

ROTARY D7080 CLUB LEADERSHIP TRAINING MEMBERSHIP JUNE 4, 2020

Presenters (in order of presentation)

- **Brian Bennett** – Rotary Tavistock – District Membership Chair
- **Andrew Williams** – Rotary Kitchener Westmount
- **Ed Broeders** – Rotary Bolton
- **Scott Hebert** – Rotary Cambridge Sunrise
- **Brian Carmichael** – Rotary Passport South – Asst Rotary Coordinator Zone 28E



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ROTARY D7080 CLUB LEADERSHIP TRAINING MEMBERSHIP JUNE 4, 2020

Areas to be covered

- **Overview/club flexibility & health**
- **Attracting new members**
- **Onboarding members**
- **Membership committee basics**
- **Questions**



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ROTARY D7080 CLUB LEADERSHIP TRAINING MEMBERSHIP JUNE 4, 2020



Rotary International President-elect Holger Knaack
"Rotary has to change – Rotary will change"

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DISTRICT 7080:1521 MEMBERS
+/- 120 from 201648 CLUBS
+/- 2 from 2016

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**TREND, AS OF
(July 1, 2019)****DISTRICT****WORLDWIDE**

Men / Women	70% / 30%	77% / 23%
New Member Retention	67%	79%
Existing Member Retention	68%	77%
Members Under Age 50	5%	16%
Members 50+	22%	46%
Age Not Reported	73%	37%

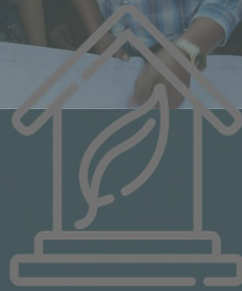
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WHY MEMBERS LEAVE

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**30%**

Cost and/or time

**23%**

Club environment

**19%**

Unmet expectations

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34% said would **not**
recommend Rotary!!
Why?

They would not recommend their own Rotary club,
not Rotary all together.

Reasons would include bad club environment and culture, spotty onboarding, no flexibility, less diversity, not making use of their knowledge and skills for service projects or not offering the right service opportunities.

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DIVERSITY, EQUITY & INCLUSION

Rotary will cultivate a diverse, equitable, and inclusive culture in which people from underrepresented groups have greater opportunities to participate as members and leaders.

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WHAT MEMBERS WANT

1. Local community service
2. Friendship & fellowship
3. Professional development opportunities

Rotary 

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*"When we say yes to Rotary, I don't think many people understand the scope of what they're saying yes to. The **great joy** is finding that out."*
– A Rotarian

Rotary 

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ROTARY CLUB HEALTH CHECK

IS YOUR CLUB HEALTHY?

Rotary Club Health Check - This straight-forward survey presents members with a series of statements. If they agree they place a check mark. As the committee reviews the results various suggestions and resources are presented.

Enhancing the Club Experience – Identify what your members like and don't like about their club experience. Develop an action plan that builds on what your members like and discontinues or changes what your members aren't satisfied with.

Either or both surveys can be set up as an ONLINE survey with members answering anonymously and a unique link for reporting results only to your club.

Contact your AG or Brian Bennett

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TAKE YOUR CLUB IN A NEW DIRECTION

Is your club flexible and ready for the future?

New resources on satellite clubs, passport clubs, and Corporate Membership can help you create an experience that works for **every member**.

[ROTARY.ORG/FLEXIBILITY](https://rotary.org/flexibility)

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Flexible options for clubs

Offer alternative membership types

Your club could offer family memberships, junior memberships to young professionals, or corporate memberships to business leaders and their employees. Each type of membership can have its own policies on dues, attendance, and service expectations, provided these policies are documented in your club bylaws. Rotary will count these people in your club membership and will consider them active members if they pay RI dues.

Examples:

- Corporate, family, service/volunteer, alumni, Rotaract
- [Rotary Membership Video Series - Different Types of Membership](#)

Benefits:

- Presents options for prospective members with different pricing structures and levels of time commitment
- Presents an opportunity to partner with a local corporation
- Diversifies club by attracting businesses, prospective members with young families, and other groups who aren't able to join as traditional members

Resources: <https://my.rotary.org/en/club-flexibility>



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Flexible options for clubs

Start a new type of club

Rotary clubs are autonomous, and all have their own culture. You can create a club that offers a club experience that works for you and others with similar needs. For example, you could start a satellite club for your less traditional members and your traditional members can remain in the sponsor club.

Examples:

- Satellite, E-Club, Passport, Corporate, Special Interest (Meet up), New Voices, Alumni
- [Rotary Membership Video Series - New Types of Rotary Clubs](https://my.rotary.org/en/club-flexibility)

Benefits:

- Creates new opportunity for prospective members in your area
- Allows disengaged members to try new practices and ideas
- Creates opportunity for new leadership
- Allows members in traditional clubs to continue if they enjoy their club experience

Resources: <https://my.rotary.org/en/club-flexibility>



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Flexible options for clubs

Change meeting format

Change your meeting format and engage your members in fun, productive ways! You can meet in person, online, or a combination, including letting some members attend in-person meetings through the Internet. Or you can change the format of your in-person meetings to include service projects, leadership development, committee reporting, social gatherings, member professional talks, and educational talks on diversity, club vision, and other topics your club determines

Benefits:

- Makes club meetings more interesting, which engages members and guests
- Creates culture where agility and creativity are valued and demonstrated
- Members can gain professional development skills

Resources: <https://my.rotary.org/en/club-flexibility>



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Flexible options for clubs

Relax attendance expectations / reduce meeting frequency

Change your meeting schedule to make it easier for your members to attend. Ease attendance requirements and encourage members to participate in other ways, such as taking a leadership role, updating the club website regularly, running a meeting a few times a year, or planning an event. Remember your members are volunteers. If your club is dynamic and offers a good experience for members, attendance won't be a problem.

Benefits:

- Accommodates members who have busy schedules
- Encourages participation outside of in-person meetings
- Better captures member engagement
- Makes club more appealing to prospective members (research tells us that rigid rules keep non-members from joining)
- Diversifies club if other non-traditional groups are motivated to join
- Compels clubs to make good use of meeting time (so members come because they want to not because they have to)

Resources: <https://my.rotary.org/en/club-flexibility>



Rotary



District 7080

Attraction
Membership Seminar

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Using science of
resilience to
strengthen Rotary
clubs
during COVID-19

Connect

Perspective

Wellness

Purpose

Gratitude

[Using Science of Resilience to Strengthen Rotary Clubs During COVID-19](#)

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Introduction

- Club Self examination
 - Is our club fun?
 - Is it welcoming?
 - Is it interesting?
 - Would YOU join your club now if you were new to Rotary?
 - Attracting members is not just a committee function – ALL Rotarians need to invite prospects.

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Club Action

Self - Evaluation


Goal is to get a prospect to a meeting

Ensure Whole club is on board –
Welcoming

Engage them in Rotary

Focus on the benefits of Rotary

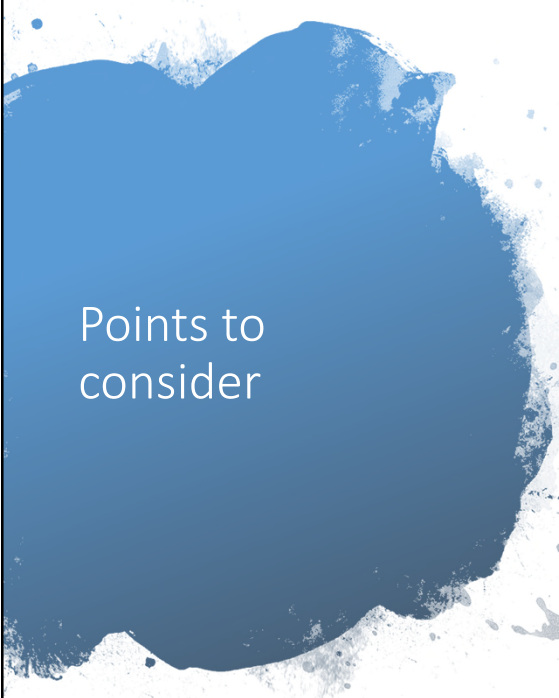
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Ideas

- Hold a membership event
- Advertise
- Invite prospects to multiple meetings
- Invite prospects to help at fundraisers / events
- Provide Rotary information at club events
- All club members should ask friends, neighbours, business acquaintances

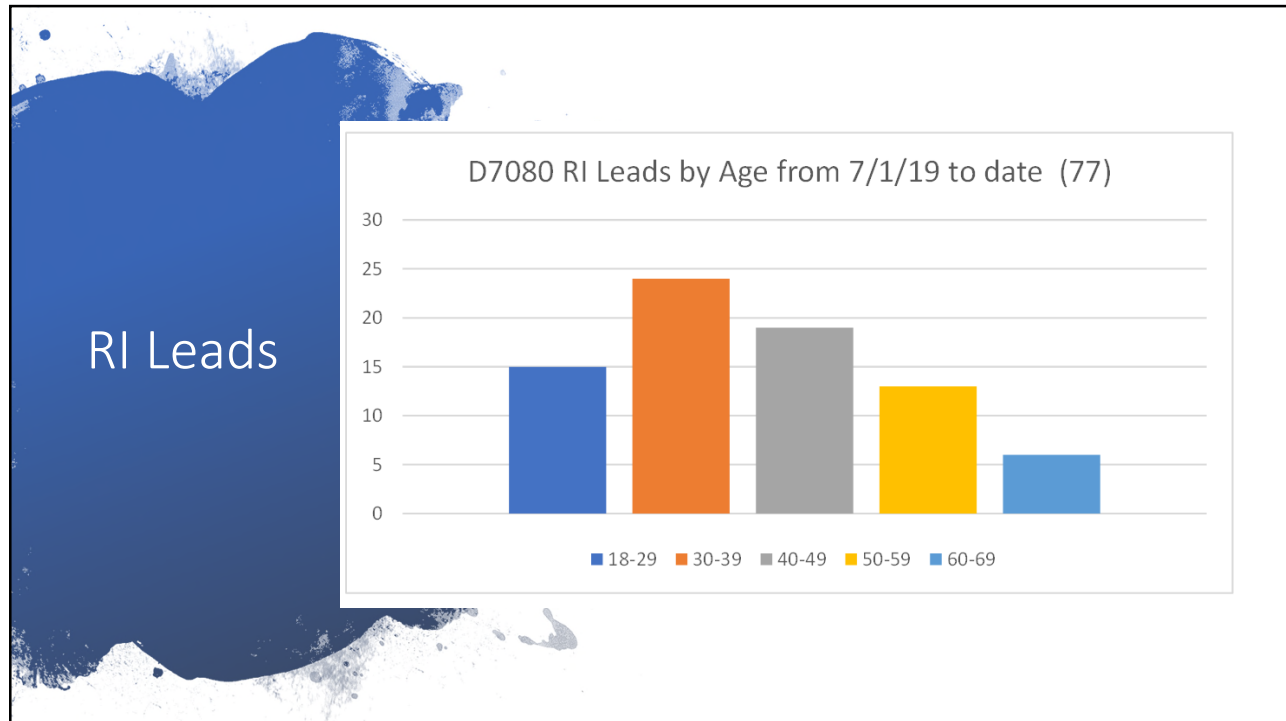
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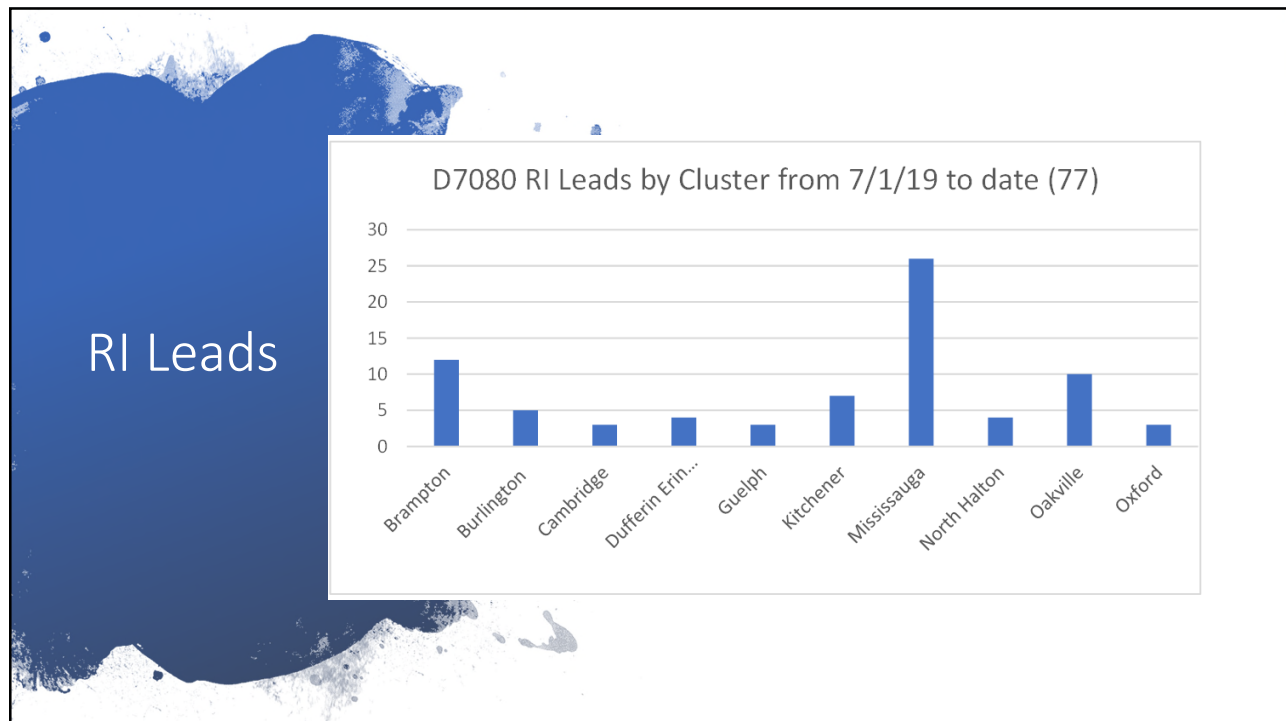
Points to consider

- Physical Distancing vs social distancing
 - Social media, zoom, Google Meet, Microsoft teams
- Invite someone to visit or join you at a meeting
 - Elevator speech
 - Fix a date and time
- Engage prospect/new members – make it fun
 - Guest speakers
 - Service projects
 - Fellowship


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Resources

- [Membership on Rotary.org](#)
- District Membership team
- Rotary Voices
- Rotary Magazine
- Contact other clubs
 - Share ideas
 - Guest speakers
 - Fellowship
 - Zoom meetings

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Rotary

District 7080

Stronger Together

Reach out and connect with Rotary

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ONBOARDING

Rotary Club of Cambridge Sunrise



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Onboarding New Members

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ONBOARDING

Supporting new members & making them feel welcome.

Successful Clubs may consider.

- Clarify Benefits/Expectations
- A Formal Mentorship/Onboarding program – Induction, Inclusion
- Phased introduction: Who is the new Member? What are opportunities for them to engage? -- Avenues of service / club committees & leadership roles
- Find out new members areas of interest; how they might contribute to the success of the club
- Evaluate members experience? What changes should we make to keep club vibrant?

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CLARIFY BENEFITS & EXPECTATIONS

- Benefits & Rewards
- Expectations (Costs, Commitment)


Membership Application

INTRODUCTION
Thanks for considering joining the Rotary Club of Cambridge Sunrise. This package has been prepared to inform potential applicants about:

- our Club (including mission, vision, values and history)
- the expectations of membership
- the nomination process, and
- where to get additional questions answered and the formal application form.

WHO ARE WE - ROTARY CLUB OF CAMBRIDGE SUNRISE
The Rotary Club of Cambridge Sunrise is made up of people with a passion for making a difference in our city and the world. We are leaders who love helping people, and our motto is "service above self". We meet for breakfast on the 1st, 3rd and 5th Friday mornings to socialize, plan service projects, discuss local and international issues and hear interesting guest speakers. We contribute over \$50,000 each year to local and international projects.

OUR MISSION
We provide service to others, promote integrity, and advance world understanding, goodwill, and peace through our fellowship of business, professional, and community leaders.

OUR CORE VALUES
Our values drive the intent and direction of the organization's leadership. Our core values are:

FELLOWSHIP AND GLOBAL UNDERSTANDING
We build lifelong relationships.

ETHICS AND INTEGRITY
We honor our commitments.

DIVERSITY
We connect diverse perspectives.

VOCATIONAL EXPERTISE, SERVICE, AND LEADERSHIP
We apply our leadership and expertise to solve social issues.

Rotary Club of Cambridge Sunrise, P.O. Box 530 - 401 Hespeler Road, Cambridge, ON, N1E 6J4



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What members say about joining Rotary ...

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I very much enjoy the meetings ... we have many interesting and informative speakers. The hands on projects are very gratifying. Belonging to Rotary allows me to get involved in the local and international community in a way that would be difficult as an individual.

I have the opportunity to change the lives of people I will never meet.

An opportunity to join others with similar "giving back" ideals.

I was asked to come to a meeting and I liked what I saw....a great way to meet new and interesting people and also help out our community

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After turning 40, I wanted to get more involved in the community. My next door neighbour came from a family of Rotarians. His continued enthusiasm about Rotary made me want to check out a meeting. After a few meetings, I was hooked.

Rotary gives me the opportunity to do something meaningful and productive outside of work.

Friendship and at times the good feeling that I have helped someone else's life to become a little nicer.

It provides an organized way for me to try to help out with community initiatives. It forces me to take a bit of time each week to do something different from my usual routine of work and family. The goal would be to help me become more versatile and knowledgeable about matters that are outside of my normal day to day activities.

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FORMAL MENTORSHIP PROGRAM

- ABCs of Rotary
- Formal assignment of a mentor (may be best if it is someone other than the proposer)
- Schedule of Items to cover during Mentorship program
- Introducing new members to Rotary

Links:

[ABC's of Rotary](#)

[Mentorship Program - example](#)



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PHASED INTRODUCTION

Who are our new members?

- Honour new members with opportunity for introduction & welcome
- Consider hosting a New Members Fellowship event with members/families soon after joining

Links:

[Classification Talk - Guidelines - RC of Cambridge Sunrise](#)

[Classification Talk Example - RC of Ottawa](#)



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PHASED INTRODUCTION

- Bring member to Board & Committees (Club Administration, Community Service, Vocational Service, International Service, Fundraising, Membership, Foundation etc.)
- Discuss interests, skills and preferences for contribution
- Understand commitments and timelines
- And Introduce the new Member to the Club – Classification Talk



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ROTARIAN INTERESTS & SKILLS

- Does an accountant want to be Treasurer? Do lawyers enjoy Bylaw reviews
- Explore the interests, skills and wishes of members
- Involve new members in Club activities?
 - [Rotary Membership Video Series - Involving New Members](#)
- Do they have leadership aspirations (Committee Chair, Club President, District roles)

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EVALUATE CLUB

ENGAGE MEMBERS IN SURVEYS

Use survey of members and Health Check to evaluate club and member experience

- Mentors – **New Members** – evaluate experience at 3 months, 6 months, 1 year

Whole Club:

- What should we STOP
- What should we START
- What should we KEEP DOING

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"In life, everything is a choice. We can choose to close our eyes to the needs of others, to keep what we have for ourselves, to declare the problems of others to be theirs alone. Or we can choose to look past distance, past colour, past language and dress and culture, and see that people everywhere are just like us -- and then refuse to walk away."



- Kalyan Banerjee,
President of Rotary International 2011-2012.



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Possible Next Steps



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Where to start - Rotary Learning Center



Club Membership
Committee Basics

- Learn about the role
- Working with your committee
- Membership Committee check list



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Exploring the Learning Center



- Is Your Club Healthy
- Flexibility & Innovation
- Engaging New Members
- New Member Orientation



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