

**Rotary**  
Rosebud-Rye



# Adding Value to Rotary Membership

Strengthening Rotary's membership

# Rotary leading with VISION

Together, we see a world where people unite and take action to create lasting change - across the globe, in our communities, and in ourselves.

Rotary



# Rotary's MISSION

We provide **service to others,**  
**promote integrity,**  
and **advance world understanding,**  
**goodwill and peace**

through our fellowship of business,  
professional and community leaders

**Rotary**



# VALUES of Rotary

The world today is not the same as it was when Rotary was founded in 1905. Demographics have shifted, the pace of change has accelerated, and technology has created new opportunities for connection and service. What hasn't changed is a need for the values that define Rotary:

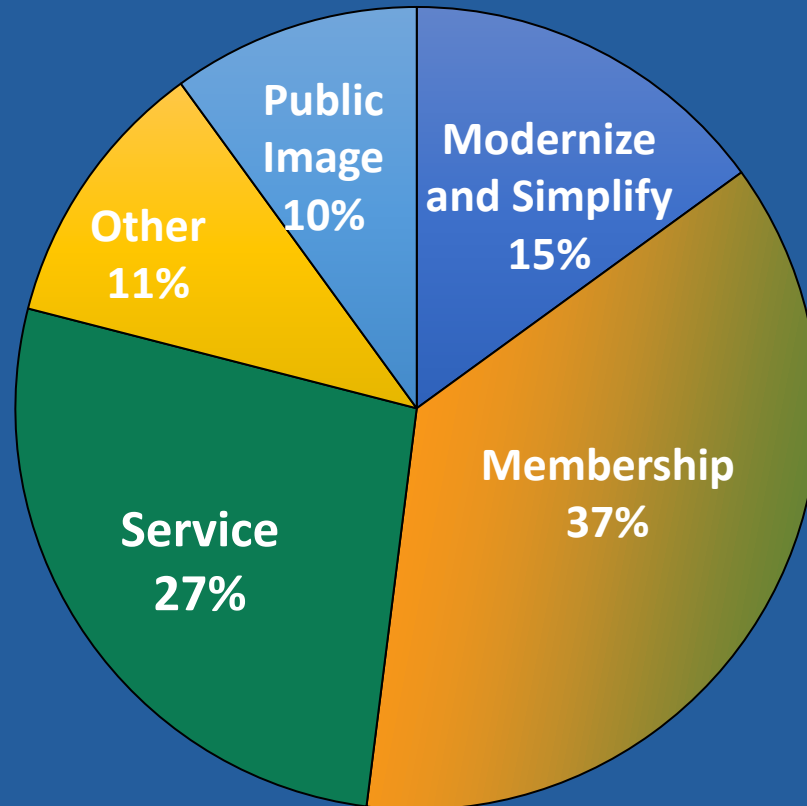


FELLOWSHIP  
INTEGRITY  
DIVERSITY  
SERVICE  
LEADERSHIP

By honoring our past and embracing our future, we can evolve and keep Rotary not only relevant, but thriving.

# Focus for the Future

## Top Strategic Issues Facing Rotary




# WITHOUT MEMBERSHIP GROWTH...

- ▶ We do not have enough hands to serve!
- ▶ Less fresh ideas
- ▶ No new energy
- ▶ Nobody new for fellowship
- ▶ There is NO Rotary for tomorrow!



# Rotary clubs are like businesses

- They must have clear direction
- They must be consistent
- They must provide value
- They must be informative
- They must care about their members!



What is our value proposition for new members?

# Discussion at your tables (10 minutes)

- What Do You Believe New Members Want and Value?



# Why Rotary?



Q: Why should people join Rotary when they can serve in many settings with no dues or attendance requirements?

A: Rotary provides members with different benefits **(value)** that are difficult to be obtained in other single settings: personal and professional development; lasting and meaningful relationships; networking; family involvement; and “service” which changes members and the world!

# Why Rotary?

- Rotary has a global reach and outlook different from other community clubs and networks
- Attracts a diverse membership
- Provides professional and personal development
- Networking with a purpose
- Ethical business practices
- Engages the community
- Family Friendly environment

# What is Rosebud Rye's Value Proposition?

1. Rotary asks members to give of their time (attendance and participation) and money (dues, Foundation support, etc.). **They expect something of value in return.**

2. Members leave or don't join Rotary when they don't see sufficient **value** in membership to justify their commitment of time and money.

□ A club's "**value proposition**" is the sum of its projects, events and programs which give members the value they want from membership – the total Rotary experience!



# SWOT Analysis

## Strengths:

- \*long history and prestige;
- \*great Rotarians who love Rotary
- \*universal appeal of Service Above Self
- \*Contributor on a global scale in solving big problems

## Weaknesses:

- \*lack of new members
- \*resistance to change by existing members
- \* clarity around purpose
- \* rigid rules and policies that exclude professionals with careers, other extracurricular activities, and families
  - previous rules – residual affect
- \* quiet achievers
- \* lack of recognition that different members bring different skills
- \*inclusion

# SWOT Analysis

## ►Threats:

- \*changing world; 21<sup>st</sup> century flexibility
- \*resistance to change by existing members
- \*competition from other activities
- \* perception of old/not modern or fit for purpose in the 21<sup>st</sup> century

## ►Opportunity/Challenge:

- retool Rotary to fit today's world!

# What do Rosebud-Rye Rotary Members Want?

- support the local community
- fellowship
- provide leadership
- given certainty
- international experiences
- philanthropy
- involvement
- a sense of team

# What Might New Members want and need?

- Retirees wishing to become more involved through philanthropy
- Professional and Corporate members wishing to be involved in the community – employee recognition
- A place where people from diverse backgrounds can contribute, develop, and find a mentor
- Spouse members to contribute when they can
- The next stage for Rotaractors – a place to develop
- Parents of Rye and Rosebud Students – Community support and development
- Speakers interested in the community
- Donors
- Beneficiaries

## Discussion (10 minutes)

- From your previous discussion and from what has been mentioned tonight what ideas do you have to attract others



# Membership





**2023- 2026**

Recalibrate  
Re-engineer  
Reposition

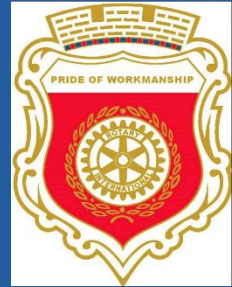
**3 year Plan  
increase  
membership  
to 40**

# Membership Campaign

- Form a group to develop an approach for Membership Campaign to grow our member base
- Stage a 'pop-up' at Rosebud Plaza to promote Rotary projects and participation – 
- Use our presence at the monthly Markets to promote Rotary projects and participation 

# Membership Campaign

**Pride of Workmanship Awards.** Investigate further the potential to introduce Pride of Workmanship Awards designed to acknowledge the outstanding contribution of nominated employees, particularly with local service, business and community organisations



- **Organise business breakfasts** to support local businesses
- Invite the community and public to join when we have notable speakers
- Invite the community to our Workmanship Awards

# Membership Campaign

- Build an understanding of the role of each of the Directors,
- Provide mentoring and shadowing Club Committee Chairs (aligned with Director roles)
- Promote succession planning, by identifying opportunities for Club members as well as those external to the club to be engaged in Club projects
- Invite notable people in the community or up and coming young people from school within the community to shadow our board members within meetings for development
- Continue the name behind the badge

# Membership Campaign

- Director of Membership to make personal calls and visits to previous guests, speakers and other community groups to engage and discuss ways in which to increase membership
- Develop a brief script (see next slide) of why you enjoy Rotary and are a member
- Discuss hybrid membership models and attendance.



# Membership – We need to do many things at once

(ideas from other clubs)

1. Bring in a friend/visitor to a club meeting
2. Ask one person to join
3. Assign a Mentor for Each New Member
4. Give Committee Assignment to New Member in First Week
5. New Member Participates in Service Project
6. Potential Member gets involved in Service Project
7. Propose a New Member
8. Attend the District Membership Related Seminar
9. Hold Firesides (Training) for New Members
10. Conduct Discover Rotary Seminar
11. Invite a Dist. Mem. Committee member to be Speaker at your Club
12. Develop an Attractive Website & FaceBook
13. Develop a Membership Committee of 4 or More
14. Hold A Club Assembly focused on Membership
15. When we have visitors have them sit with newer members (not at a top table)

# Elevator Script

1. Joining the Rosebud-Rye Rotary Club offers an opportunity to make a meaningful impact on local concerns as well as global communities through diverse service projects and humanitarian initiatives.
2. As a member, you'll be part of a dynamic network working collectively towards positive, lasting change in the world as well as fostering lifelong , skills and personal growth
3. I joined Rotary to share my skills and give back to my community, and to meet like minded individuals

# RECRUIT

- Educate club members regarding the procedures for extending an invitation to a prospective member.
- Build supportive membership teams
- Invite prospects to service projects and special events.
- Recognise members who invite and propose members
- Maintain records on membership efforts



# Time Line

Aug - Dec  
Recruit – Assimilate –  
Mentor

Milestone 1

Start



2023-2026

Evaluate

Pride of  
Workmanship  
Awards

Milestone 2

Review  
70% of Growth

Jan – June 2024  
Retention Focus

# Simple but most Effective Membership IDEA



# ASK

If we can explain who we are and what we can do, then we're  
in a position to say,  
"Come join us."

Like what you heard?  
Come and Help me  
NOW

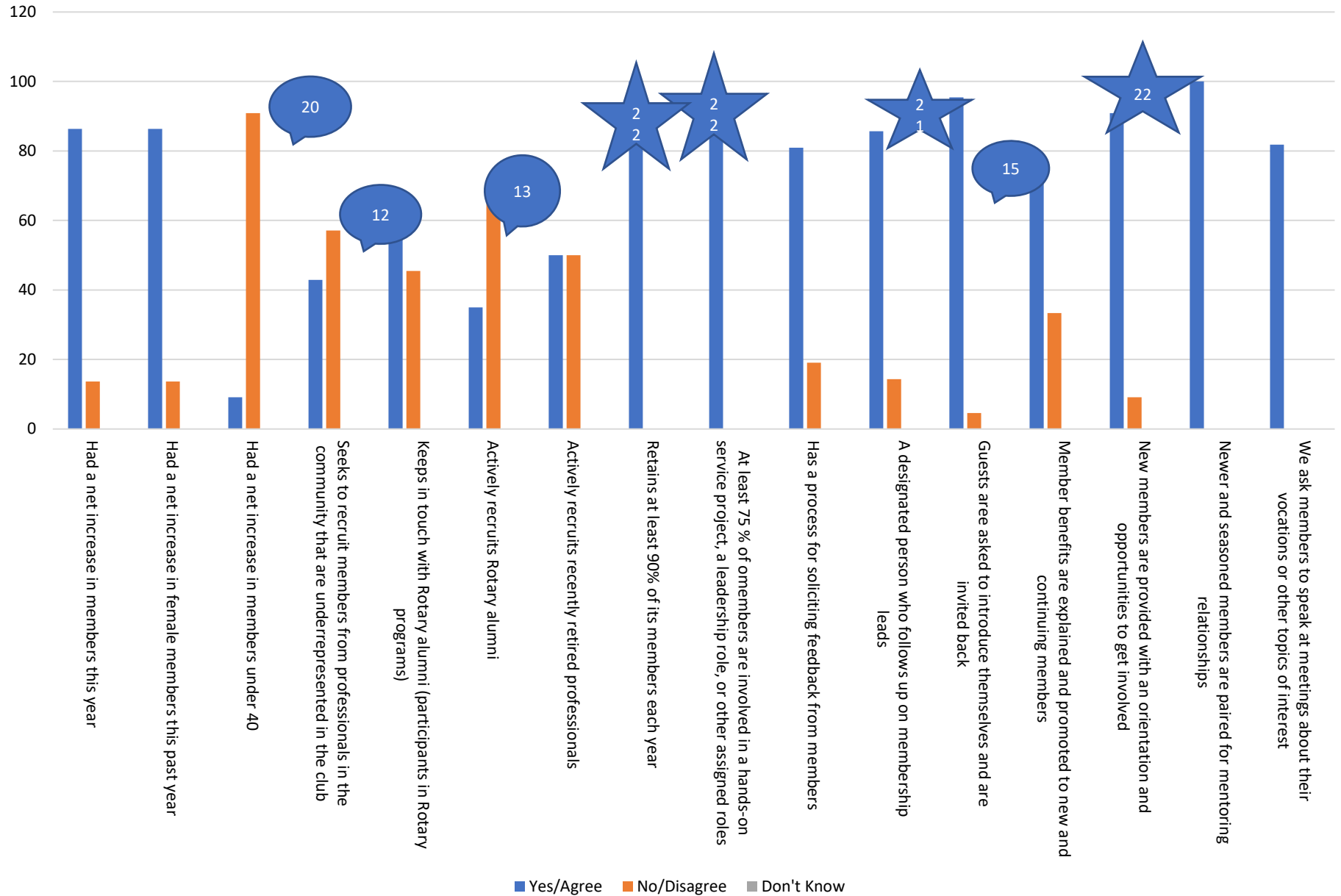
[Amanda.olderidge@peopleinsight.com.au](mailto:Amanda.olderidge@peopleinsight.com.au),  
0421718570

Thank you

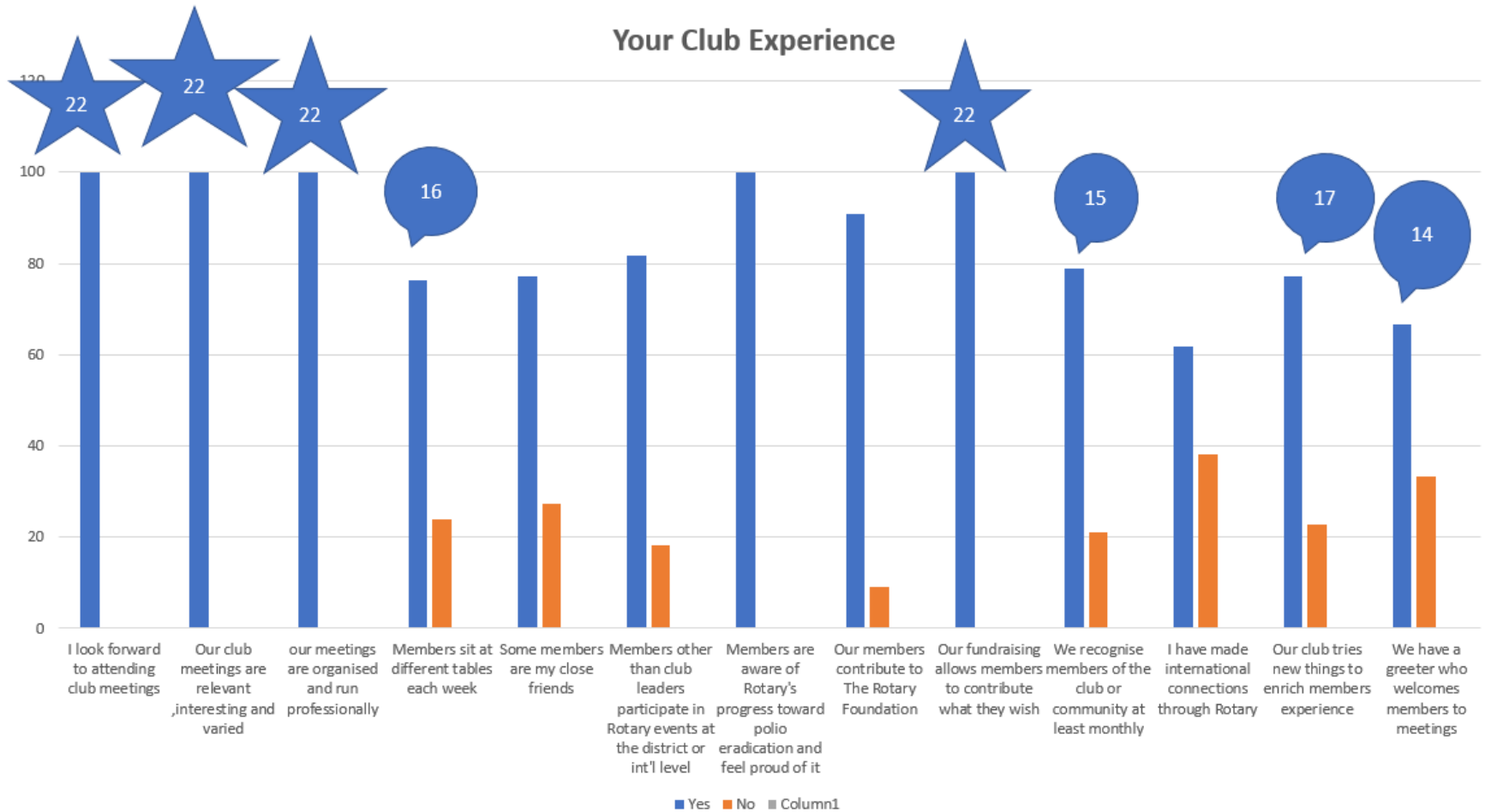


# Appendix Slides

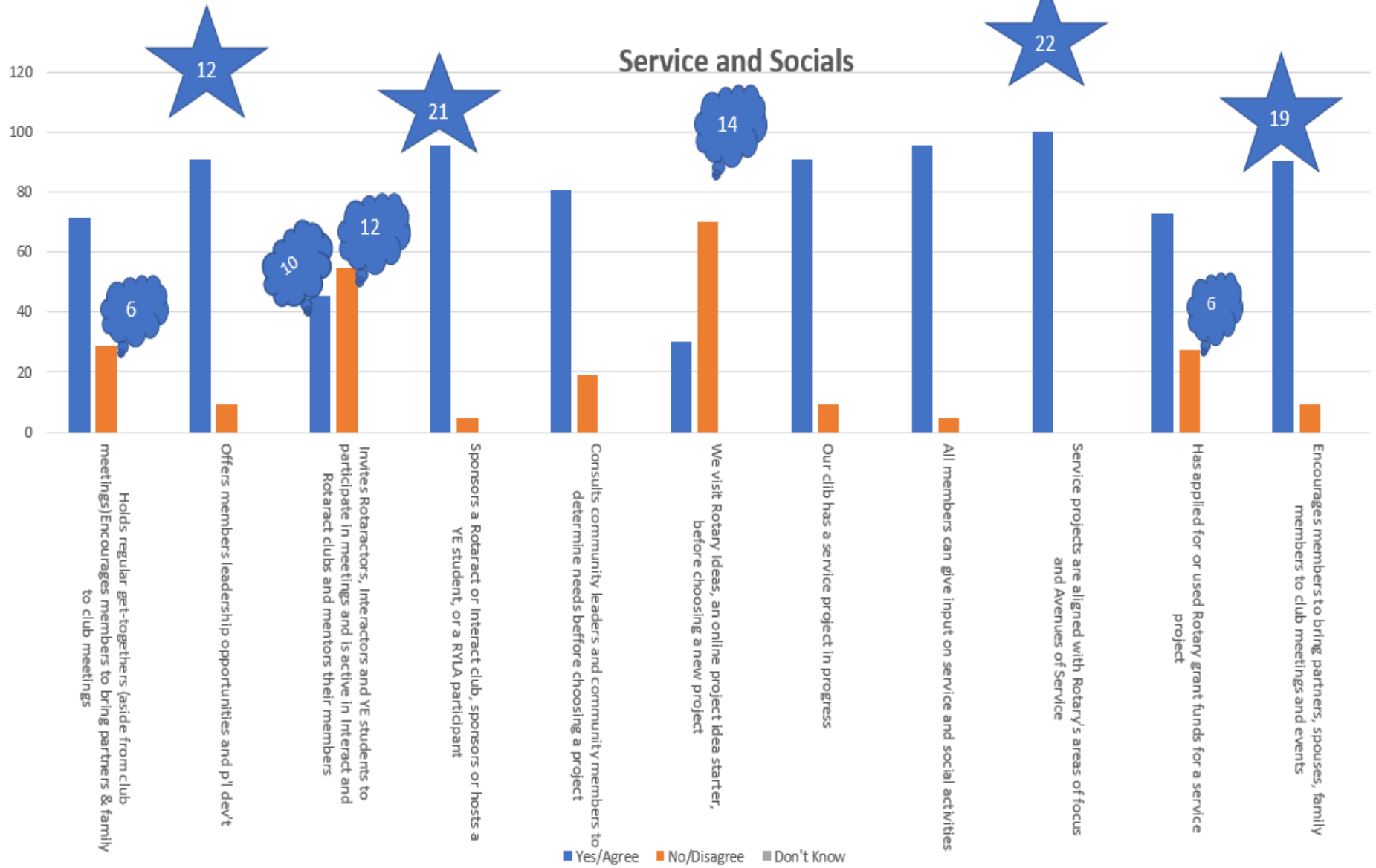
# Members



## Your Club Experience



## Service and Socials



## Business and Operations

