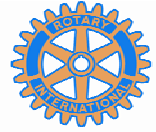


Club Membership Planning Guide For Getting & Keeping Good Rotarians



SERVICE Above Self

This planning guide is a tool to help your club establish the goals and procedures for both increasing and retaining the membership of your club.

The greatest resource of your club and of Rotary International are the individual Rotarians. With them your club can do incredible things - without them there is no future for Rotary. Use this plan to create the sustainability of your club and Rotary. Review it monthly.

DEMOGRAPHIC INFORMATION

Number of Club members as of July 1st: _____ Number last July 1st: _____

Number of Club members who are male: _____

Number of Club members who are female: _____

Number of Club members in each of the following age groups:

Under 35: _____ 35-45 yrs: _____ 46-55 yrs: _____

56-65 yrs: _____ Over 65: _____

Club Past Presidents:

Still in Club: _____ Deceased or relocated: _____

Classifications in use (change these classifications to match those of your club)

Number Retired: _____ Real Estate: _____ Retail: _____

Building/Trades: _____ Manufacturing: _____

Financial/Banking/Insurance: _____ Legal: _____

Wellness(medical): _____ Other: _____ Other: _____

Other: _____

Number of YEARS IN ROTARY of Club members:

0-5 yrs: _____ 6-10 yrs: _____ 11-15 yrs: _____

16-20: _____ 21-25 yrs: _____ Over 25: _____



This information will give you the "picture" of your club as it is now.

GETTING & KEEPING GOOD ROTARIANS

Using the information you sourced on page one of this planning guide now determine:

THE WHO & HOW of GETTING and KEEPING GOOD ROTARIANS

1. How many members would you like in your Club on July 1st of next year: _____
 Who many of your current members will you have to replace: _____

2. Who do you want those members to be?

Do you need more women or more men? Are local ethnic groups represented?

Do you need more Rotarians who are under 40 years of age?

Are there classifications you wish to fill within your Club?

If you set a goal of who you want to attract and how many people you want to have join your club you will be more successful achieving your results. If you write it down and monitor it monthly it will happen.

Who: _____

How Many: _____

Ages: _____

Classifications: _____

3. How will you attract these new members? What will your recruitment techniques be?

Club in a Club (www.clubinaclub.ca)

Divide the Club into teams and set a goal for each team

Create a Public Relations campaign about being a Rotarian

Have every retired Club member propose a member in their former classification

Use as many recruitments techniques at one time as you want - monitor each separately so you know which is best for your area.

RECRUITMENT TECHNIQUES	WHO IS IN CHARGE	WHEN WILL IT HAPPEN	WHO WILL FOLLOW UP



Set a GOAL to follow up monthly on the entire plan - Don't file it away
 It is a "living" document for you to update regularly

GETTING & KEEPING GOOD ROTARIANS

Service clubs around the world are decreasing in size because they haven't planned for their future growth. There is truth in the old saying: "*failing to plan is a plan for failure*"

THE MENTORING PLAN for GETTING and KEEPING GOOD ROTARIANS

The largest loss of new members happens within the first three years of joining a Rotary Club. Surveys show they leave because Rotary didn't meet their expectations, they did not feel involved or necessary. If your Club is going to go to all the work of recruiting new members, then an equal amount of time and energy has to go into "mentoring" them.

1. How will you mentor prospective members?

- Hold information meetings where the commitments of Rotary are clearly outlined
- Invite prospects to attend meetings for several months prior to proposing them
- Hold one-on-one meetings with prospective members to clarify commitment

2. How will you mentor New Rotarians after they join your Club?

- Hold mentoring workshops to train all the members of the club on how to be a mentor? To allow both one-on-one mentoring and group mentoring
- Assign a mentor to each New Rotarian
- Create a mentoring program to monitor the progress of a New Rotarian
- Create a membership package that includes a Club handbook and RI information
- Hold Rotarizing meetings with the Mentors and New Rotarians
- Create satisfaction survey for new members to determine what is working and what is not meeting expectations within the club

MENTORING TECHNIQUES	WHO IS IN CHARGE	WHEN WILL IT HAPPEN	WHO WILL FOLLOW UP

Your District Membership committee is a resource for material so contact them if you need help: www.rotary5020.org.

Potential Resources: 'Blue Badge Program' 'WOO-Window of Opportunity'



Now comes the tricky part. You recruited new Rotarians, you mentored them, now how do you KEEP THEM? Knowledgeable ... Active ... Building a Better Community & World ...

THE RETENTION PLAN for GETTING and KEEPING GOOD ROTARIANS

EDUCATION COMPONENT

The concept that knowledge is power can be helpful when determining what your Club members would appreciate knowing more about. Things change in Rotary, new programs are created that many Rotarians are not aware of. Existing programs get updated. Using the concept of 'life long learning' you can help your Club members grow.

1. How will you create an interesting approach to educating your Club members?

- Survey your Club members to discover what areas of Rotary they would like to know more about
- Ask Past Presidents and members who have been in the club over ten years to put their Rotary knowledge to work to lead educational sessions
- _____
- _____

EVERY MEMBER NEEDS CONTINUING EDUCATION	WHO IS IN CHARGE	WHEN WILL IT HAPPEN	WHO WILL FOLLOW UP

There are many Rotarians who will help with the education process for your Club. Contact your District Membership committee for help



GETTING & KEEPING GOOD ROTARIANS

THE RETENTION PLAN for GETTING and KEEPING GOOD ROTARIANS

INVOLVEMENT

To quote Carolyn Jones (first woman Trustee of the Rotary Foundation) "They want to do something for their community. I never heard a Rotarian give personal hunger as the reason for joining Rotary. Realistically, if they want to make business contacts, they can join the Chamber of Commerce. If they want new friends, they can join a church or a social club. True Rotarians join or remain because the club is doing something that makes them feel proud to be a Rotarian.

1. How will you help foster the reasons for a Rotarian to remain in your Club?

- Encourage current and new members to propose projects both in the community and internationally that they would like to be part of
- Survey your members to rate the projects you have done and to consider which could be on going; ask for new ideas for projects
- Work with another club on a co-operative project
- Schedule regular Firesides to encourage involvement
- Involvement in Club committees and taking on Club director positions
- _____

EVERY MEMBER NEEDS TO MAKE A MEANINGFUL CONTRIBUTION	WHO IS IN CHARGE	WHEN WILL IT HAPPEN	WHO WILL FOLLOW UP

Attend the District Conference and District Training Assembly and use the time to talk to other Clubs to find out what they do to involve members



THE RETENTION PLAN for GETTING and KEEPING GOOD ROTARIANS

FELLOWSHIP AND RECOGNITION

Fellowship is the unexpected bonus of becoming a Rotarian. It was a key reason why Paul Harris started Rotary. He wanted to make friends when he moved to Chicago.

1. How will you help foster the fellowship of your Club?

- Schedule regular social events for the Club
- Schedule regular projects where Club members work side-by-side getting to know one another and at the same time accomplishing something meaningful
- _____

EVERY MEMBER NEEDS FELLOWSHIP	WHO IS IN CHARGE	WHEN WILL IT HAPPEN	WHO WILL FOLLOW UP

1. How will you recognize or acknowledge the members of your Club?

- Create a Club committee that researches District and RI recognition programs
- Have a weekly Membership Minute where Club members are recognized
- _____

EVERY MEMBER NEEDS TO BE RECOGNIZED	WHO IS IN CHARGE	WHEN WILL IT HAPPEN	WHO WILL FOLLOW UP

