



On Your Mark

Get Set

GROW!

Putting Membership Matters Into Motion

Membership Training Seminar

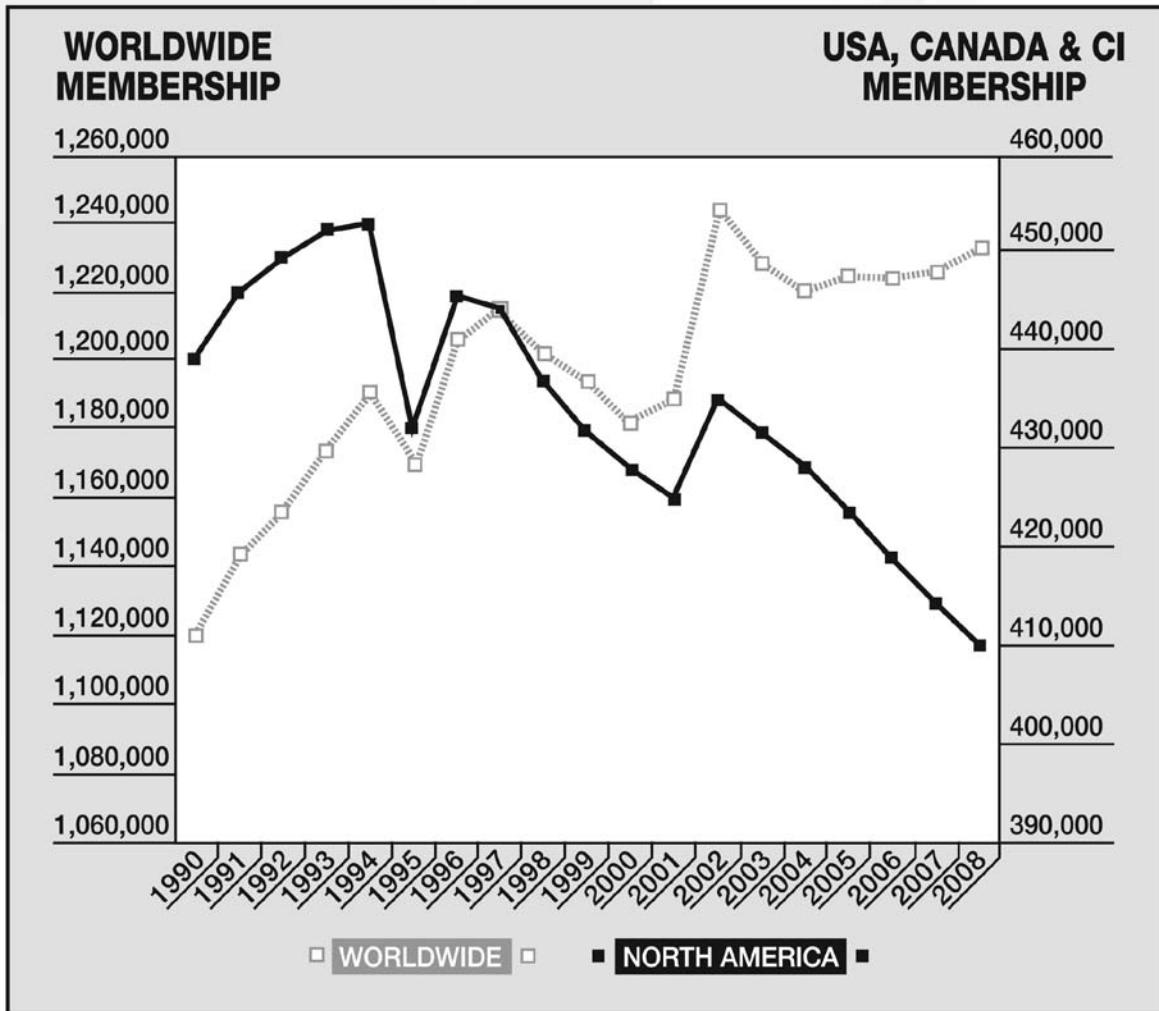


Reality Check

Where are we?

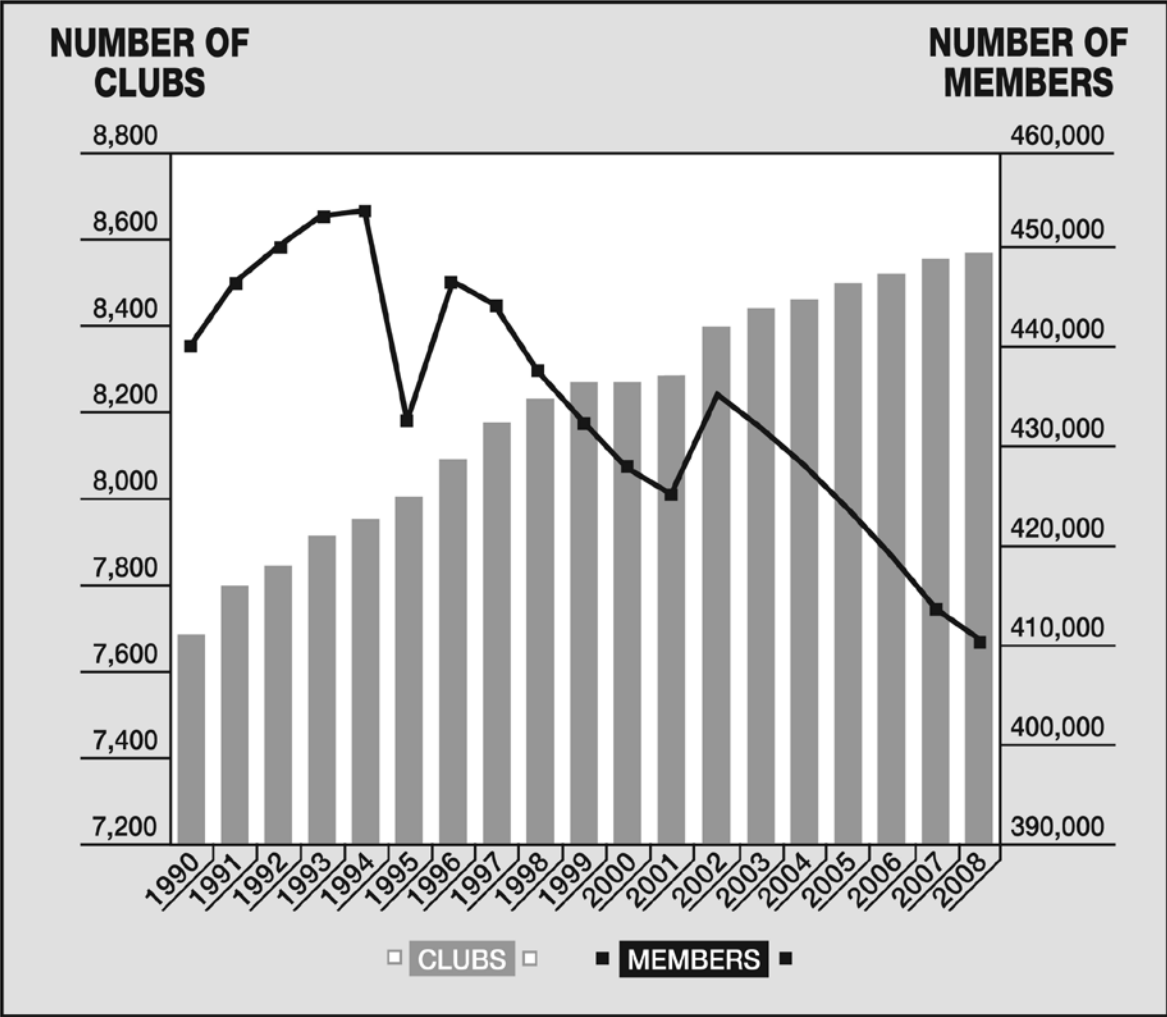
Where should we be?

Membership Worldwide vs. USA, Canada & Caribbean Islands



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More Clubs - Fewer Members



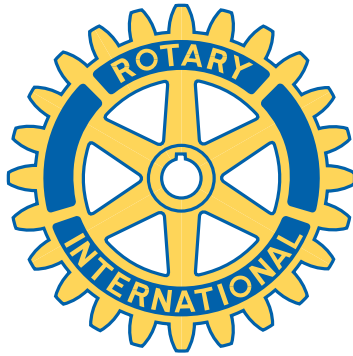
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Summary of Termination Reasons

On SAR - No reason given	15.83% *
Other	10.04% *
No reason given	9.03% *
	34.90%
Moved	7.75%
Business Transfer	6.46%
	14.20%
Business Pressure	11.61%
Classification	9.93%
Health/Personal	6.68%
Disinterest	5.25% *
Attendance	5.12% *
Club Terminated	5.00% *
Joining new club	2.41%
	34.39%
Deceased	4.88%

* *More than 50% can be tied to the probability that club was boring, a waste of their time and/or no longer relevant!*





Define Your Why

Sharing your Rotary heart with others

DEFINE YOUR WHY

Sharing your Rotary heart with others

You joined Rotary because....

- Fellowship
- Leadership
- Citizenship
- Community Awareness
- Networking
- Service Opportunity
- Make a Difference
- Local Impact
- International Impact
- Prestige
- Boss said so
- Father said so
- FUN???

No one joins to bring in more members. But that is what should naturally follow. If Rotary has had an important impact in your personal and professional life, shouldn't that be shared with others?

What is your Rotary impact story?



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To Not Grow Your Club Membership is an act of “Disservice Above Self”

- Disservice to your community - it ignores their needs
- Disservice to your club - it ignores their need for diversity and financial and emotional well-being
- Disservice to Rotary’s rich history - it hides the good works of so many good Rotarians

***90% of Rotarians have not sponsored
anyone into their club***

REASONS:

Fear of Rejection

Lack of Training

Low Expectations

Club is Boring

Club is no longer Relevant

(psst...listen carefully for the excuses)



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UNACCOUNTABILITY BREEDS STAGNATION!

STAGNATION can lead to the eventual death of your club.

Many prominent clubs have lost more than 50% of their members since their peak heyday.

FORMS OF STAGNATION TO LISTEN FOR:

“I’m just a volunteer!”

“I like things just the way they are!”

“We don’t have room for any more members!”

“We’ll lose our esprit d’ corps if we grow!”

STAGNATION can and does breed:

Tiny Visions

Limited Commitment of Time, Money and Ideas

Blind Acceptance of the Status Quo

Volunteer Burn Out

Frat Brother Thinking

Problems with Succession Planning

Problems with Successful Fundraising

Taken together....this can and should be viewed as an insult to the dire needs of your community and the world!



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So...WHAT IS YOUR WHY

Why are you here today?

What is your motivation?

*Can you create in your club a
CULTURE OF INTENTION*

- to prevent the revolving door of membership
- to form a core and lasting TEAM
- to share the same BIG PICTURE VISION
- to reach goals bigger than YOU alone

*Which clubs in your District have achieved
this already?*

Some Keys to Successful WHY

Be FRANK about your love of Rotary

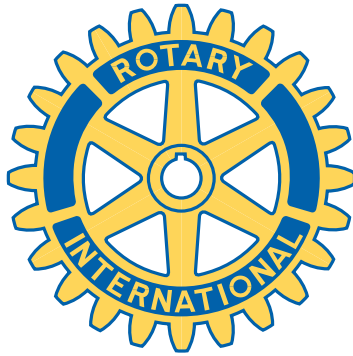
Be UNAPOLOGETIC about your passion for Rotary

Be FORTHRIGHT about your commitment to serve

Be HONEST about your intention to grow your membership



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What's Your How?

Running Rotary like a business

What's Your How?

WHAT'S YOUR HOW?

Running Rotary like a Business

WE HAVE A PRODUCT (which is the most important?)

- The meeting
- Opportunity to serve
- Fellowship
- Business contacts
- Opportunity for self-improvement

WE HAVE COMPETITORS

- Others Service Clubs
- Other Non-Profits
- Doing Nothing
- Life Itself

THERE ARE OBSTACLES TO THE SALE

- Rotary's Image
- Attendance Requirements
- Competitors
- Time Constraints
- Don't See The Value

ROTARY'S PUBLIC IMAGE

- Men's Club
- White Men's Club
- Old White Men's Club
- Rule Bound
- Technologically behind the times
- Obscure projects (even polio eradication)

WE MUST SELL MEMBERSHIPS

Many want to serve, especially these days....but:

- Don't know how
- Don't know where to start
- Don't know how to get involved
- Want an organization they are proud of

We Create Value for Money and Effort

- Dues, Do's, Do'ers, and Dewars!
- The Weekly Million Dollar Cash Give Away!
- Without a Value Equation, Objections are Easy

What is your club's Value Equation?



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OUR TARGET MARKET

- Many were born after Neil Armstrong's moon walk
- Smart and well educated
- Too many demands on their time
- Technically savvy
- High Expectations
- Image is important

ATTRACT A NEW GENERATION

- Respectful of their time demands
 - Relax the rules
 - Run meetings on time and efficiently
 - Follow an agenda
 - Make ups count in many ways now
- Present a modern image
 - What does your meeting room say about your club?
 - What is your product's image to a Visitor
 - Hugs vs. Shrugs
 - Respect for women and minorities
 - The Banner Program (See last page)
 - The Rotarian Magazine
 - Humanity In Motion PR program
 - Club Newsletter
 - Club Website
 - Social Networking (Is your club on Facebook? Twitter?)
- Offer current technology
 - Pay by credit card? On-Line? Pay Pal?
 - Club Website focus
 - District Website
 - RI's website
 - RI's online referral program
- Meet their high expectations
- Make it FUN!



Market your club like you would your business

- Website
- Social Media Focus
- Press Coverage of service projects and events
- Local Newspaper Ads and Announcements
- Phone Book - is your club listed in the yellow pages?
- Postcard Invites – “When You Start With Rotary,
Good Things Happen”

What does a Google search reveal about your club?

RI's website is loaded with excellent (and free) graphics and inexpensive, ready made marketing materials, including professional videos! Go to:

www.rotary.org/humanityinmotion

www.rotary.org/rotaryminute

www.youtube.com/rotaryinternational

See samples on the following page.



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Help end polio worldwide.

Rotary. Humanity in motion.

rotary.org/endpolio



WEBPAGE HEADER



NEWSPAPER ADS

Please visit our Rotary club.
The Rotary Club of:

meets _____
on _____
guest _____

Start with Rotary and good things happen.

WALLET CARDS

POSTCARDS

Los rotarios son gente común que se unen para proteger el medio ambiente, mejorar la comunidad, erradicar la polio y alcanzar extraordinarios logros. Más información en www.rotary.org.

Visite nuestro club rotario.
El Club Rotario de:

se reúne en _____
los días _____ a las _____
Invitado por _____

62445-10307

Many of the products are available in multiple languages.

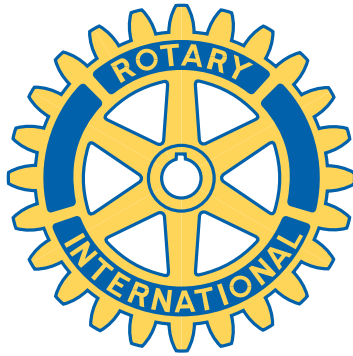


**Architect.
Soccer Coach.
Polio Eradicator.**

Rotary. Humanity in motion. rotary.org



BILLBOARDS



Who's Your Who?

...and how to catch them!

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...and how to catch them!

New Members Bring:

MONEY
ENERGY
ROOKIE COMMITMENT
R.I.N.O. ENLIVENMENT
IDEAS AND IDEALISM
EXPANDED NETWORK
DESIRE TO IMPRESS!!

Profile of the Prospect to Target:

Under 50 years old
Successful/Responsible
Already serves the community
Technologically Savvy
Doer/Dewar
Sense of Humor
Access to Charitable Funds
Focus on Women and Minorities

Where to Find Them:

F.R.A.N.K. - Friends, Relatives, Associates, Neighbors & their Kids
Program Speakers (duh?)
Chamber of Commerce committee members
Leadership Class Members
Young Professionals Network members
Non-Profit Boards
Newspaper Headlines
Past Members
Advertising/Public Relations
Website



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Whom Should You Invite?

Those you Admire

Those in your F.R.A.N.K. circle

Those you'd like to see more often and get to know better

The new guy or gal in town

Target prominent people

Target prominent companies

(“Your company should be represented in Rotary”)

Target up and comers, especially young professionals

Target Classifications you need in your club

Only by asking might you uncover some previous connection to Rotary

The Importance of THE MEMBERSHIP COMMITTEE

A committee of one will work, but 3-5 members is ideal

Do not expect everyone to participate

Target “sales” oriented members

Enthusiasm is a must - knowledge is not!

Newer members are great!

Meet every week in the beginning, and not before or after your regular club meeting

Meet during a Happy Hour is best -
Cheap drinks and full of young professionals



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The Importance of THE HIT LIST

Prospect List Must be Written – (See chart on next page)

Only one list in every club

Everyone has a copy of the same list

Everyone gets a copy of the list each time it is revised

Review the list and tasks assigned every week

Track each visitor thru their sponsor

Follow up! Never give up!

Life circumstance can change in 6 months or 6 years

Start a “Friends of Rotary” email list - maintain it carefully

Email the weekly newsletter or special announcements
or promotions - stay in touch

ACCOUNTABILITY IS EVERYTHING!

REGULAR FOLLOW UP IS CRUCIAL!



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The Importance of THE INVITE

“Join me for _____” (a meal, not a Meeting!)
The last thing a busy professional wants to hear is that there’s another “meeting” to go to!

We are Humanity in Motion! Tell everyone!

Bring up Rotary in Casual Conversation:
“How are you giving back to the community?”

Tell your Rotary story - why you joined -
what influence it has had on you personally and professionally

Have your elevator speech ready.
“Rotary is the largest and most influential humanitarian service organization in the world.” How’s that!

Mail them a Rotarian Magazine.
Is Bill Gates on the cover enough to impress?
Heck, buy them an annual subscription. It’s only \$12!

Being Prepared for Handling Objections

No Time

No Money

Not Interested

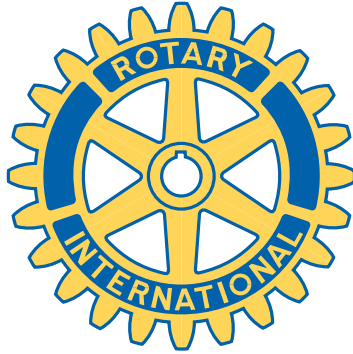
Boss Doesn’t Care

Spouse Says: “Don’t You Dare!”

Defining their VALUE EQUATION



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How's Your Net?

Nurturing the ones you catch!

HOW'S YOUR NET?

...nurturing the ones you catch

(Successful Retention starts before they join!)

The Importance of the FIRESIDE CHAT

Thee most important hour in Rotary!

Lunch with Prospect, Sponsor, President and Membership Chair

Ideally the President-Elect should attend since this new member could very well be the PE's worker bee the following year

Review history of Rotary, history of your club

Review requirements of Rotary
(only two: pay dues and attend meetings)

Review expectations of them as a Rotarian -
initiates their training before they join

Review fundraisers, service projects, Rotary Foundation

Introduce the Three Month New Member Checklist



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The Importance of the Three Month New Member Checklist

- **Be the Greeter** at the front door for at least 2 consecutive meetings after induction along side regularly scheduled Greeter who can assist with introductions
- **Serve on a Committee** - Find a match for your service interests
- **Do A Make-Up** - Attend another Rotary Club meeting; expand your network
- **Attend Board of Directors meeting** - Learn how the business of Rotary gets done.
- **Classification Talk** - Get it scheduled with the Program Chair
- **Rotary Foundation** - Make first annual \$100 contribution towards Paul Harris Fellow Award. Funds Rotary's global peace and wellness programs. Expected annually!
- **Club Social Function** - Attend next scheduled one to meet Rotarians at a more personal level.
- **BRING A GUEST!** - Why not share Rotary with your closest friends and associates

RED "NEW MEMBER" STICKER on their badge doesn't come off til all 8 items are completed. Three month time frame is arbitrary - some take a whole year or more.

Conduct a "STRIPPING" CEREMONY" in front of the club when the red sticker can come off. Make it seem like an important milestone of achievement (with a little shtick!)

Appoint a "DEN MOTHER" (female) or "Good Shepherd" (male) to encourage and track their progress. You cannot rely on their sponsor to do this! This person should be part of the membership committee and should attend all Fireside Chats.



Other important Retention Techniques

TAKE A ROOKIE TO LUNCH!

Encourage your club members to invite the new member out for a business lunch. But don't overdo this as it could appear to be patronizing.

T.A.R.T.L. - Take A Rotarian To Lunch

(No need to limit this to just Rookie Members)

WINGS AND BEER SURVEY

Informal happy hour event with new members who have been in the club for a few months or more to explore "How Are We Doing For You?"

Great way to find out that they haven't gotten their Rotarian Magazine subscription yet!

ANNUAL NEW MEMBER DINNER

Defines and bonds the Rookie Class. Hold it a few months before your big fundraiser so they know their roles and responsibilities. Might get them fired up! Hold it at a member's home or at a restaurant. Include the President, President-Elect, Membership Chair, Fundraiser Chair, and spouses all around.

FOCUS ON HAPPY DOLLARS AND CREATIVE FINES

It is a unique Rotary experience and should be encouraged. Great for visitors to see and hear. Keeps it light and fun. Always do this after the guest speaker. Gets more folks to participate. Raises much more money!

CREATE FUN IN THE MEETINGS

If you haven't a clue, visit some clubs in the District that do!



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Your Immediate GOALS:

Define Your WHY

Find a Rotary Club to EMULATE

Form Your MEMBERSHIP COMMITTEE

Develop Your Unique HIT LIST, Review it Weekly - Be Accountable

Run Your Club like a BUSINESS

Treat Every New Member like They Are ROTARY'S NEW EMPLOYEE!

25% annual net growth - MINIMUM GOAL for every small club!

15% annual net growth - MINIMUM GOAL for every other club!



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CREATE A BUZZ WITH ROTARY BANNERS!

A convenient way to increase awareness at all your Rotary meetings and events!

Display your banner with a sturdy, easy-to-assemble banner stand complete with its own protective storage and carrying case.

Capture your Rotary Club with a customized banner!

Simply select six to nine of your best, high quality club photos which can be used to create your customized Rotary Club banners.

BANNER PRICING INCLUDES FREE SHIPPING!

Standard Banner only **\$145**

PACKAGE DEAL:
Standard Banner,
stand & storage case **\$295**

Customized Banner only **\$250**

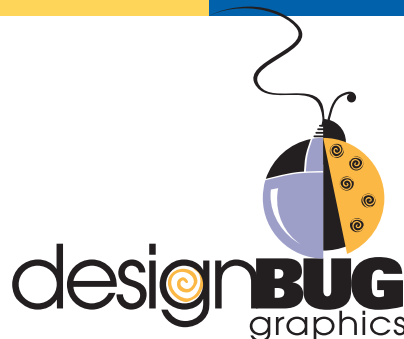
PACKAGE DEAL:
Customized Banner,
stand & storage case **\$395**



30 x 84 Standard Banner



30 x 84 Customized Banner



410.458.2067  DesignBug@verizon.net

prices subject to change.