



Rotary Membership

Concepts That Really Work for Developing New Clubs

INTRODUCTION



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SESSION OUTCOMES

- Understand some of the new club models that are available to Rotarians
- Understand the Satellite Club process
- Understand how to approach starting a new Rotary club in your community

IS THERE A NEED FOR A NEW CLUB IN YOUR AREA?



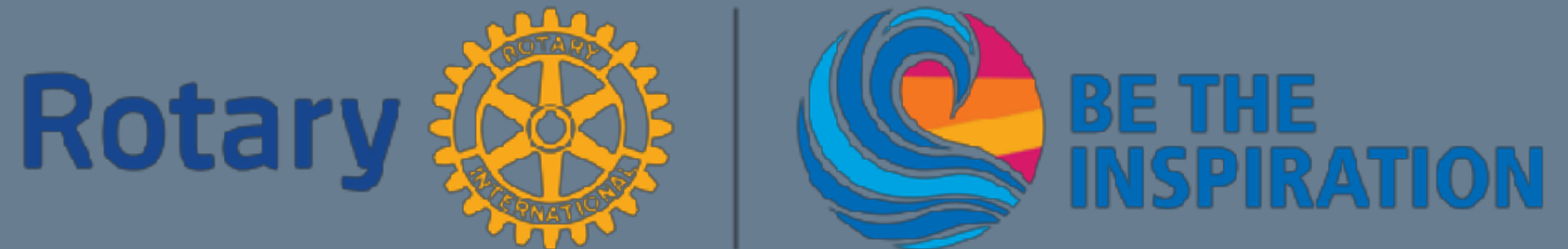
IS THERE A NEED FOR A NEW CLUB IN YOUR AREA?

*“This is a changing world.
We must be prepared
to change with it”
-Paul Harris, 1935*



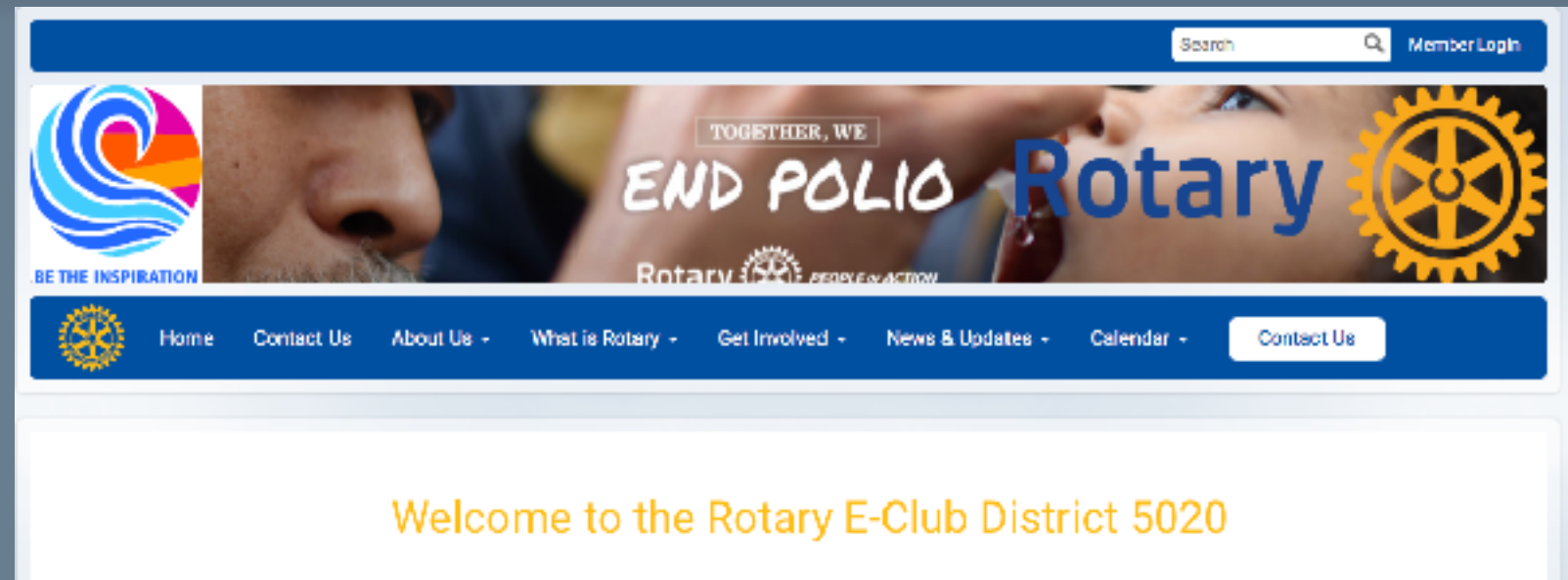
NEW ROTARY CLUB MODELS

- E - Clubs
- Satellite Clubs
- Passport Clubs
- Corporate Clubs
- Life Style Clubs



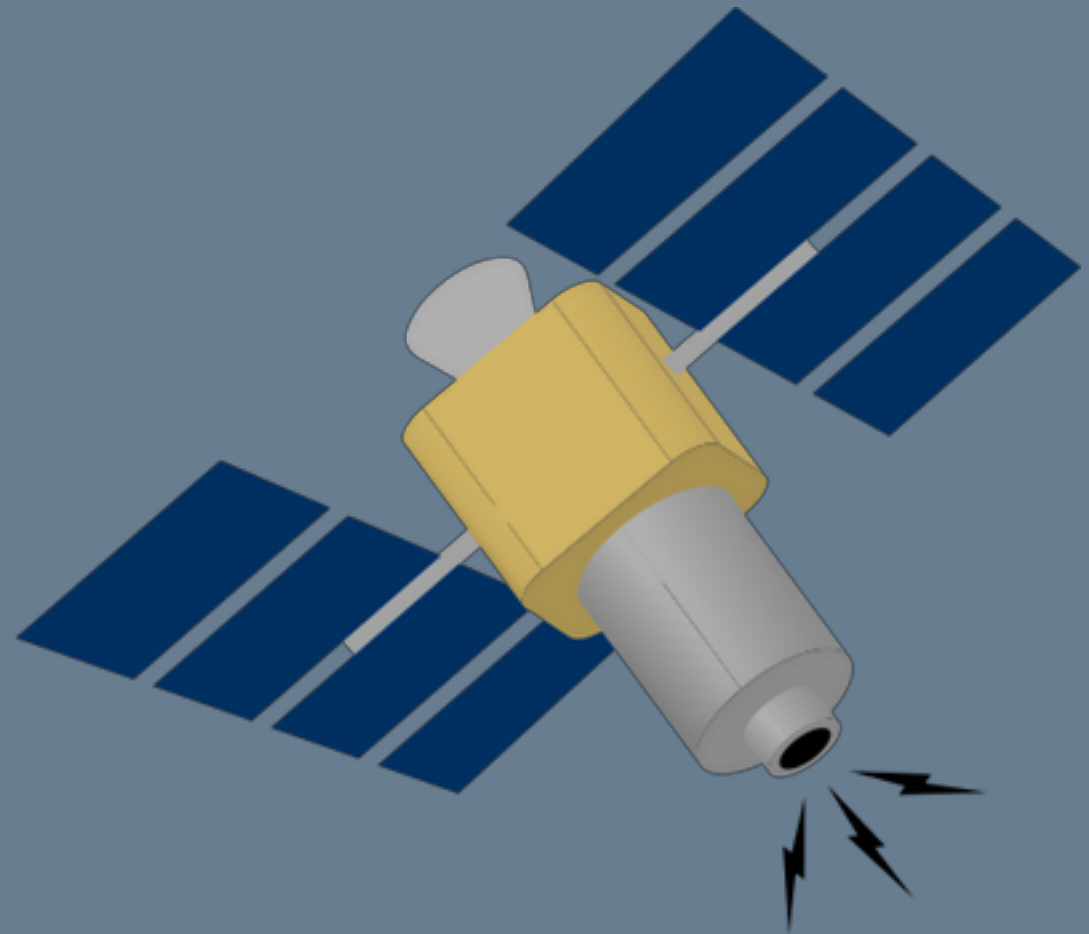
E - Clubs

- Club meets online
- Members are from different communities
- Use the network of Rotary to do service



Satellite Clubs

- An alternate meeting day/time
- A way to attract a different demographic to Rotary or sub-group of individuals.
- A way to be innovative and re-imagine what we have traditionally thought of as Rotary.
- An extension of a current chartered Rotary Club, or
- An incubator for a new Rotary Club to be chartered after some success.
- A way to re-energize Rotary!



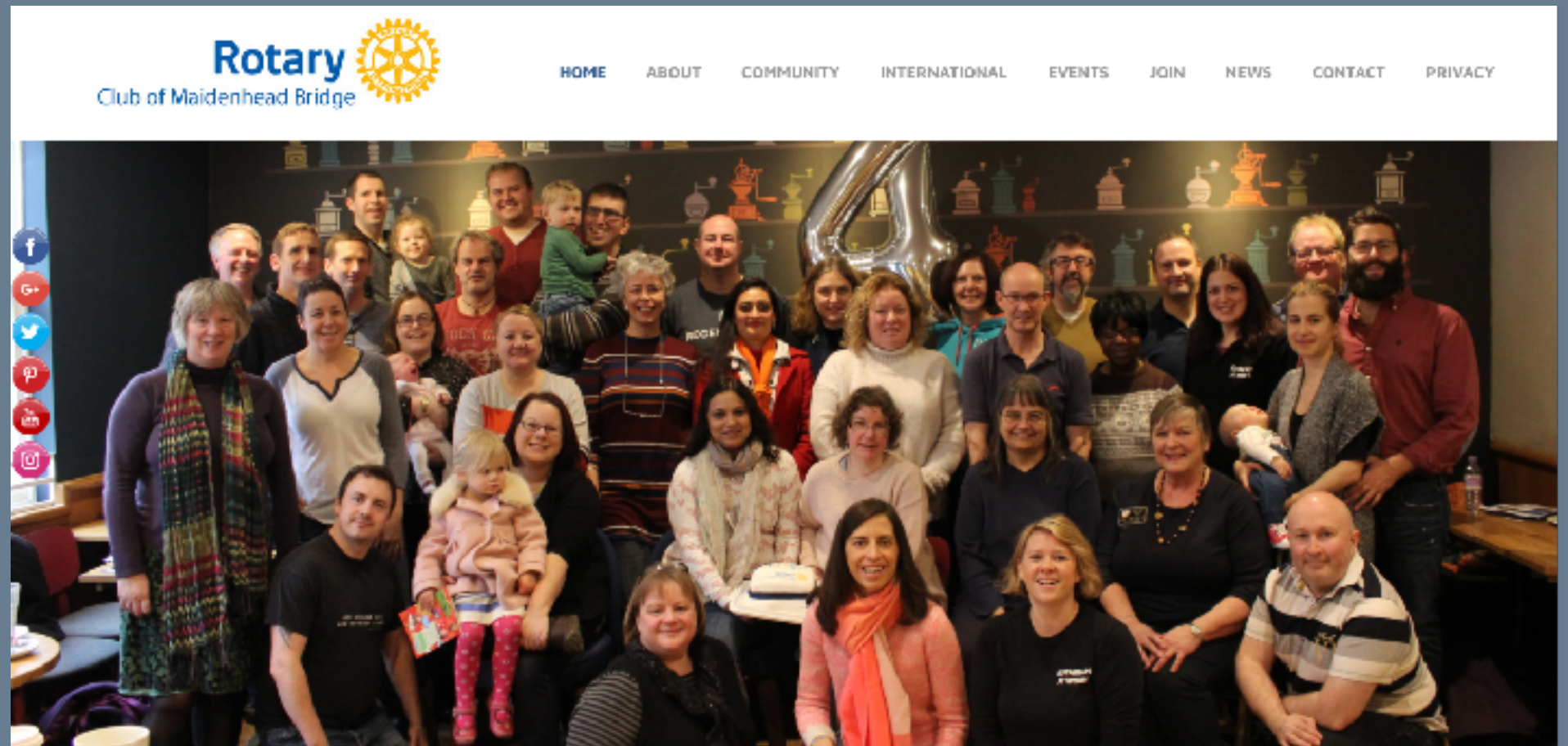
Passport Clubs

- Passport Club only holds a few "in-person" meetings each year. Instead of weekly meetings, members are encouraged to engage in humanitarian service - however that works best for them.
- Members are local people who want to make a difference in their community in a way that fits within their time, talent and finances, as well as with their family, work and life commitments.
- Membership in a Passport Club provides you with a passport to visit and work with any other Rotary Club in the world and to take part in activities, programs and projects that interest and engage you.
- This Club is designed for former Rotary members, youth, alumni and others who find a traditional club doesn't fit their life.



Life Style Clubs

- Clubs that are created to meet a community need around location, time of day, cost, projects, shared experiences, special interest, etc.



The Rotary Club of Maidenhead Bridge



HOW WE STARTED AND WHERE WE ARE

ROTARY CLUB OF DOWNTOWN VICTORIA

Est. APRIL 2016



IMPORTANCE OF A STRONG MANIFESTO

ROTARY CLUB OF DOWNTOWN VICTORIA

Est. APRIL 2016



ACTIVE

The RCDV is dedicated to active community involvement. Help us make a difference locally and internationally. Attend a meeting, share your ideas and get involved!



ACCESSIBLE

Club membership is open to people of all ages and professions. We meet at the practical time of 6pm, so you can come along and have a drink or a bite to eat and socialize with new, like minded individuals.

Don't think you can be a Rotarian? Think again!



ECONOMICAL

Rotary shouldn't cost a fortune. RCDV intends to keep costs low, so we can focus on the important aspects of being a Rotarian.

There is no meal requirement, it is at your discretion if you purchase food or drink.



FLEXIBLE

We understand that people lead busy lives and it can be daunting to figure out how you will fit Rotary into it! Don't fear, membership of this club is flexible. You can meet your two event minimum through numerous club events and regular meetings.



HOW WE ATTRACTED PEOPLE

ROTARY CLUB OF DOWNTOWN VICTORIA

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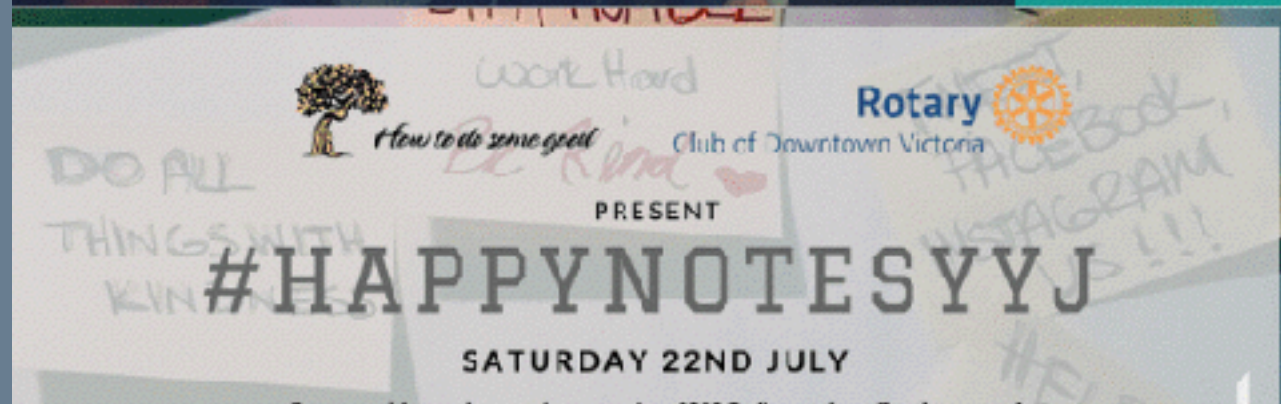
**DO YOU
WANT TO**
*Volunteer
Join Leaders
Exchange Ideas
Have Fun?*



TYPES OF EVENTS

ROTARY CLUB OF DOWNTOWN VICTORIA

Est. APRIL 2016



LESSONS LEARNED

ROTARY CLUB OF DOWNTOWN VICTORIA

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INTRODUCTION



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Today's Agenda

Concepts that Really Work for Developing New Clubs

- Identify a niche
- Recruit a team to champion the cause
- Launch with enthusiasm
- Focus on being 'sticky'

Identify a Niche

What are the Roadblocks?

- Talk to people you think should be Rotarians, and ask why they aren't
- Make a list of the objections you hear
- Repeat until you can identify 3 key objections that many people share

Identify a Niche

Remove the Roadblocks

- **Design a club format that removes or accommodates for the roadblocks**
- **Seek feedback**
- **Refine as needed until you have a working model**

Identify a Niche

Our Story

- 3 months of discussions between myself, Stu Tunheim (AG) and T. Dale Roberts, and with us talking individually to those we thought might be good Rotarian candidates.
- Identified 3 key roadblocks:
 - Perceived cost
 - Weekly meetings
 - Traditional club cultures



Identify a Niche

Our Story

- Perceived cost
 - It costs a lot to be in a Rotary club
 - Rotary is for people with thousands of dollars to spare
- Weekly meetings
 - I can't commit to every Monday night indefinitely. My schedule changes each season based on kids' activities.
- Traditional club cultures
 - The meetings are serious and boring
 - I don't want to be fined or singled out



Identify a Niche

Our Story

Roadblock: Perceived Cost. Solution:

- Minimum mandatory costs
 - annual dues just enough to cover RI and district dues.
- \$10 meeting fee charged when attending
 - Covers room rental fee and a bit towards operating budget
 - No meal
 - ‘Pay per use’ appeals to people
- Our culture will value volunteerism, participation and work ethic as much as monetary donations

Identify a Niche

Our Story

Roadblock: Weekly Meetings. Solution:

- 2 meetings and one volunteer opportunity per month
- Meetings are 1st Tuesday and 3rd Wednesday, 6:30pm
- Volunteer opportunities are typically on weekends
- Cultural expectation is to attend 1 meeting or volunteer activity per month
- Alternating meeting days makes it easier to fit a club meeting into the ever changing activity schedule of family life

Identify a Niche

Our Story

Roadblock: Traditional Club Cultures. Solution:

- **Emphasis on hospitality and first impressions**
 - Guests are immediately paired up with a member who introduces them into a conversation and hangs out with them until the meeting starts
- **Fast paced, higher energy meetings**
 - Use powerpoint to guide meeting agenda and present key info visually



Identify a Niche

Our Story

Roadblock: Traditional Club Cultures. Solution:

- **Voluntary Happy Bucks, no Fines**
 - We are very conscious about creating a welcoming and inclusive environment. Fines and ‘roasts’ can be great in the right context, but can be tricky to get right and risk being off-putting to many people.
- **No singing and no invocation**



Recruit a Team

Many hands make light work

- Find people who are excited about the idea of a new Rotary club and will help spread the word and invite people to a information session
- Specifically focus on **INFLUENCERS** within your community

Recruit a Team

Influencers

- People who are consistently involved in groups and causes
- People who have a large network within the community
- People who can motivate others to try something new
- People who are comfortable asking others to follow them towards a goal

Recruit a Team

Information Session

- The goal of the team is to organize an information session and invite as many great candidate Rotary members as possible
- People are more likely to commit to trying something new if they see many others joining
- Focus on the roadblocks identified and how the new club removes them

Recruit a Team

Our Story

Information session held Dec. 2017

- Attended by about 80 people
- Presented the idea of the new club, the 3 roadblocks and how we proposed to remove them
- Asked for commitment of \$20 for each person to be a charter member for a February charter
- Full dues would not be payable until June

Recruit a Team

Our Story

- 40 people signed up that night
- 22 more over the following 6 weeks
- Club chartered with 62 members.

Our Next Challenge:

Make the club experience strong enough that people would pay the \$200 annual dues in June.

Focus on Being Sticky

What is “Sticky”?

- It's hard to let go
- It keeps you attached
- It binds things together

Focus on Being Sticky

Malcolm Gladwell's definition

Stickiness Factor: the quality that compels people to pay close, sustained attention to a product, concept, or idea.

Focus on Being Sticky

Website stickiness

the average minutes per month
visitors spend at a **site** or
network.

**Stickiness = participation and
engagement**



Focus on Being Sticky

Creating a “Sticky” Club means:

- People are excited to come to the next meeting
- People invite their friends to the meetings
- People feel ownership of the club and want it to succeed

Focus on Being Sticky

How to Be Sticky?

- Foster relationship building between members
- Highlight easy steps people can take to get involved
- Encourage/challenge everyone to invite a guest
- Reward participation with in-meeting and social media recognition
- Set reasonable goals and celebrate wins



Focus on Being Sticky

Our Story

We created stickiness by:

- Promoting networking (fellowship) for 30 minutes before meeting
- Creating social media content, encouraging all members to use #CVRC
- Photo booth at events (great SM content)
- Dedicated photographer at meetings

Focus on Being Sticky

Our Story

We created stickiness by:

- Running experiments and requesting feedback
- Not having presenters at every meeting – allowing some meeting to focus on team building and group participation in decisions
- Setting small goals and running small events – things that would make positive impacts but be achievable and not intimidating.
- Partnering with other groups to do volunteer work

Focus on Being Sticky

Our Story

We created stickiness by:

- Encouraging club members to put their own causes forward for team participation
 - Our club culture recognizes that people are involved in other organizations and causes, and we want to support that
- Stressing a “Grow the Pie” mindset
 - Being a Rotarian doesn’t mean you have to give up other causes you’re passionate about...
It means you’ll have the support of many other great people to bring to your cause for extra support.



CONCEPTS THAT REALLY WORK FOR DEVELOPING NEW CLUBS

Q & A Session



CONCEPTS THAT REALLY WORK FOR DEVELOPING NEW CLUBS

*THANK YOU
FOR ATTENDING!*





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