



# Membership & PI SEMINAR

**Singapore**

**15<sup>th</sup> October 2015**

**Serangoon Gardens Country Club**



# Membership Update

**Training Leader:**

**PAG Khush Dastur**

**District Membership Attraction and Engagement Chair**

# Rotary International Membership Dashboard

## Membership Key Highlights:

	2014-15	2015-16
- Membership:	1,209,491	1,222,657
- Net Change:	5,565	13,166
- Terminated members:	132,000	98,000
- Female Members:	20%	21%
- Members < 40:	3.48%	4.05%

# Worldwide Membership Trends





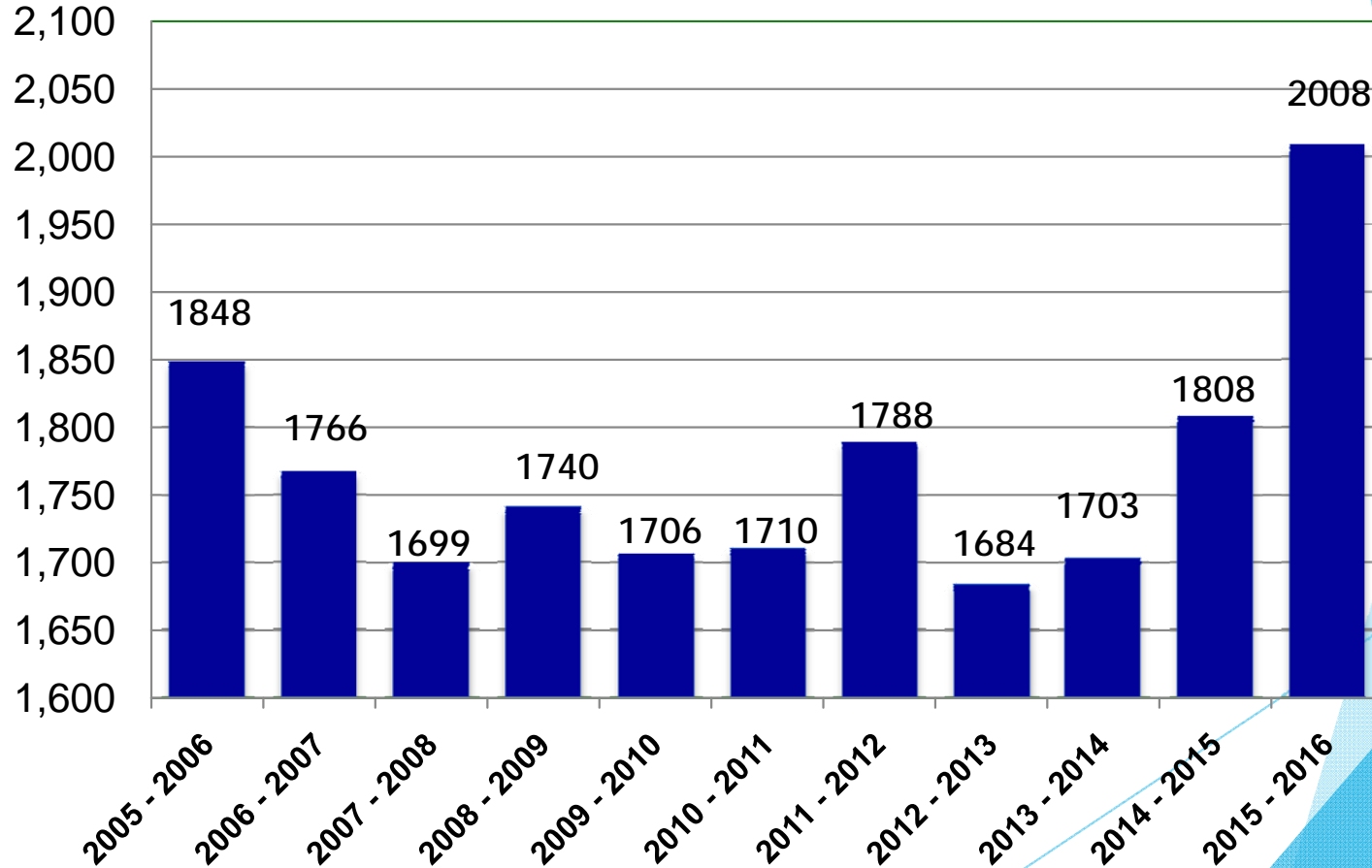
# ROTARY YEAR 2015-16

## District Report



# 10-year Membership Trend

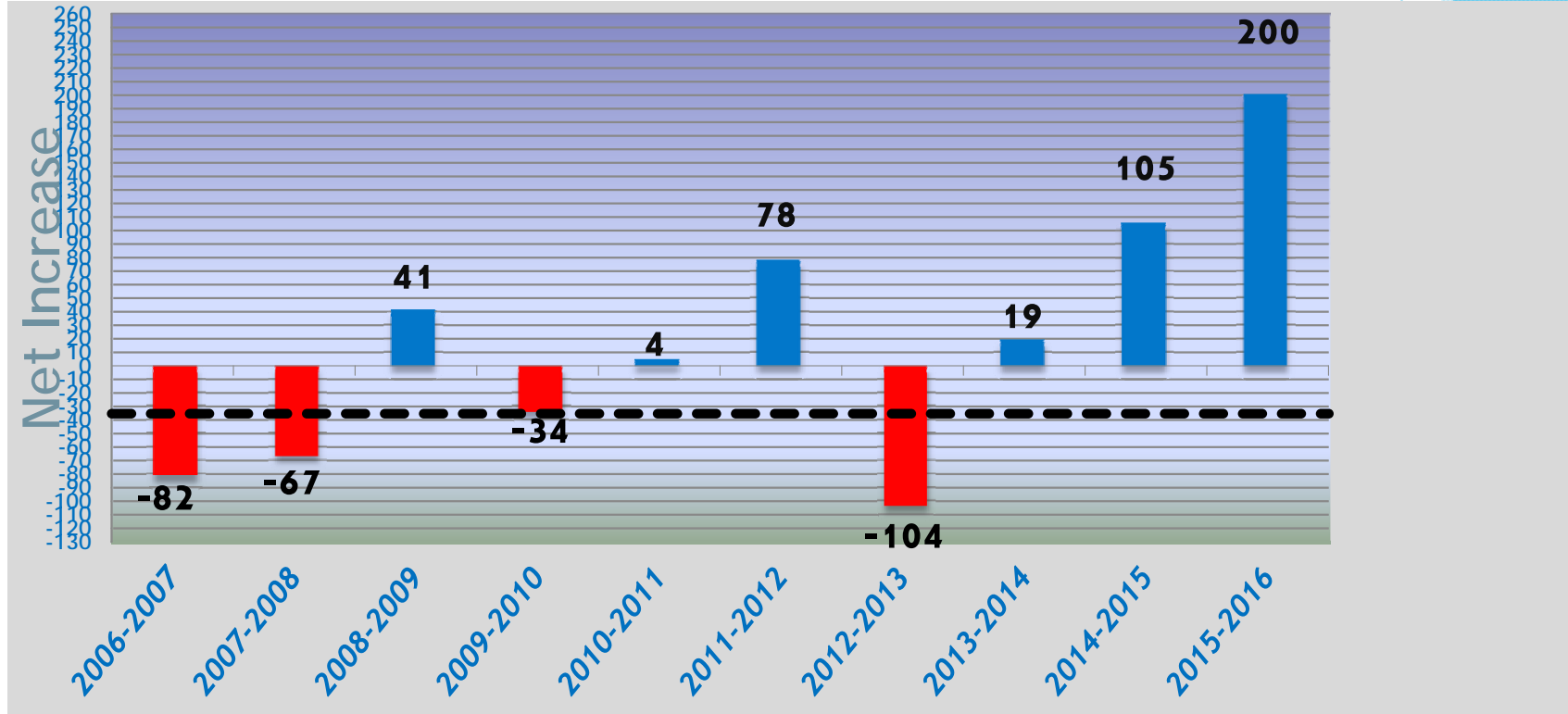
## MEMBERS





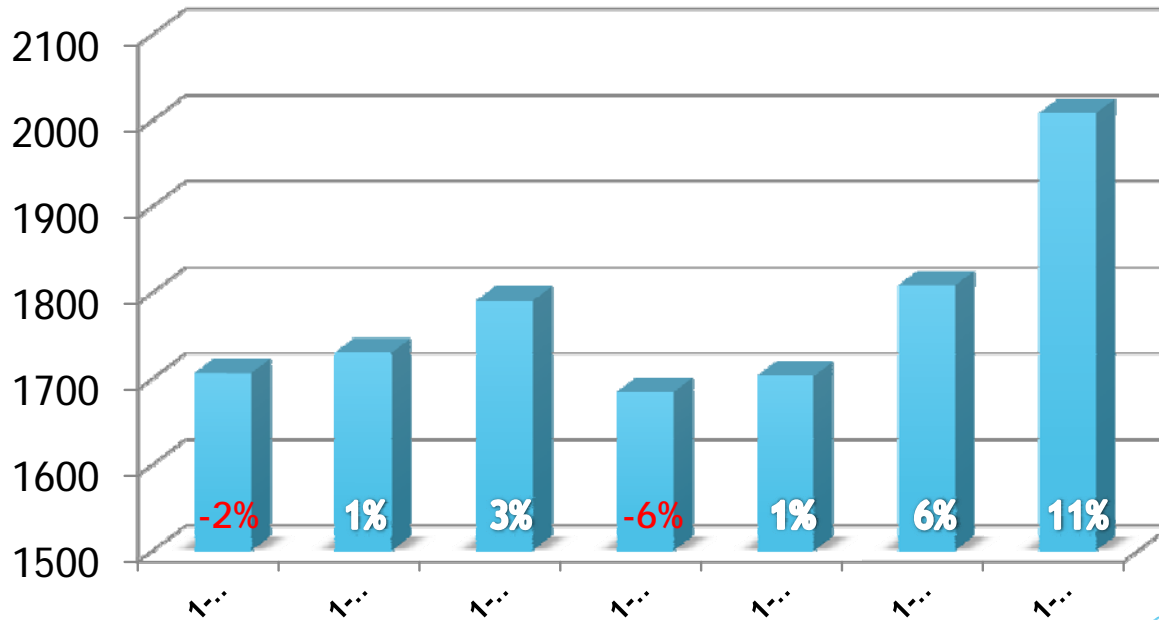
# 10-year Membership Trend

## Membership Growth



## 5 Years Membership Growth

	1-Jul-10	1-Jul-11	1-Jul-12	1-Jul-13	1-Jul-14	1-Jul-15	1-Jul-16
<b>Members</b>	1706	1730	1790	1684	1703	1808	2008
<b>Growth Rate</b>	-2%	1%	3%	-6%	1%	6%	11%
<b>Retention</b>	92%	91%	89%	91%	98%	98%	98%



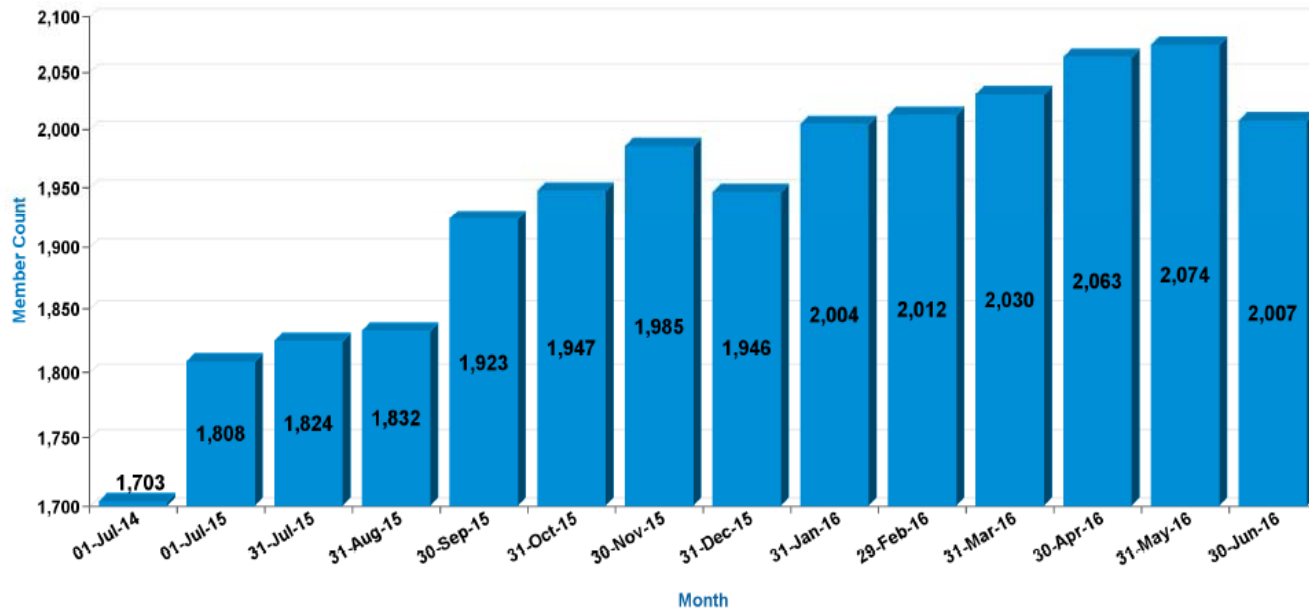




# CLUB GROWTH (DISTRICT CHART)

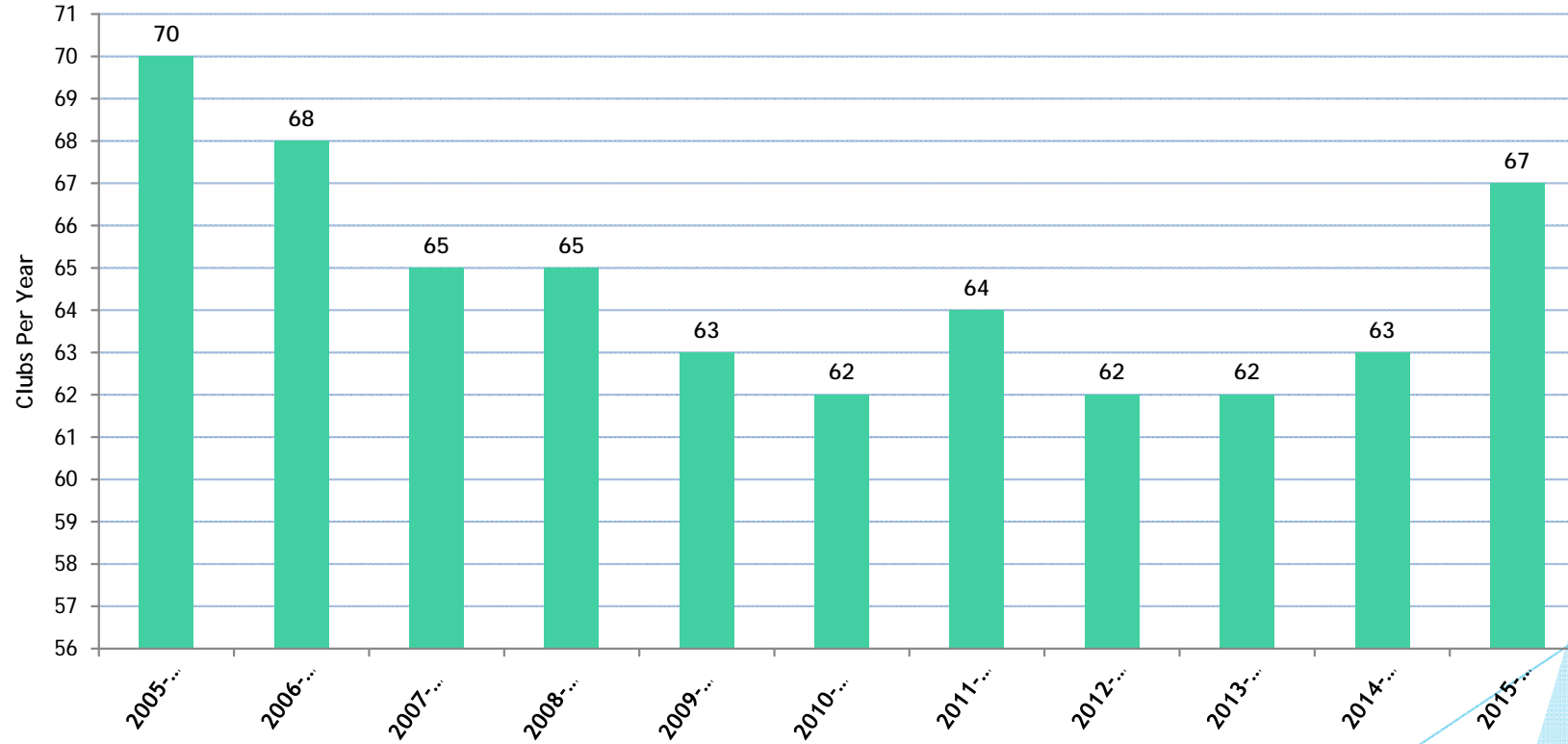
For District # 3310

For Rotary Year (2015 - 2016)



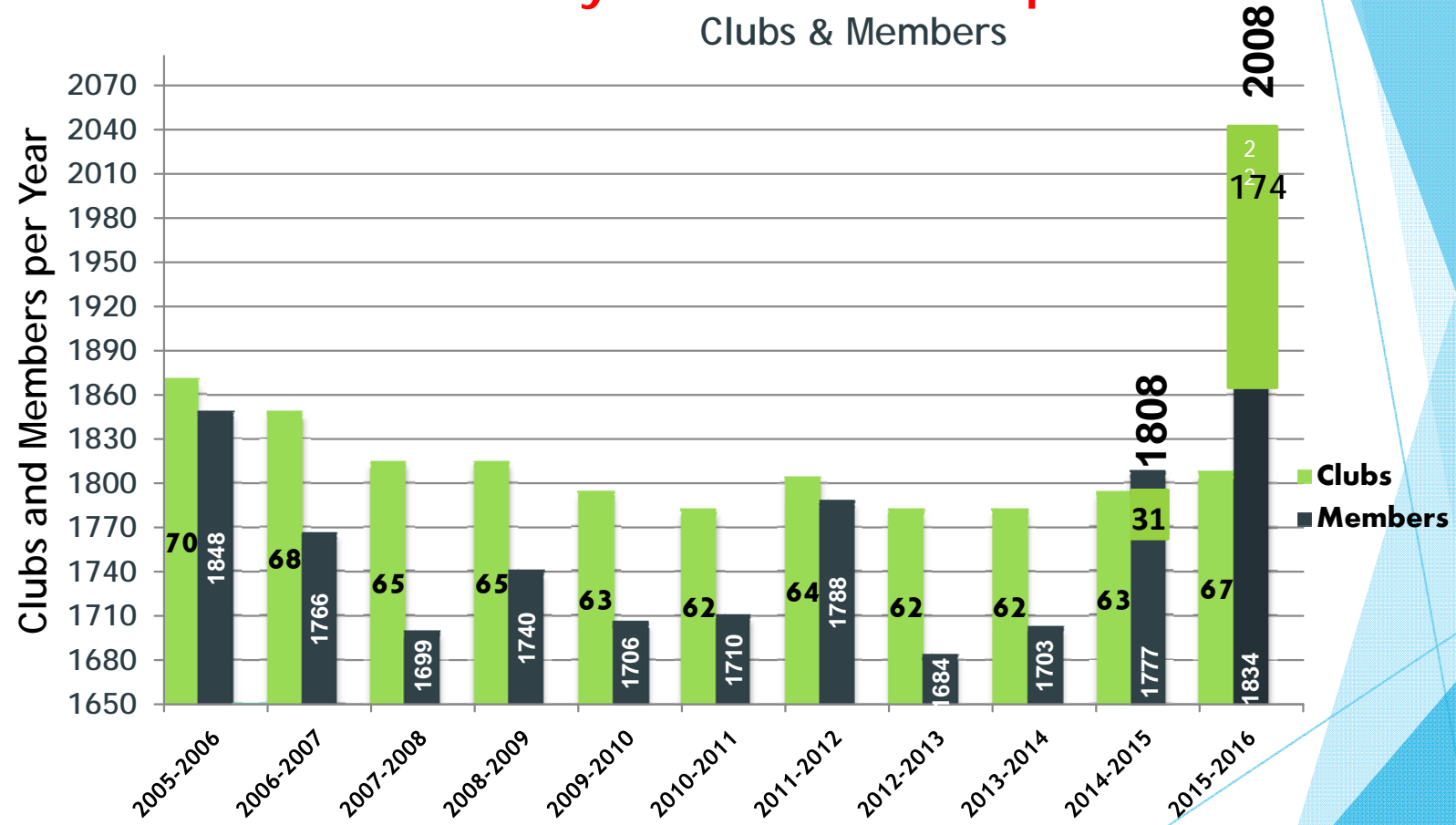


## 10-year Club Trend



# 10- year Membership Trend

## Clubs & Members



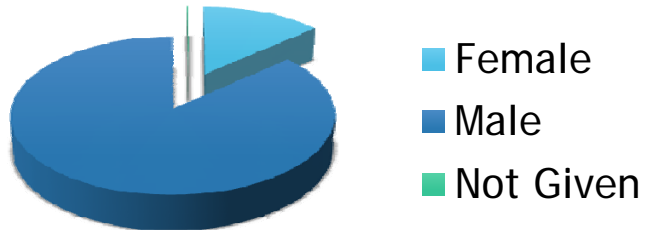
2008

Clubs  
Members

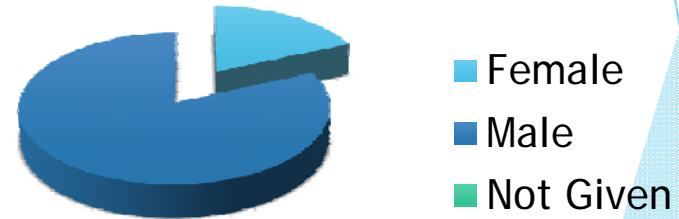
## MEMBERSHIP BY GENDER

Year	Female		Male		Not Given		Total Members
	Rtns	%	Rtns	%	Rtns	%	
2014 - 2015	242	13%	1,553	86%	3	0.20%	1,808
2015 -2016	365	18%	1,643	82%	0	0.00%	2,008

**2014 - 2015**



**2015 - 2016**



Note: Female membership net increase by 5% from last year



## **NEW CLUBS 2015-16**

<b>Club</b>	<b>New</b>	<b>Terminated</b>	<b>Net</b>
Kota Kinabalu Pearl	74	9	65
Kota Kinabalu Mandarin	45	5	40
Sarikei	23	-	23
Yong Peng	46	-	46



## Membership Data

**Total new Members 432    Terminated Members 232**

No of clubs with Positive Growth	36
No of clubs with zero growth	8
No. of clubs with Negative Growth	25
No of clubs with no recruitment	10
No of clubs with 1-14 members	9
No of clubs 15-24	25
No of clubs 25 and above	33

**Rotary**  
District 3310



# **ROTARY YEAR 2016-17**

## **Goals and Plans**

**Rotary**  
District 3310



Three year theme.....***DREAM GOAL***

**3019 by 2019**





## **GOALS FOR 2016-17**

- **Net 10% Increase in Membership (210)**
- **5% of new members shall be Young Rotarians < 40 years old**
- **3% of new members shall be female Rotarians**
- **Clubs to increase Membership Retention by at least 1%**
- **Set up 7 new Satellite Clubs**
- **Target 5 new Rotary Clubs with focus on creating new Mandarin speaking clubs**



# MEMBERSHIP DEVELOPMENT STAKEHOLDERS

## DISTRICT ALUMNI COMMITTEE

Interact, Rotaract, Rotary Youth Exchange, New Generations Service Exchange, RYLA, Rotary Peace Fellowships, Rotary Scholarships, VTT, Ambassadorial Scholarships, Grants for University Teachers, Group Study Exchange, Rotary Volunteers

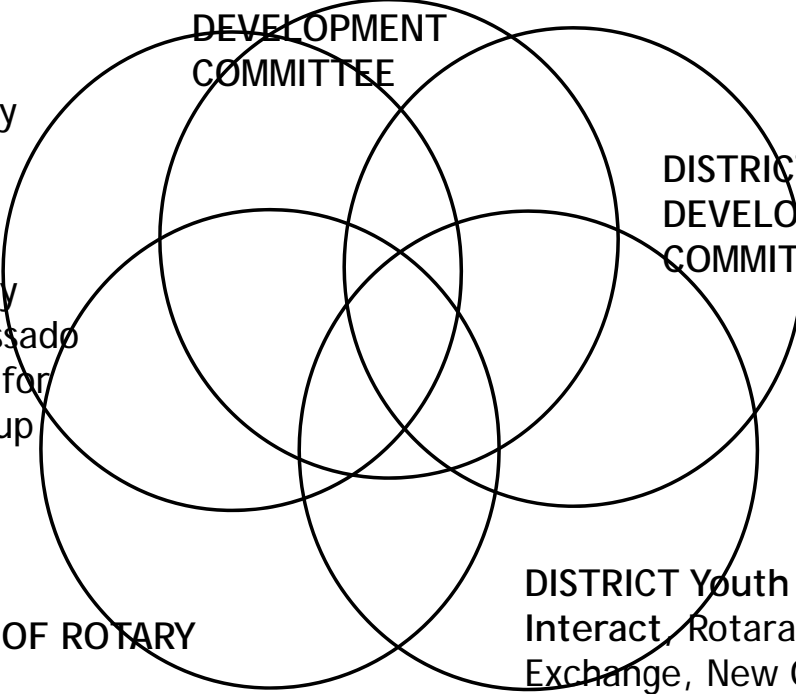
## DISTRICT FAMILY OF ROTARY COMMITTEE:

Spouses, Partners, Children of Rotarians, Siblings, Survivors of Deceased Rotarians

## DISTRICT MEMBERSHIP DEVELOPMENT COMMITTEE

## DISTRICT New CLUB DEVELOPMENT COMMITTEE

DISTRICT Youth COMMITTEE:  
Interact, Rotaract, Rotary Youth Exchange, New Generations Service Exchange, RYLA



## MEMBERSHIP DEVELOPMENT STRATEGIES

- Recruitment is the responsibility of all Club Presidents and Assistant Governors to take the lead. Invite potential members to club projects instead of just club weekly meetings.
- District Membership Committee to spearhead regional seminars, workshops, resources, and share best practices to promote membership attraction, engagement, and retention
- Continue with **ROTARY DAY** concept to generate awareness of Rotary and generate interest for public to support Club projects and eventually join Rotary



## MEMBERSHIP DEVELOPMENT STRATEGIES

- Monitor membership growth in Rotary Club Central and focus on clubs needing attention. All membership goals to be reflected in Rotary Club Central
- District Rotary and Islam Committee to continue to correct misperception of Rotary amongst Muslims in the District and promote recruitment from this committee
- Implement **District Strategic Tactical Task Force (DSTT)** key recommendations and action plans



- Create new Mandarin and Bahasa speaking clubs
- Translation of District website and resources for Mandarin Speaking Clubs
- Creating Satellite Clubs and New Clubs with dedicated committee
- Conduct Membership Satisfaction Surveys



## MEMBERSHIP DEVELOPMENT STRATEGIES

- Open up membership focus towards “Recent Retirees” \*\*
- Expand RYLA to Adult RYLA for Gen Y and Senior RYLA for Baby Boomers\*\*
- Encourage Member Bring Member Program. Develop member and Club Recognition Program\*\*

**\*\* New initiatives**

## MEMBERSHIP RETENTION STRATEGIES

- Membership retention is key to growth....**close the back door**
- Monitor membership growth in Rotary Club Central and focus on clubs needing attention
- Develop Exit Interview Survey to understand and address issues that result in member's departure
- Encourage mentorship among stronger clubs and senior Rotarians for weak clubs to enhance retention
- District Seniors to meet with new/disengaged members to understand/resolve issues

# District Membership Attraction and Engagement Committee

- ▶ Chair: Khushroo Dastur
- ▶ Vice Chair: Lip Kee Yap
- ▶ Advisors: PDG Andre Suharto and PP Rajamohan Munisamy
  
- ▶ Regional Chairs:
  - Singapore - Wong Kwai Wah (RC Changi)
  - Johor - Tan Chee Seng (RC Johor Baru)
  - Melaka - Sia Chong Teang (RC Tangkak Ledang)
  - Sarawak- Ng Yaw Hwa (RC Kuching Central)
  - Sabah- Lee Swi Heng (RC Kota Kinabalu South)
  - Brunei- Low Eng Leng (RC Bandar Seri Begawan)



**Rotary**  
District 3310



**Any Questions???**