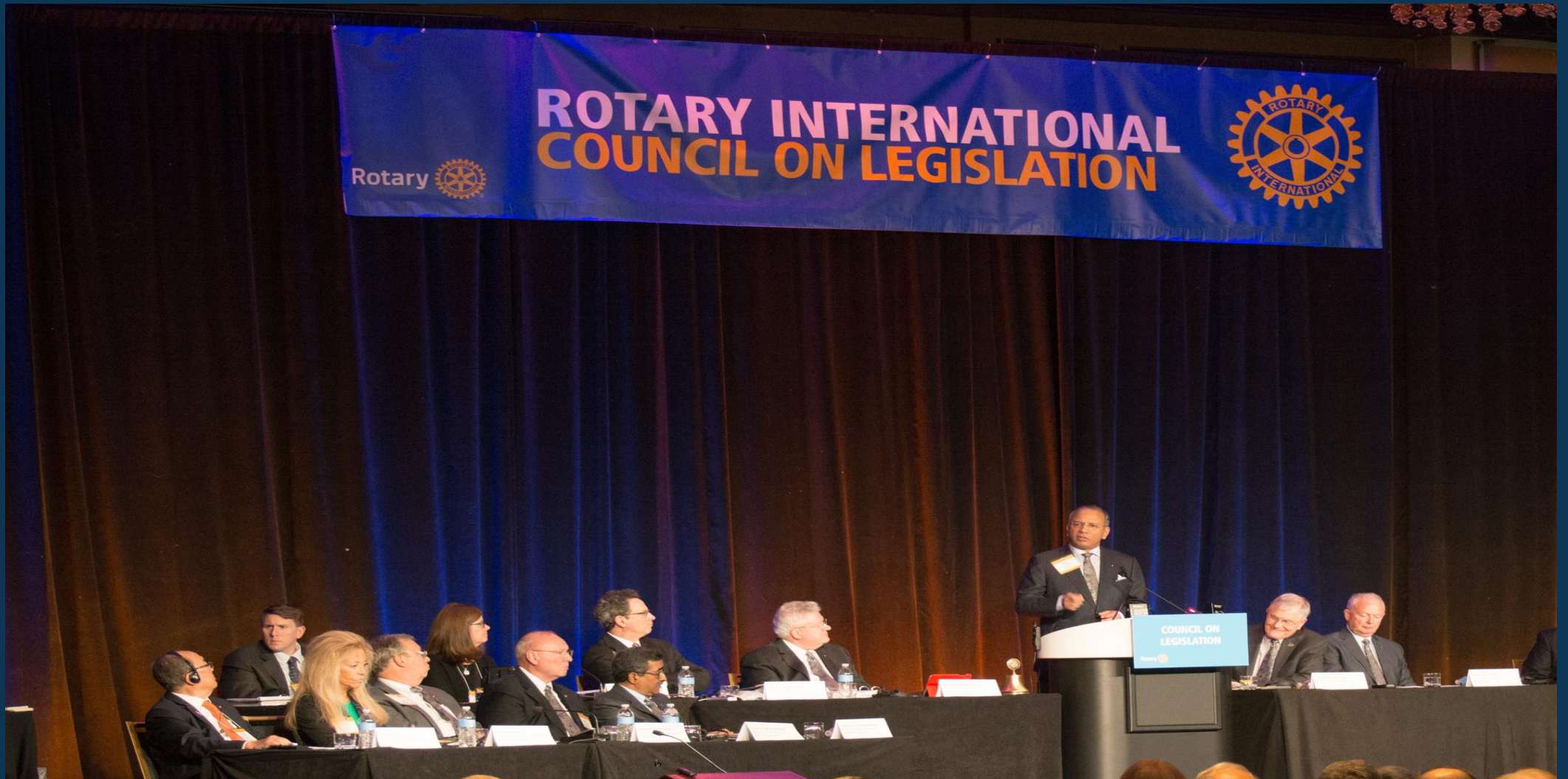
AGENDA :-

- RI Pres John Germ's message
- COL 2016 & potential impact on membership
- Statistics

John F. Germ
Rotary International President, 2016-17



THE 2016 COL DECLARED OPEN BY THE THEN RI PRES RAVI



DELEGATES VOTING



LINING UP TO SPEAK

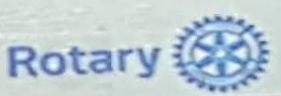
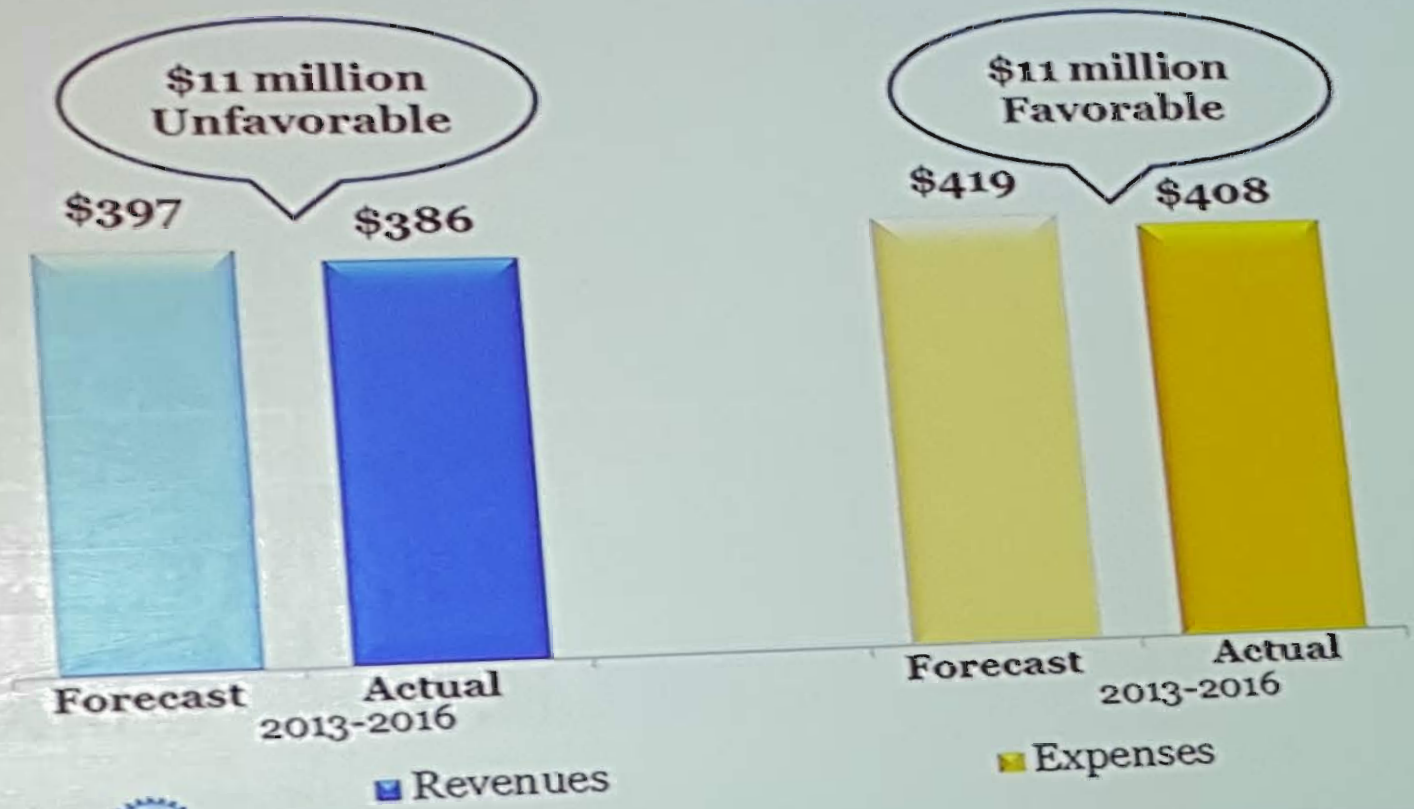


PLEASE VOTE



Total: 474

CUMULATIVE FOUR YEAR RESULTS



Revenues

Expenses



WITH D3310 COL REP, PDG DAVID TONG





2016 CoL may be remembered as one of the most progressive in Rotary history. How will it directly or indirectly impact membership positively:

Meetings

- ✓ Clubs have freedom to determine meeting schedule and type of meetings
- ✓ Removing the distinction between e-clubs and traditional clubs

COL 2016 - POSITIVE IMPACT



Membership provision

- ✓ Replacing the membership provisions:
 - a) Adult persons of good character, integrity and leadership;
 - b) possess good reputation within the business, profession and/or community and
 - c) are willing to serve in their community and/or around the world.
- ✓ Flexibility in removing or modify membership rules ie classification system



COL 2016 - POSITIVE IMPACT

Club admin/RI finances

- ✓ Removal of admission fees from the bylaws. Proponent argue that it does not give a good image of Rotary.
- ✓ Increase in per capital dues of USD4 per year for 3 year will enhance RI website, My Rotary, online tools and add programmes and services to enhance membership.



COL 2016 - POSITIVE IMPACT

Membership opportunities

- ✓ Rotaractors are now permitted to join Rotary giving opportunity to boost numbers of qualified young leaders in Rotary.

COL 2016 POSITIVE IMPACT



Strategic moves by RI

- ✓ To provide for a Standing Committee on Membership comprising at least 8 members appointed for three-year terms, on a staggered basis, align with the RI Board's in Oct 2013 proclaiming that membership growth is our organisation's first priority after the eradication of Polio.



HOW ARE YOU AND YOUR CLUB ABLE TO CAPITALISE ON THIS NEW FLEXIBILITY TO:

- Attract and bring in more members (the doers, the donors and the door openers).
- Continue to engage and to retain them.
- Exciting possibilities of hybrid clubs/clubs with meetings, projects & fellowship mix.



Congrats to D 3310 but to work harder on retention

@ 1 July 2015 - 63 clubs - 1808 members

D3310 @ 1 July 2016 - 67 clubs - 2008 members (+ 200)

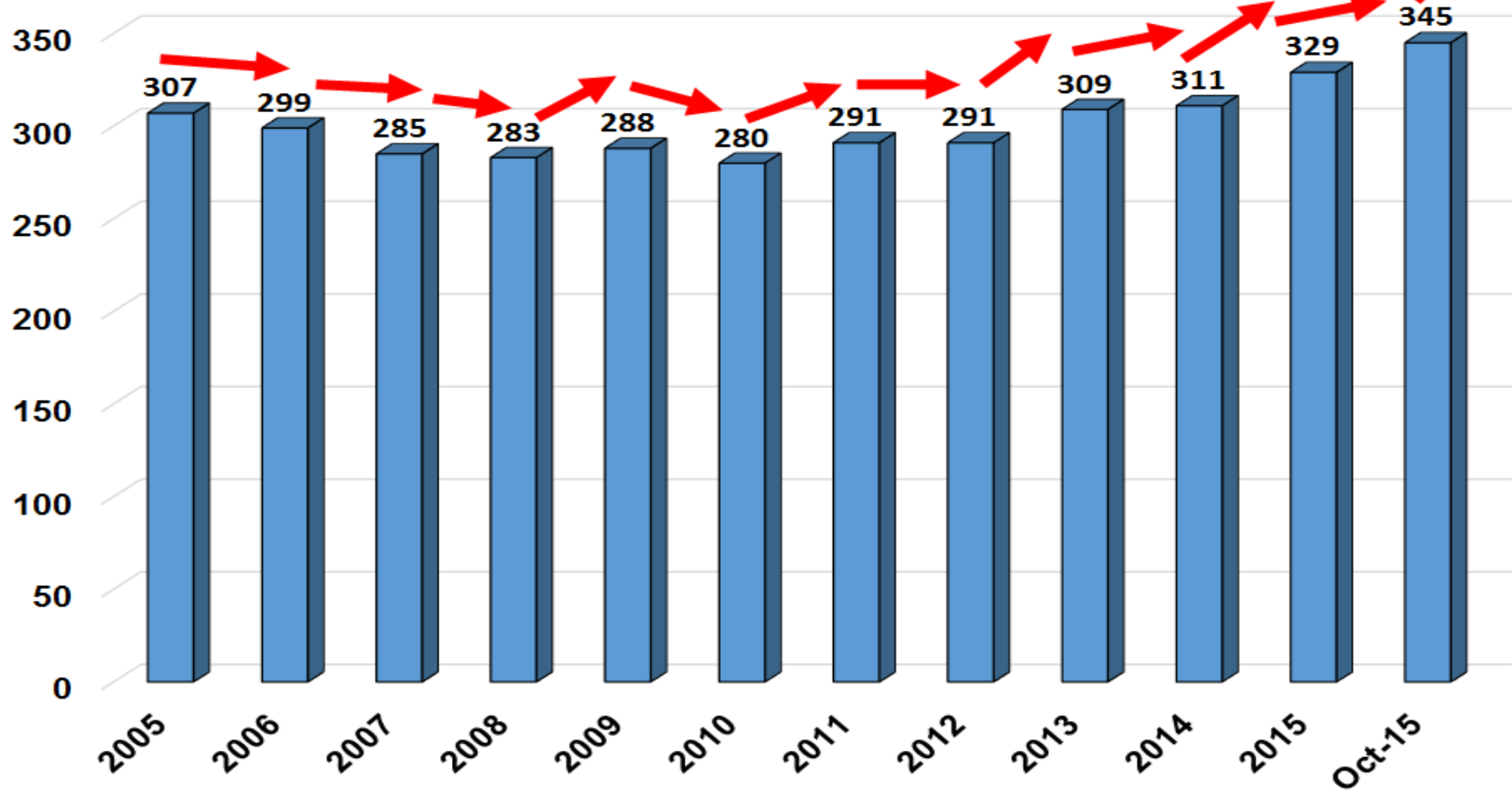
@ 31 Aug 2016 - 2016 (+ 8)

@ 1 July 2015 - 77 clubs - 1722 members

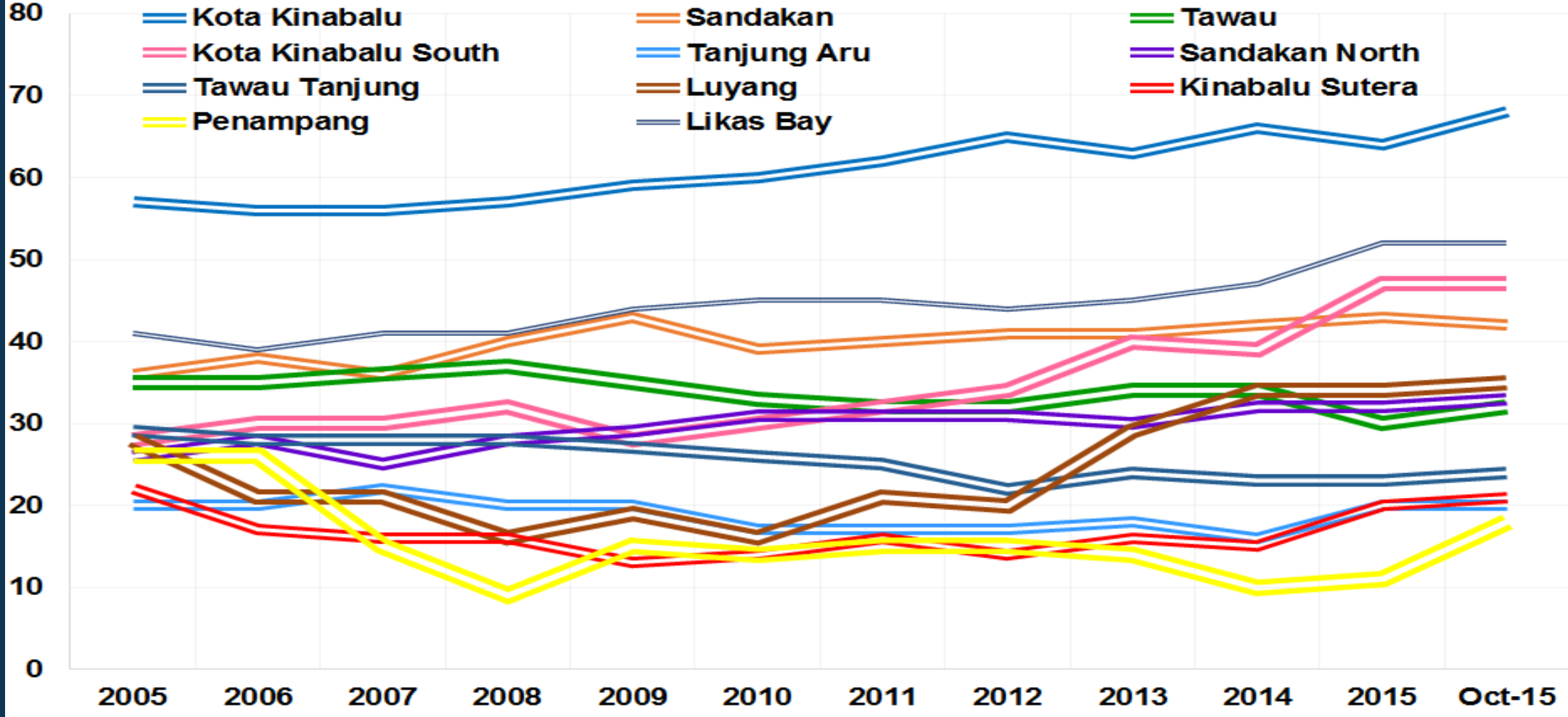
D3300 @ 1 July 2016 - 78 clubs - 1701 members (- 21)

@ 31st Aug 2016 - 1719 (+18)

10 Year Membership Trend of Rotary Clubs in Sabah



SABAH CLUBS TREND IN MEMBERSHIPS, 2005 - 2015



**** Excludes KK Mandarin & KK Pearl**

Retention :-



D3300 based on statistics of 41 existing clubs that were chartered for last 3 decades.

Out of a total of 1258 charter members, we have currently only 646 and have lost 612 just based on charter numbers.

WHAT CAN WE DO TO STIMULATE GROWTH IN OUR CLUB?

1. Motivate members to get members
 - Recognition by (RI/District/club) for members who bring in new members.
(RI will stop membership recognition due to costs and no effect.)
 - Pledge from all club members to refer new members, ie everyone to take turns to bring a guest. Or divide into groups.
 - Form a membership recruitment/growth & retention task force helmed by MDR Chair/PE.

STIMULATING GROWTH (CON'T)

2. Invite potential members to the right occasions :
 - Joint club meetings/club projects/fellowships/installations and invite quality speakers, so as to attract potential members
 - Designating one meeting per month (or at least quarterly) as membership meeting.
 - Showcase high quality signature service projects such as your dialysis centres, Annual Beach Clean Up etc.

STIMULATING GROWTH (CON'T.)

3. Create Rotary Experience: First impressions
Are important
 - Make sure your club website or Facebook page is attractive and up-to-date and presents a correct picture of your club.
 - Assign a mentor to help the new member to integrate.
 - Have some Rotary information, Rotary history or Club's history education in every mtg.

STIMULATING GROWTH (CON'T.)

4. Have more planning and sharing
 - Prepare & update the “classification list”, analyze and focus on the “unfilled classification”
 - Group sharing sessions to be chaired by AG for club presidents in the same group to discuss club’s matter & share the experience regularly
 - Reach out... to Homemakers, Rotary family, alumni ie ex-Rotaractors & ex GSE/Rotex, Hash, Chambers of commerce, ex-Jaycees, and women’s group, Inner Wheel.

STIMULATING GROWTH (CON'T.)

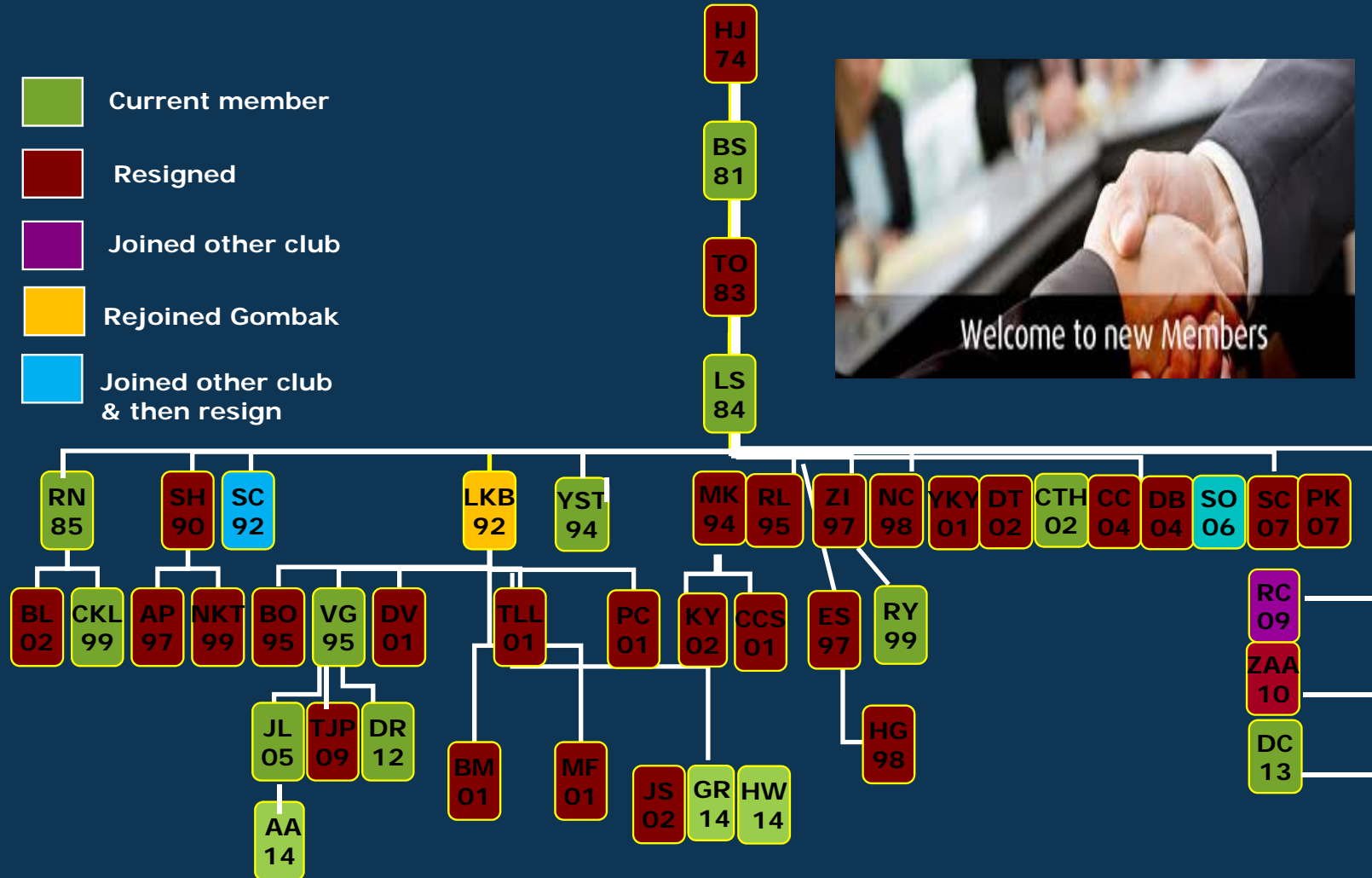
5. Have a look at the demographics of the club members and also at new RI provisions.

Extension opportunities:

- Special groups: gender...KK Pearl and Mandarin-speaking clubs in KK and Yong Peng....can other states mirror the success in Sabah and Johor.
- Are there possibilities in any major towns/districts where Rotary is not represented in Sabah....
- Lahad Datu, Keningau, etc
- RCC opportunities with the various indigenous communities and smaller towns

LESLIE'S FAMILY TREE AT RC GOMBAK

- Current member
- Resigned
- Joined other club
- Rejoined Gombak
- Joined other club & then resign





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

*Calgary Challenge
RI Pres Herb Brown 95/96*

Thank you

