

Feedback on 'Support & Strengthen Clubs' Session

INNOVATION & FLEXIBILITY

1)

Blend meetings - online and in person
Different meeting space (place)
Mix up seating
Service project instead of meeting
Family meeting
Visits instead of meetings
Morning clubs for teachers
Sponsor Interact
Shared memberships
Sponsor organizations (boy scouts or girl scouts)

2)

Breakfast meetings
Lunch social (no program)
Balance activities - survey club on their interests - prior to budget/how will club ensure that all areas are covered
Communicate & Operation warm - raised money for winter coats for kids
Club-Vocational-Community-International-New Generations

3)

FACEBOOK social networking
Family social events
Move time of meeting
Key speakers
Spousal/Family involvement
Work with local high school
Promote membership with diversity - consider whether your club represents the community
-bring a buddy month
-diversify - could bring younger group - healthy, lighter food
-new fundraiser instead of same old thing
-new board retreat
-enthusiasm

4)

Dynamic web site
Replace meeting time with a service project
or social (no speaker)

5)

Cooperation with other clubs

6)

2 regular meetings, next a project or vocational visit, then family event
Corporate memberships & sharing the cost among a few
"Done in a Day" project, over a lunch break
FACEBOOK page - great for communication, birthdays, event details
Twitter - tweet the speaker for the day

Fireside Chats - in April/May - 10 members open their homes, social time
Send your PE to National Convention
Up with fellowship activities & include families
Foundation & raising in March, guest speakers, everyone gives
2 meetings per month with speakers - 1 meeting networking - 1 meeting service project
Use FACEBOOK to publicize events
*Married Couple - 1 person is a member who can't always come so spouse comes
*1/2 price membership - club pays 1/2 price if member is under 35
*Brown bag luncheon if you have nowhere to meet & lessen expenses

RECRUITMENT & RETENTION

1)

Corporate membership
Include spouse in orientation
Follow up with absent members
Survey for interest and talent
Do projects
Speakers bureau to talk about Rotary
Scholarships & leaves of absence for job losses
Follow up with previous members

2)

Mentors for new members
Lower dinner fee for one year
Raise money to support meal costs
Quality of programs
Rotarian of the week
Promote other religions
Give new members tasks goals

3)

Bring a buddy months
Improve food/value added
Farmers as vocation
Be welcoming

4)

New member get together
Include family
Give them a job
Monitor attendance

5)

How do you keep members? How do they close the back door?
50% who join leave within 3 years. They join for networking.
Engage new members in visioning.
\$200 per member per new one/10 people/they do a service project together
What is your number goal? 3? 5? 7? 12?
First years - networking, Middle - giving back, Later - fellowship
Get them involved right away
Do a survey - what do they like? Why did they join? "be they were asked"

Member recognition

Get people to know each other

Give them a specific job to do

Give people a job with a 6-week deadline

6)

Membership Drive - competition on who can bring in the most new members.

Winning team will get a Paul Harris Fellowship

Everyone brought a list of people and sent a mailing to prospective new members

Brought pre-stamped postcards- gave 5 to each person when they came in they had to come up with 5 people to send to

For every new member - you and new member got a free boat ride

7)

Milk cartons with missing faces

Let the older ones just pay & eat - time, talent, treasure

Older members went on an International trip, really enjoyed it.

Contact members who've left due to economy - invite them back.

MEMBERSHIP DIVERSITY

1)

Club Audit

Identify potential candidates (Chamber of Commerce)

Partner with JC's

Trade show/Expo

Have literature ready

Generic Rotary Club card with invitation to lunch

Brochure to send out

Use fundraisers to promote Rotary

Get your "ask" in gear

Current web site

FACEBOOK

Spouses

Good orientation program

2)

Members bring at least one person

Use other organizations - Chamber

Bring prospective member - committee chair program

Women

Award \$100 to foundation for new member

3)

Technology - FACEBOOK

4)

Professional, Gender, Age, Religion, Ethnicity

Is it half female?

Bring a Buddy

Make a DVD, target to CEOs and recruit that way

Discount for "under 40" members - 50% off

Make sure your membership committee reflects the diversity you seek

Recruit through Chamber, Women's Conference

EXTEND ROTARY

- 1)
Charter clubs or satellite clubs in schools, Nightshifts

- 2)
Interact
New Generations club

- 3)
Strive- lower 1/3
Rotract / Interact

- 4)
Expand into area where we are
Give school group \$700 to do something to better their school. "Strive" program
Develop leaders
Career Fair Day - invite HS juniors - Each person shows students what their job does.
Survey before and after the event on whether or not they would return to the community.
Many districts hold annual RYLA event (Rotary Youth Leadership Academy)
Continuity of Leadership

- 5)
New clubs
Rotaractors - a hockey team became a Rotract Club
Starting a meeting with elderly population of members who are in a nursing home.

BALANCE AVENUES of SERVICE

- 1)
Members in charge of different avenues
Review and build on citation
Adopt a highway
Read to kids
Sponsor battle of books
Sponsor senior students
Kindergarten clinic
Awareness of vocations
 - icebreaker
 - Rotary minute
 - What jazzes you up?Community Garden -food is donated

- 2)
Club service - web sites - newsletters
Vocational service - interact
Community service
 - Helping needy with housing projects

park clean up
involve others
sleep outs

International - books - teachers

3)

Club, Voc, Com, Int'l, New Generations

"Vocational Day" club meets at that worksite, has meeting & tour

"Christmas in May" service project for needy families

Rotarians speak at high school class for underprivileged, but high achieving students

Hands-on book fest 4 kids - one day event

how a book is made

paper-making

author visit/illustrator visit

ENCOURAGE STRATEGIC PLANNING

1)

Increasing membership

Community awareness

Club involvement

Quality members

Review existing programs

Set measurable goals

-attainable

Youth exchange

Service projects to engage more people

Establish signature event

-wine tasting

-basketball tourney

-'minute to win it' competition

-silent auction

-raffle

-turkey trot

2)

Board retreat prior to July 1

3)

Vision - International

- Mandatory

Stronger - 5 minutes of Rotary commercial

4)

Use past presidents - have a panel

Visioning workshops help a lot

Review & update every 3 years

Ensures continuity

5)

District Visioning team sees what clubs are doing to plan for future

What is your Vision?

Fun things to do -

Once a month - leave location

Know your Rotarian - Trivia until you figure out who it is.

Happy Dollars

Weekly drawing

Once a month - playing cards - pull a card & sit at that numbered table

fines

Quiz - table needs to come up with answer

Road trips

DEVELOP LEADERS

1)

Scholarships

Present leadership opportunities in community

Get right people on committees & board

Pick president-elect 2 years in advance

PR, program chair, PE

Build interest

Succession for advancing

2)

Leadership training

3)

Encourage members to go to district events

4)

RYLA

5)

"Almost a Scandinavian" by Wooj. Former ambassadorial scholar, stayed

5-year stint: moving up through ranks

local Chamber recruits new leaders - look to them

Do you have leaders from other organizations?

Get terrific speakers to attract leaders