MEMBERSHIP

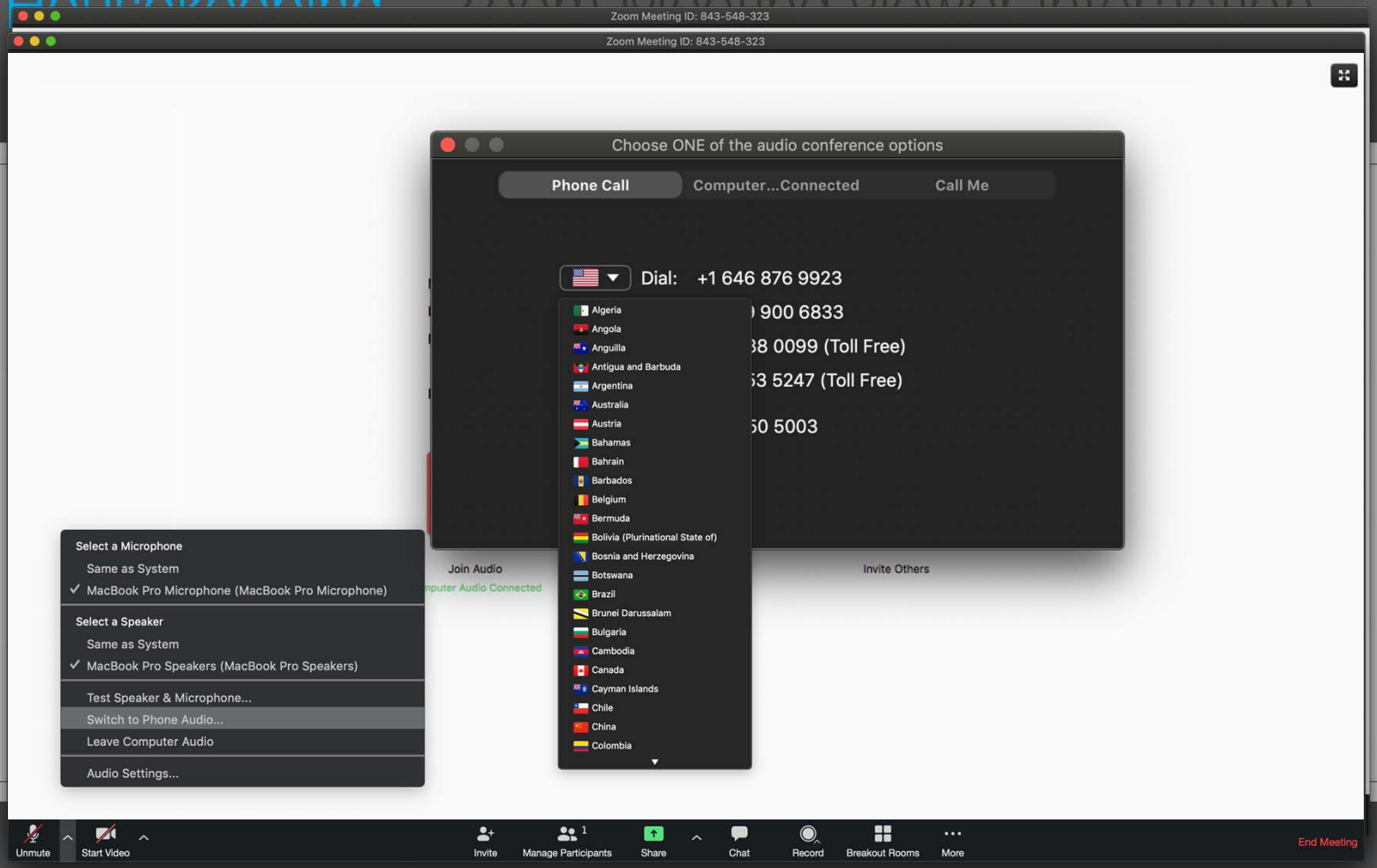
2020 DISTRICT ASSEMBLY

Bunny Pratt | D5910 Membership Chair

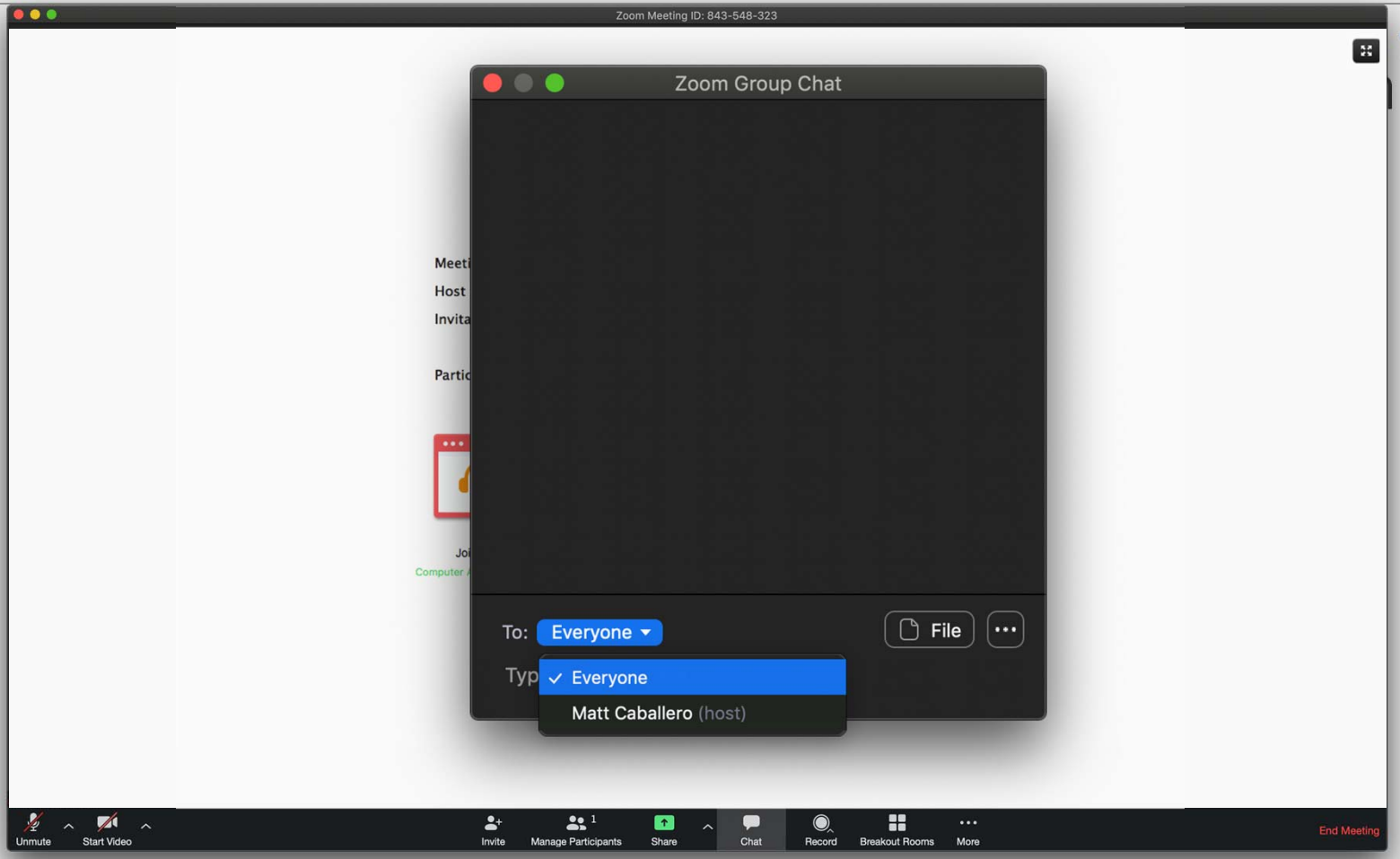
bunny@bcins.net | 979.571.9826

District Rotary 5910

Housekeeping Zoom Meeting viewer interaction



Housekeeping – Zoom Meeting viewer interaction


Zoom Meeting ID: 843-548-323
Zoom Group Chat
To: Everyone
File
Everyone
Matt Caballero (host)
Unmute
Start Video
Invite
Manage Participants
Share
Chat
Record
Breakout Rooms
More
End Meeting

TOGETHER WE, GROW ROTARY!

"Instead of asking who do we know, ask who are we missing."

RI President
2019-2020
Mark Maloney

Source: https://my.rotary.org/en/learning-reference/learn-topic/membership

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TOGETHER WE, GROW ROTARY!

Examine

Prepare

Plant

Celebrate

Rotary

Membership Learning Objectives

HOW TO ASSESS YOUR CLUB

HOW TO CONNECT W/ CURRENT & PROSPECTIVE MEMBERS

HOW TO DEVELOP YOUR CLUB

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How to Assess Your Club

Use RI resources to see if your club is meeting members' needs and reflecting the community:

1. Take a Learning Center Course: Is Your club Healthy?
   - Curriculum guides you through modules to help your club improve its member experience, service and social events, public image, and club operations.
   - MyRotary.org
2. Use Membership Assessment Tools
   - Representing Your Community's Professions (classification assessment)
   - MyRotary.org
   - Rotary5910.org

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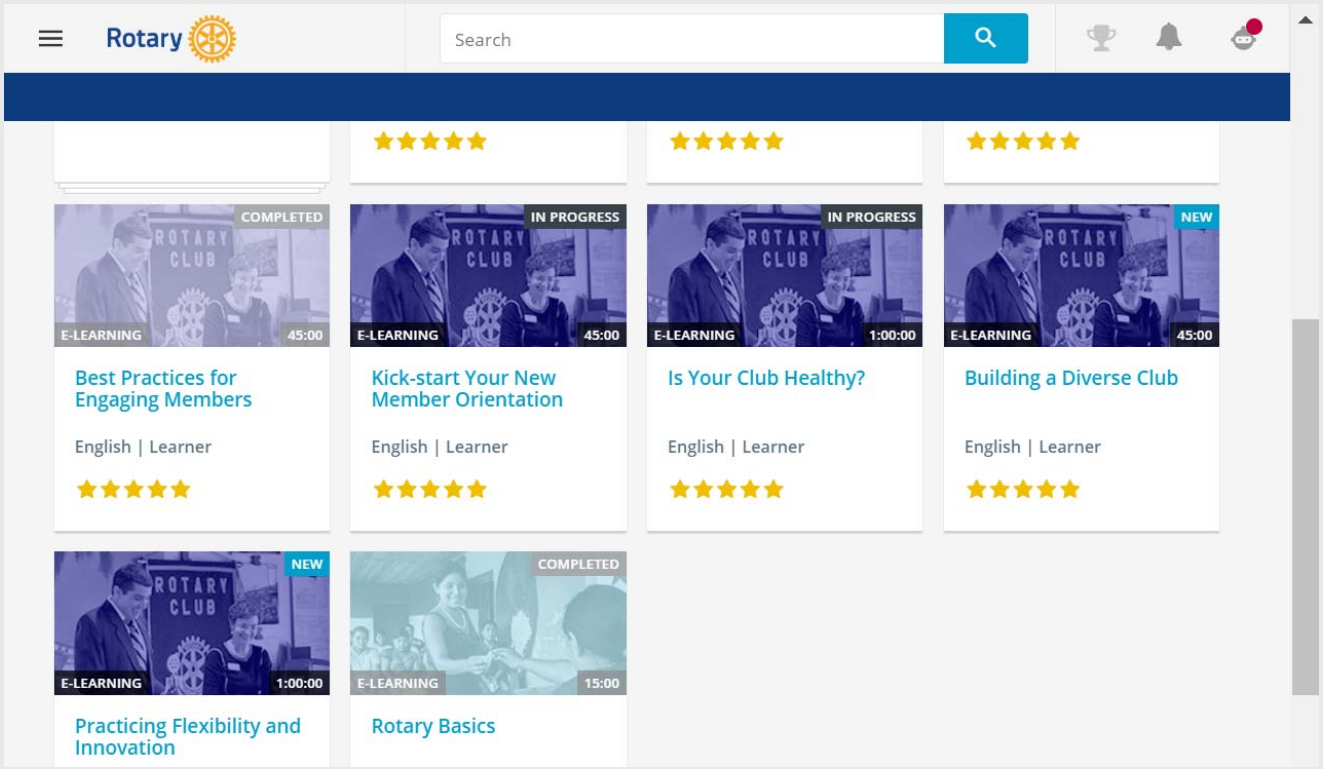
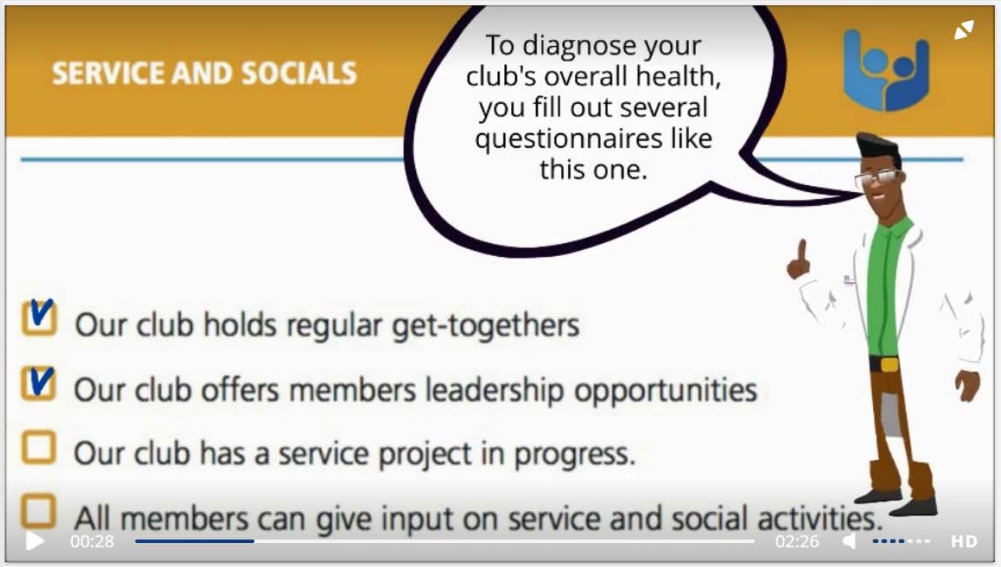
How to Assess Your Club

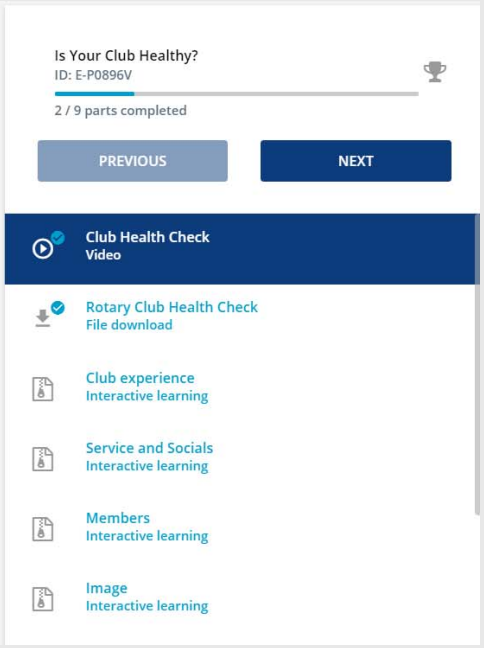


Rotary

How to Assess Your Club



Club Health Check



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How to Assess Your Club

CLASSIFICATION AUDIT

Professions represented in the club	Number of members in that profession	Percentage of membership
1.		%
2.		%
3.		%
4.		%
5.		%
6.		%

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POLL

Visitor Data Collection

Connect w/ Members & Prospects

Use RI resources to connect with Current & Prospective Members:

A. Listen to Club Innovation Stories
B. Enhance the Club Experience
C. Customize a Club Brochure
D. Discover Rotary presentation

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Connect w/ Members & Prospects

Club Innovation Stories

Rotary Club of Rochester MN introduces innovative meeting formats to increase participation

Rotary

Connect w/ Members & Prospects

Enhance the Club Experience

Tailor this member satisfaction survey to get opinions from your club members. Then act on the results and consider implementing your members' ideas.

4. What are your opinions about our club's **service projects**?

	Just right	Too many	Too few
Total number of service projects	☐	☐	☐
Number of community service projects	☐	☐	☐
Number of international service projects	☐	☐	☐

	Agree	Disagree	No opinion
Service projects are well organized	☐	☐	☐
Service projects make a difference in the community or the world	☐	☐	☐
Service projects are meaningful to me	☐	☐	☐

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POLL

Club Brochure

Connect w/ Members & Prospects

Customize a Club Brochure

Design your own club brochure using the template on Rotary's Brand Center.
Choose images and wording to best represent your club.

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Connect w/ Members & Prospects

Discover Rotary Presentation

Show this presentation to prospective members or at your club's public events. Add content and images specific to your club, and have membership information forms readily available.

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POLL

Club Dues

Develop Your Club

- Club Flexibility
- Club Membership Committee Checklist
- RI Leads Module

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Develop Your Club

Know the Dues Breakdown

Rotary International = $68.00/year

District 5910 = $34.00/year

Your Club = $XX.00/year

Optional = Meals, Foundation Gifts

Prepare & Post Club FAQs

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Develop Your Club

Consider Alternate Membership Levels or a Satellite Club arrangement.

- Full Member
- Associate Member
- Service Champion
- Corporate Member

Different levels could mean voting privileges, opportunity to hold office, committee leadership, alternate club dues as set in your Club bylaws.

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Develop Your Club

Club Membership Committee Checklist

- Establish & Communicate membership levels
- Develop Club FAQs & publish to website (sample)
- Evaluate or Implement New Member Orientation & Red Badge or Mentorship Program
- Review membership statistics & demographics
- Explore Learn Club Runner Tools: Member Dashboard, New Member Activity Tracking, Custom Contact Groups

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Develop Your Club

Follow up your MyRotary.org Membership Leads

The club's president, secretary, and membership committee chair get an alert to review the lead and take the next steps

Home | Manage | Club & District Administration | District Administration | **Manage Membership Leads**

WE KNOW IT WORKS

Since 2001, inquiries from qualified candidates have increased by 400%. Of the screened leads we forward to districts, 63% of referrals and 60% of members relocating or changing clubs join a Rotary club within six months.

Rotary

Develop Your Club

Membership Leads

- Establish an internal communication plan (email/phone/mail)
- Remember follow up and invite them personally to an upcoming club meeting, service project, or to meet for coffee.
- One size does not fit all. If your club isn't a good fit, recommend another. Ask your Assistant Governor to help.
- Circumstances change, so circle back around to past members
- Speakers, Non-Rotary Volunteers & Donors are prospects.

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TOGETHER, WE
GROW
District
Rotary
5910

QUESTIONS?

POLL

Membership Session Survey

MEMBERSHIP

2020 DISTRICT ASSEMBLY

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District Rotary 5910