

**Rotary**  **District 6200**

# **Plan for Membership Growth**

# Things are changing – Why?

In some parts of the world, Rotary continues to grow at a rapid rate. In others, membership has been declining and the average age of members is increasing.

Rotary has found that when clubs have more freedom to determine how they hold their meetings, who they invite to membership, and what defines engagement, the club is more vibrant and more able to grow.



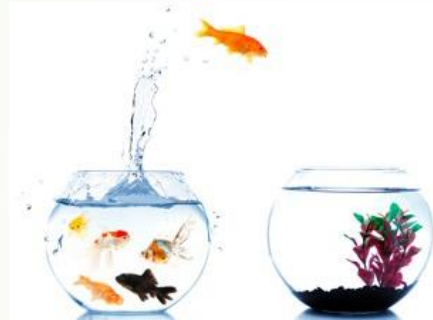


# Staying Relevant is Crucial

- Strengthening membership is critical to the sustainability of clubs and Rotary as a whole.
- Clubs should promote membership with new ideas, even those that challenge traditions.
- Clubs leadership and members with valuable life experiences should provided mentoring and leadership development opportunities to Rotary's future leaders.
- Clubs should consider easing stringent club meeting protocols and make efforts to accommodate a younger demographic.



# Assess Your Club



*It's time  
for a  
CHANGE*



# Honestly Evaluate Your Clubs Fundamentals



- Is there a spirit of hospitality when you walk into your club?
- How is the meeting venue working out? Is it too big or too small, and is there room for growth?
- Are your meal cost too expensive?
- Are the rules too strict?
- Is a schedule change needed to meeting frequency?
- Are your meetings fun?
- Is your club diverse?
- Will too much change drive away members?
- Will no change drive away members?
- Does your club have a membership committee?



***Is It  
Time  
For A  
Change?***

# Complete a Rotary Club Health Check and Conduct a Member Satisfaction Survey!






To be successful, clubs must provide new and different ways of recruiting and engaging members so they continue to find **VALUE** in their membership experience.

# Is Your Club In Search of New Younger Members?

- Young leaders are looking to:
  - Network
  - Build leadership skills
  - Mentorship from business leaders
  - Concerned about family







# Remember new members are attracted to opportunities that are:

- Flexible
- Project focused
- Family friendly
- Diverse

## ***Thoughts to ponder:***

*Does your club offer **valuable** networking, leadership, mentoring and fellowship opportunities?*

*Does your club say “Come, join us, be a leader”?*

*Does your club **value** families by saying, “families welcomed”?*

Be sure to involve all members in club goals and membership issues. Ask for members' opinions, they will be eager to see what changes will be made based on their recommendations!

Engage and  
Motivate Your  
Team

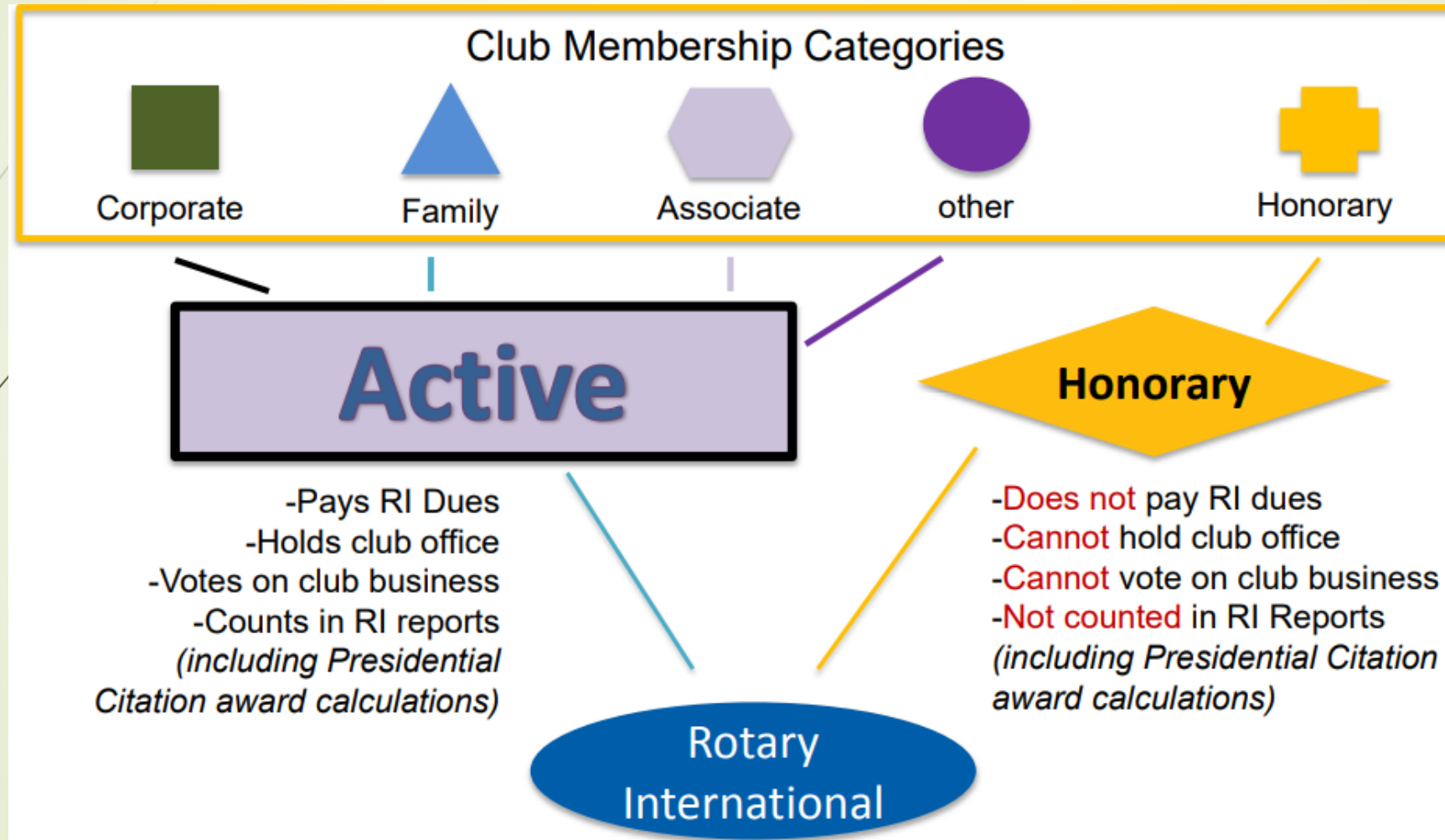


# ROTARY'S NEW FLEXIBLE GUIDELINES

2016 COUNCIL GRANTS CLUBS GREATER FLEXIBILITY



# Has your club considered NEW MEMBERSHIP TYPES?





- **A few examples of the different membership types are:**
  - Corporate Membership for local business that want to support the club and would like to vary the representatives that will attend the club meetings
  - Family Membership for those families that want to alternate between which member of the family will attend the meetings on a given day
  - Associate Membership for those people that are interested in getting to know the club better



# Clubs Have Greater Flexibility in Attendance and Meeting Format

- Club's can relax attendance policies:
  - Meet as few as twice a month
  - Change their meeting time and/or day
  - Clubs can meet in person, online, or a mixture of the two
  - Service projects or social events can count as a meeting



**STRICT RULES....**  
**will**  
**RESTRICT your**  
**Success**  
**BE FLEXIBLE!!!!!!!**



*Try this!*

- Start a Rotaract Club
  - Dual Membership for Rotaractors are allowed



- Start a Satellite Club (this will be discussed in detail in a later session)



**Be innovative and find what works!**

Remember evolution is inevitable. But don't discredit what your club is doing well. **Show off** what you are proudest of **so you can attract others** who will help you do more of it because....

Rotary



THE WORLD NEEDS MORE  
#ROTARIANS





now it's up to us

