

FACULTY GUIDE

Part II: Attracting Members

Prior to the Session:

1. Collect newsprint, markers, and post-its for activities
2. Familiarize yourself with reference inserts (AM-1, AM2, AM-3, AM-4) in participant manual.
3. Review Attracting Members Handout
4. Assign prior reading and club profile Insert AM-2
5. Resources available at <https://my.rotary.org/en/club-flexibility>
6. Prepare fun, unique ways to create partners and groups

Begin session by: Introduce yourself and session (Slide 1)

- Orient participants to the materials
- Review Session Goals and where this course fits into the Membership curriculum of RLI (Slide 2)
- Point out referenced materials and where they can be found

Partner Warm-up:

- Form partners
- Present the following questions to the group
 - What makes a club ATTRACTIVE?
 - How do we SELL IT to potential members?
- Direct partners to address the previous questions with each other.

Prompt 1 – What makes a club ATTRACTIVE to potential members? How do we SELL IT to potential members? Share your thoughts with your partner. You will have two (2) minutes each to share your ideas.

- Ask for two or three examples

DISCUSSION:

Prompt 2 – Every Rotary club seeks new members to keep the club grow and thrive. What makes a club attractive to folks in your community? How do we then “sell” our club to potential members? Everyone in this session represents different clubs, districts, and communities. We all bring the best of our clubs to the table along with the challenges we face. RLI is a place where we can share with other ROTARIANS the best of who we are and come away with possible

solutions to our issues by sharing stories with each other. Let's begin with determining where we are.

Round Robin – Club Attributes

Prompt 3 – What are the attributes of a growing thriving club?

Attracting people to support Rotary is no different than attracting them to support a business. Write an attribute to which every club should aspire on post-it notes; one attribute per post-it.

- In Round Robin fashion quickly go around the room having participants share one of 'their' attributes with the group.
- Keep going until all ideas are exhausted.
- Encourage participants to talk about why these attributes are ones to which all clubs should aspire
- Ask for additional attributes that would be considered 'best practices'
- Share Attracting Members Handout
- Invite any additional thoughts regarding the attributes

Partners: What Attracted You to Rotary?

Prompt 3 – What attracted you to Rotary? Share a 3 or 4-word phrase you're your partner that reflects what attracted you to your Rotary Club.

- Form partners and ask the question "What attracted you to Rotary?"
- Give partners four (4) minutes
- Share one or two examples with the group

Small Groups: Create an Attractive Club

Prompt 4 – Take a couple of minutes to complete Insert AM-2: Club Profile Sheet on Page 44. (Give them a few minutes to complete.) Score your sheet and put the total in the upper right corner of your sheet. What does that tell you about your club?

- Invite them to note their club's signature project(s) at the bottom of the page
- Encourage them to write three (3) positive adjectives that describe their club
- Divide participants into groups of 4-5 people

- Provide them directions on their task for the breakouts. (Small Group 1 Directions)
- Review the task and address questions regarding what they are to do
- Direct the participants to choose a spokesperson that will report back to the whole group

We will now divide into Groups

Group Reports: Debrief - Create an Attractive Club

- Call time and reconvene the whole group
- Have each group share the results of their breakout
- Encourage feedback from the other groups

Small Group 2: How to Fix a Dying Club?

- Introduce activity by giving instructions about how small groups will be organized
- Form groups with 3-5 people each
- Assign each group a club 'type' and distribute the appropriate scenario to each one person in each breakout
- Provide directions for small groups

Prompt 7 – Using the attributes of growing, thriving clubs previously discussed we will now talk about how to rescue a dying club. In small groups you will have a real-life situation that often occurs in Rotary. In your group share the challenges you experience in creating an ATTRACTIVE Rotary club. Together look at the assigned scenario. Develop an action plan to address the issue(s). Choose a spokesperson who will share your plan to the whole group.

GROUP REPORTS: Debrief - Dying Club

- Reconvene whole group
- Have small groups share their scenarios and solutions
- Transition to Club Membership efforts

DISCUSSION: Membership Efforts

Present relevant, practical information about fixing and selling your club so that it will grow and flourish. Encourage feedback and open discussion. Introduce the topic using the following points:

- Take time to review the points addressed in the Insert AM-1 "Good to Know for Attracting Members", page 43 participant manual

- Refer to the “Attracting Membership Handout”

Prompt 8 – Once changes are implemented that are designed to increase the attractiveness of a Rotary club. It is time to sell the benefits of Rotary membership. Turn to the second page of the Attracting Membership Handout. In particular the bullet points that encourage embracing Rotary’s Core Values.

Let’s hear your thoughts.

Continue by directing a discussion on the recent changes to membership guidelines.

- Point out the changes made by Council on Legislation in 2016
- Rotary clubs are different from each other because of different make of people, communities, ages, and missions
- New more flexible rules for Rotary clubs allow more diversity and differing mechanics so differences are increasing in how clubs look
- Many different forms of clubs are emerging across the US and around the world
 - Refer participants to resources available on <https://my.rotary.org/en/club-flexibility>

Prompt 9 – The 2016 Council on Legislation made several changes on membership guidelines for Rotary International. A lot of flexibility is now possible for Rotary clubs. This opens a lot of options for individuals who previously could not commit to obligations of Rotary. A lot of resources are available from Rotary International for clubs’ membership efforts.

Explore creating a Membership Committee

- Refer to Insert AM-4: Club Membership Committee, page 45 participant manual
- Point out that Rotary has many resources and ideas to help your club grow its membership.
 - <https://www.rotary.org/en/about-rotary/membership>
 - 801_membership_assessment_tools_en.pdf (www.rotary.org)
 - 417_strengthening_your_membership_en.pdf (www.rotary.org)
- Conclude with challenge to follow-up with home club

Prompt 10 – Take a moment and review Insert AM-4: Club Membership Committee. Rotary has a lot of resources and ideas to help your club grow its membership.

REFLECTION

Rapid Share – “Name three things that you will take back to your club on how to attract new members.”



Small Group 1 - Create an Attractive Club

Your Task:

- Share with your group members the results of your Club Profile
- Talk about the attributes of the different Rotary clubs represented
- Collaborate with your partners and create an imaginary club
 - Name your club
 - Identify signature project(s) and/or event(s) about which your “club” is known in the community
- Answer the question – Why should someone join your club?
- Write your ‘club’s’ VALUE PROPOSITION
 - Why this club?
 - What is so special about this club?
 - What makes this club attractive to members?
- Who should join your club and why?
- How will you attract new members?

Small Group 2 – Fix a Dying Club



Your Task:

- Share with your Breakout Buddies the challenges you have in your club regarding growth and/or membership
- Talk about the challenges of the different Rotary clubs represented
- Review your assigned scenario
- Collaborate with your partners on possible solutions and/or a plan of attack
- Develop an action plan to address the issue



Small Group 2

Attracting Members Scenarios

Group A

Over the past two years, the Rotary club of Uptown, a noontime club of 96 members, has lost 30% of its membership, mostly to resignations, although there have been a few job transfers.

During visits to the club, the AG noted that the meetings were somewhat disorganized. They didn't start or end on time, there was no club bulletin, visiting Rotarians and guests were barely mentioned and rarely made welcome, and program speakers tended to go on and on, seemingly without any limit.

The Sergeant-at-Arms seems very arbitrary and even mean-spirited in imposing fines. The obvious intent was to raise money rather than to have some fun and enforce club rules.

The meeting place is a restaurant with little separation between the rotary club and other patrons of the restaurant, so the atmosphere is noisy and confusing, especially for visitors.

What can you do to turn this club around and stem the tide of lost members and create an inviting atmosphere for attracting new members?

Group B

The membership (about 25) of the Rotary club of Smithville has remained fairly level for the past several years. Although new members have been inducted, they don't seem to stay around very long, and then they just seem to disappear.

The regular membership averages 62 years in age – exactly the average age of Rotarians worldwide. On visiting the club, it appears that there are several cliques in this club, demonstrated by the fact that the same people sit at the same tables every week, and they seem almost to resent an “intruder” penetrating their space.

The new members that are inducted into the club don't seem to know much about Rotary, don't contribute to the Rotary Foundation, and often not assigned to committees, and don't get involved in the few service projects that the club does.

Also, there is no gender or racial diversity in this club; it consists entirely of white males.

How can you help the club to revitalize and to educate and retain its new members?

Group C

In preparation for the District Governor's official visit to the Rotary Club of Mainstreet, the AG met with the leadership of the club. S/he reported a lack of spirit and enthusiasm among the leadership of the club. In reviewing the club's plans and budget, an imbalance was noted between the funds needed to implement their service projects and expected income. When asked how the club would meet its service financial commitments, the president answered that they would just "pass the hat." The club does not have a fund-raising program.

They appear to be a typical "meet'n'eat" kind of club. When visiting the AG observed that the members arrive for meetings showing little camaraderie or enthusiasm as well. They go to their places at the tables and sit quietly throughout the meeting. When the meeting ends, the members quickly disperse.

How can you get them excited about Rotary service and help them meet their financial commitments?



Attracting Members

First - Assess Your Club

Attracting people to support Rotary is no different than attracting them to support a business. Having only one chance to make a first impression, we should strive to deliver our best club offerings and be on our best behavior at every meeting. Below is a list of attributes every club should aspire to.

- I look forward to joining my friends at our vibrant club meetings.
- Our club meeting place and time is attractive and convenient.
- We have a greeter who welcomes members and guests to meetings.
- Our meetings are well organized and run professionally.
- We offer a warm Rotary welcome to our guests offer them an introduction.
- Our club program presentations are relevant, interesting, and varied.
- Members sit at different tables each week to meet and talk to different people.
- We always offer a heart-felt appreciation to our guests at the end of the meeting.
- We have a well-organized annual plan of local and international service projects.
- Many members participate in Rotary events at the district and/or international level.
- Our club collaborates with other clubs in district and global grants service projects.
- Our members contribute to The Rotary Foundation and PolioPlus eradication initiative.
- We raise funds in a way that allows members to contribute what they wish.

- Our club is open to new activities and service projects to enrich members' experience.
- We provide Rotary orientation, leadership education, and mentoring for our members.
- Our leadership team is well-prepared and pro-active to plan and accomplish club goals.
- We have an active plan of membership attraction and retention that involves all members.

Next – Sell the Benefits of Rotary Membership

Provided you have an attractive club, or at least an active vision, you can now prepare your members to invite friends and community acquaintances to meet their Rotary friends. While most people will say they do not have time to join a club, very few will turn down the opportunity for a free meal and new friends. Selling Rotary membership is fun when you do it right!

Hold a VISION of an ideal club membership that embraces Rotary's Core Values:

- Fellowship: Invite members that you would enjoy sharing a meal and serving with.
- Leadership: Business and community leaders bring assets that allow us to better serve.
- Integrity: Our members must embrace the 4-Way Test of the things we think, do, or say.
- Diversity: We benefit by welcoming all people who subscribe to Rotary's Core Values.
- Service: Our motto "Service Above Self" is our obligation and personal reward.

Build a Membership Committee of the most qualified trainers and "salespeople".

- Develop a comprehensive club membership plan with goals.
- Create a Classifications List to identify potential member targets.
- Regularly communicate the plan and progress toward the goals.
- Educate and prepare the members to sell the rewards of Rotary membership.
- Provide the tools and special opportunities to engage prospective members.

Stand for Rotary – Do the Work!

- To attract others to Rotary we must project our sincere enjoyment of Rotary service.
- Identify people who may enjoy Rotary and invite them to a free meal with your friends.
- Make sure to introduce your guest to club members they might enjoy meeting.
- While seated, share all that you enjoy about Rotary and the value of Rotary service.
- Follow-up with your guest to see if they appear to be interested in joining.
- Submit an application for approval followed by an invitation to join once approved.
- Repeat the six steps above!

Resources for Club Assessment

- [Club Planning Assistant](#) — Answer questions about your club to get specific advice to address your club's challenges. Then build the suggested strategies into your club's membership plan.
- [Rotary Club Health Check](#) — Identify your club's problem areas and make changes to help it stay relevant for members and the community.
- [Is Your Club Healthy?](#) — Take this Learning Center course to help your club improve its member experience, service and social events, public image, and club operations.
- [Understanding Membership Reports: Getting Started](#) — Learn how to use membership data to determine where to focus your membership efforts.
- [Membership Assessment Tools](#) — Analyze your member profile to identify prospective members and diversify your membership.
 - [Representing Your Community's Professions](#) (classification assessment)
 - [Diversifying Your Club](#) (member diversity assessment)
 - [Finding New Club Members](#) (prospective member exercise)
 - [Improving Your Member Retention](#) (retention assessment and analysis)
 - [Enhancing the Club Experience](#) (member satisfaction survey)
 - [Understanding Why Members Leave](#) (exit survey)
- [Building a Diverse Club](#) — Take this Learning Center course to identify opportunities to connect and engage with underrepresented prospects in your community. By better representing your community, you can increase your club's capacity to serve.

