



MEMBERSHIP

*Devise a membership
strategy and action plan.*

3 STEPS



RECRUITMENT STRATEGY

**FIND
THEM**

1

**BRING
THEM IN**

2

**KEEP
THEM**

3



RECRUITMENT STRATEGY

FIND THEM

“But I’m retired, I don’t meet anyone in business anymore”



RECRUITMENT STRATEGY

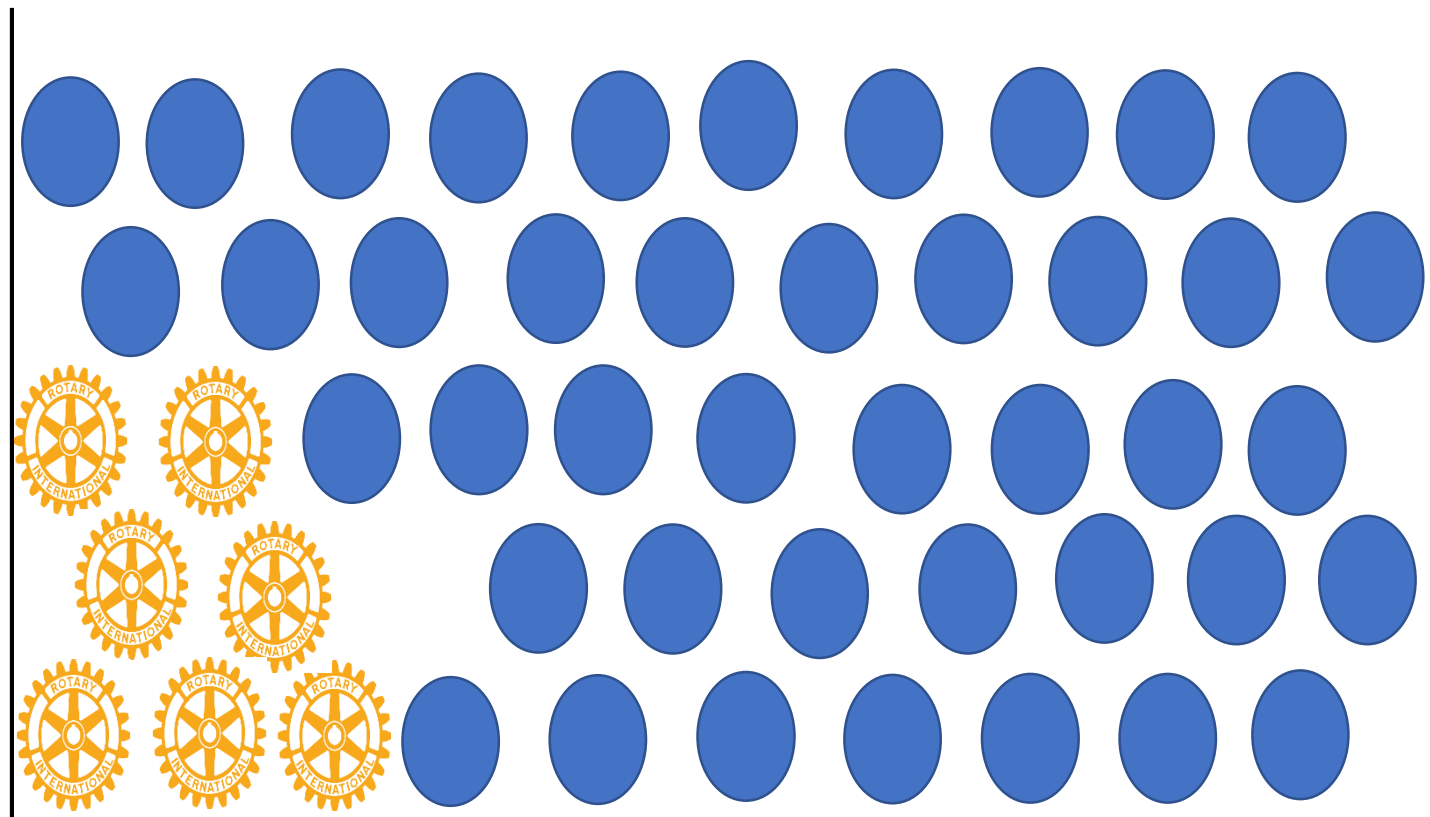
FIND THEM

WHERE IS YOUR FRONT LINE?

168 hours per week - 56 hours sleep
we each have 110 hours per week
spend 10 on Rotary
what about the remaining 100?

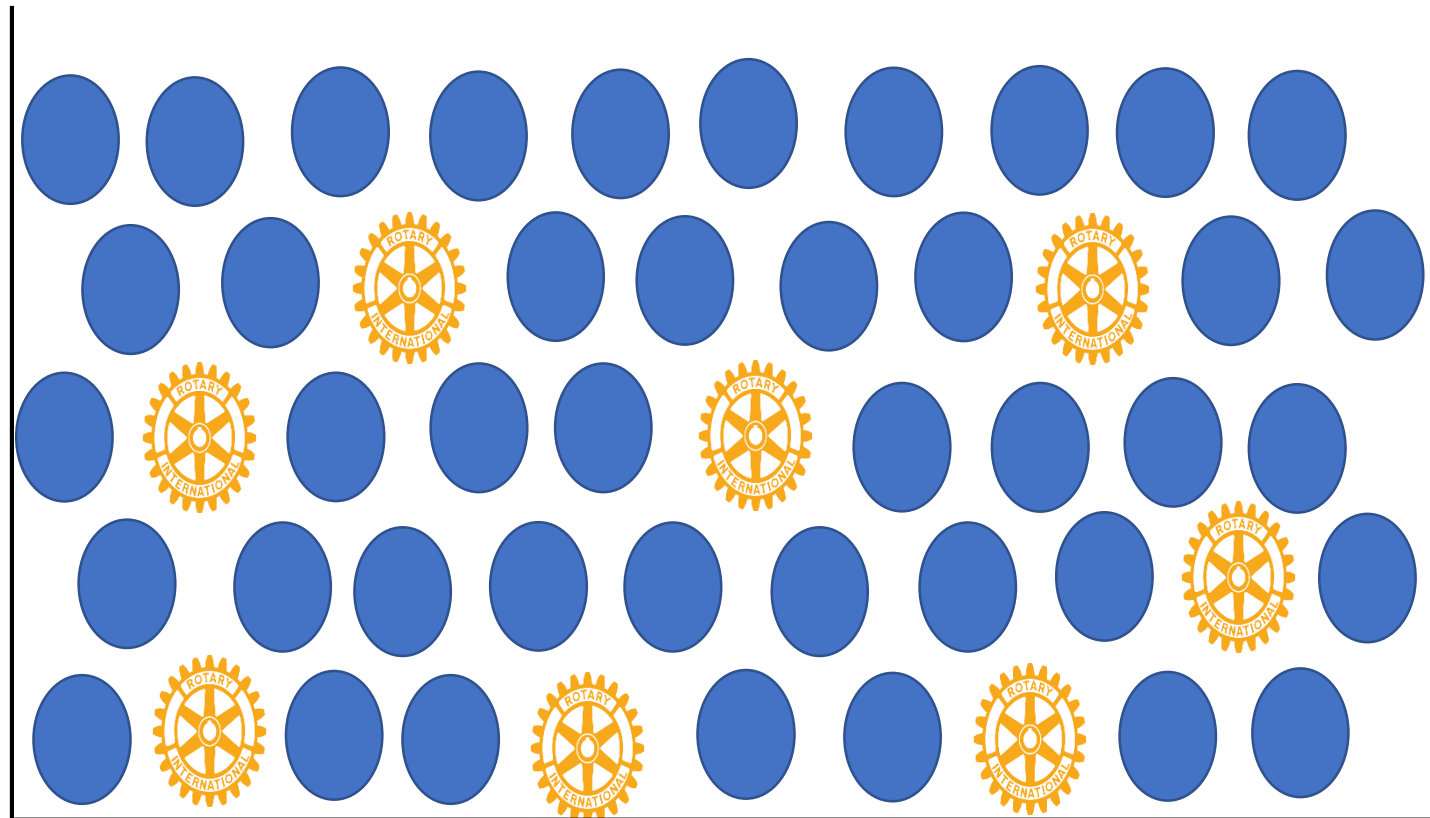


IS THIS YOUR ROTARY WEEK?





OR CAN THIS BE YOUR ROTARY WEEK?





RECRUITMENT STRATEGY

- Make a note of everyone you meet during the week who you think would make a Rotarian
- Make a note of anyone in your community you think would make a Rotarian
- Diversity
- Profession/Classification Audit



RECRUITMENT STRATEGY

- Speakers
- Charities/Bodies supported
- Friends
- Neighbours
- Business
- Public Bodies
- Rotary alumni



RECRUITMENT STRATEGY

- The Family of Rotary
- Rotarians' family members
- Spouses, Partners
- Widows and widowers
- Children, Grandchildren, other relatives



HOW DO WE GET THERE

Membership Recruitment Process

BRING
THEM IN



RECRUITMENT STRATEGY

BRING THEM IN

How to invite them – Ian Elliott



RECRUITMENT - INTEREST MEETING

Appoint Best Fit Rotarian

Club – awareness importance

President write to every member – reply with contacts

Invitation - letter (SAE) potential members interest meeting – fireside

Follow up

Committee & involve

Ambassador/mentor



RECRUITMENT STRATEGY

BRING THEM IN

Hard work:

100 invites

20 replies

5 attend

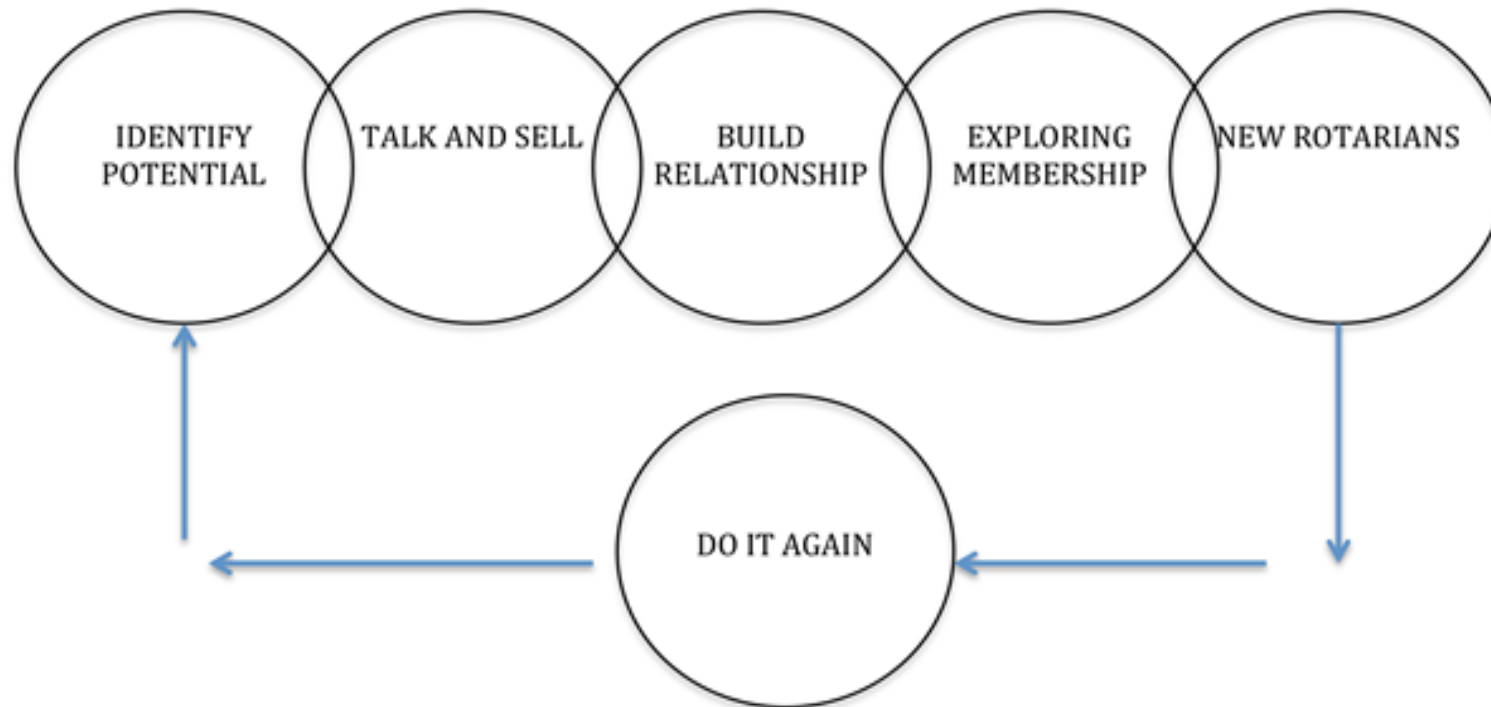
2/3 join

Colchester RC





RECRUITMENT STRATEGY





MEMBERSHIP

Undertake new member orientation

Undertake Rotary information programmes

3 areas:-

- 1. History & Traditions*
- 2. The Rotary Foundation*
- 3. The Five Avenues of Service*

Involve them

Rotary
in East Anglia



Public Image

What is Public Image?



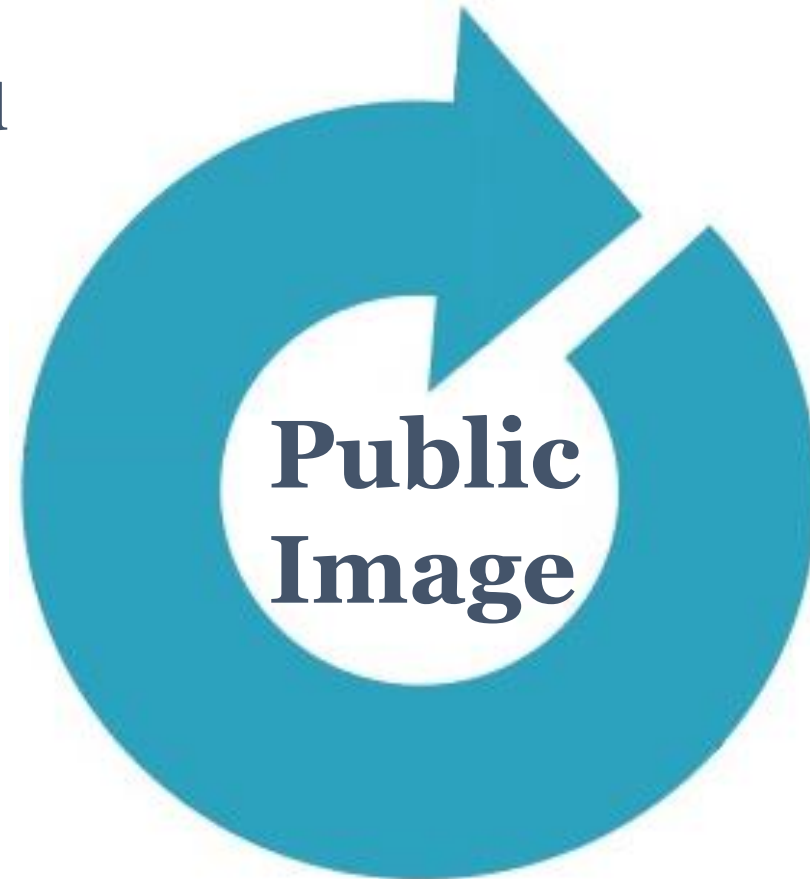
Simply.....



In more detail.....



Increase public image and awareness to attract membership



Support and empower clubs to increase and enthuse membership

Enhance understanding and communication between clubs and District

What are we marketing?

**A local small group?
could be considered select....**

**Part of a large international
organisation doing good?**

What an individual wants to give?

***“It has been said
that the real test
of Rotary is in the
local clubs. The
test reaches
deeper than that.
It reaches to every
single man in
every local club.”***

~Allen D. Albert

Rotary Club of Minneapolis, Minnesota, USA
1913 Rotary convention

www.rotary5910.org

How do we market?

Effective events



Effective projects



Events



Projects

Fictional example: Hospice project

- Fundraising events
- Much time and Rotarians' expertise has been invested into planning and conducting the event
- The up-front costs such as advertising have been funded by the club
- Sponsorship low as difficult to persuade potential sponsors what benefits they might receive
- Club received little publicity beyond the standard cheque presentation in the local newspaper
- Caption said very little about Rotary other than the amount donated and the message conveyed was that a group of mainly retired local people had spent their spare time fundraising
- Not a particularly attractive image.

Projects

What was lacking:

- Skills of the Rotarians organising the event have not been recognised by the community
- The donation, although considerable was but a small part of the overall costs of the hospice project and there was no tangible outcome of the club's effort
- Potential sponsors did not see a worthwhile publicity opportunity
- Organised and run purely by Rotarians
- The club has not benefited from any worthwhile publicity
- The project did not result in any new members.

Projects

Different approach?

- With consultation with the management of the hospice - to create a sensory garden
- Club forms a team based on the vocational skills of its members to define and plan the project
- Assists the hospice by obtaining any planning permissions
- Sets out an overall design, puts together a project plan of work and materials needed
- Publicises the project to local business and community members.



Projects

- Local businesses now have a reason to be involved - the project will provide publicity for the services they offer or products they sell
- Poster and collecting box by the till will see them supporting a popular local cause
- Local media will be encouraged to report on the project at regular intervals as the scheme progresses.



Projects

- Throughout the project the Rotary club will receive valuable PR providing the community with clear information about Rotary, who we are and what we stand for
- The club encourages non-Rotarian participation on the various project committees to work alongside Rotarians and thus they find out more about the work of the club resulting in a potential membership dividend
- Finished project will be a permanent record of the involvement of Rotary and contribution made by local businesses and the community. (Sign on the wall!)
- Club Rotarians will feel valued, proud of their achievement and that their contribution of skill and expertise has resulted in putting something back into their community - retention dividend.



We don't have all the answers!



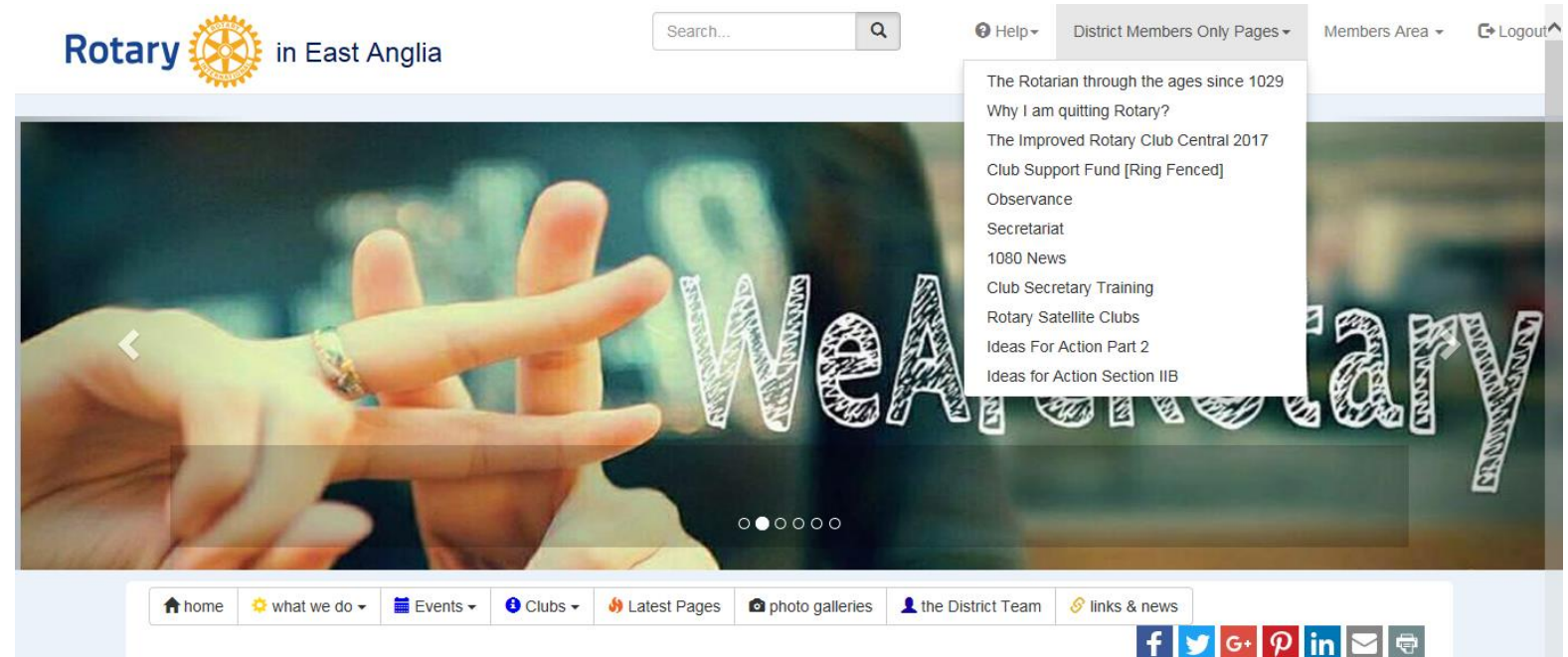
But would like to work with you



Membership/PI Grant

£250.00 matched funding for membership event

- Costed event – approval
- Final cost proof
- Membership outcomes



Support

Maximise PR and media opportunities



Get best from social media and websites



Brochures.....

Rotary Effect



RotaKids



Interact



Rotaract



RYLA



Rotary Youth Exchange



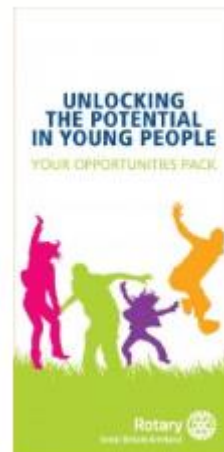
Technology Tournament



Youth Competitions



Youth Packs (Contain all)



.....and pull-ups





THE ROTARY EFFECT

WE'RE FOR COMMUNITIES
TAKE ACTION, JOIN US NOW.

rotarygbi.org

Rotary
Great Britain & Ireland

OPEN UP A WORLD OF OPPORTUNITIES

Rotary brings together people like you from all walks of life. People who want to use their expertise for good. People whose sense of responsibility inspires them to give back to their communities.

Clubs organise community projects that address many of today's most critical issues such as violence, drug abuse, health, hunger, the environment and illiteracy. The satisfaction you gain from making a real difference in your community and in the world is priceless.

Whether you are 18 or retired, male or female, Rotary offers you opportunities and friendship.



Supporting local events



Improving the lives of others



Rotarians vaccinating a child from polio

CONNECT FOR GOOD

GIVE SOMETHING BACK

If you enjoy helping others, connecting with Rotary gives you the chance to do something really worthwhile. What's more, as a member of Rotary you will benefit from being part of a large, internationally trusted organisation. Rotary is committed to ensuring your efforts in helping local and overseas communities are well organised, productive and rewarding.

ROTARY IS ENJOYABLE

Every club arranges social events and activities and long term friendships are made with people who share common values whilst having a good time.

BUSINESS OPPORTUNITIES

Rotary was founded over 100 years ago as a business networking club and this is still a key part of Rotary life. Ethical practice is encouraged and with members drawn from all walks of life, the opportunities to network are endless.



Global education

A WORLDWIDE COMMUNITY

It's amazing what Rotary clubs can achieve by working together, either locally or globally, to maximise the power of Rotary. When Rotary embarked on a seemingly impossible mission to eliminate this dreadful disease 1,000 new cases every single day. Now the task is so beneficial, so we have nearly completed the task. 1 in action.

THERE IS SO MUCH YOU CAN DO

Organise events – bring people together through activities and projects to enrich the lives of others and generate community spirit.

Work with various charities and organisations – Rotary has established relationships with organisations such as The Stroke Association and Shakespeare Schools Festival. By working together with other organisations we maximise the impact we have in communities.

Support what matters to you – Rotary allows you to plan projects to address the issues that matter to you. If you have a cause you are passionate about, Rotary is the place to turn ideas into action.

Share and develop your skills – enhance your cultural and social awareness, take up leadership roles and exchange knowledge with your fellow members.

Unlock the potential of young people – get involved with other parts of the Rotary family specifically designed for young people, and help organise Rotary's annual youth competitions such as Young Chef, Young Writer and Technology Tournaments.

Make a world of difference – your work can touch the lives of people at home and abroad. Where will your Rotary journey take you?

The Rotary Network

There are around 1,800 Rotary clubs across Great Britain and Ireland, each with its own unique personality. Our membership package gives you the opportunity to join a club in your area and start getting involved with all the exciting and worthwhile projects Rotary clubs organise every day.

By attending meetings you can get to know other members and build friendships. We know that juggling your work and family commitments can be a challenge, so clubs are flexible in their meeting times and locations, so there will always be something to suit you. There are also eClubs, where members from all over the world can meet online. To find your local club, visit rotarygbi.org. You can be sure of a warm welcome.

ROTARY FOR YOU

Walk into any club anywhere in the world and be made welcome. We are an international family of people whose common goal is to help others.

Network with other business people and make a whole new circle of friends.

Enjoy Rotary whilst getting the satisfaction of knowing you are making a positive difference.

To find out how you can get involved visit:

rotarygbi.org | /RotaryinGBI | @RotaryGBI

Rotary
Great Britain & Ireland

Rotary Support Centre
Kinwarton Road, Alcester, Warwickshire, B49 6PB
01789 765411 • info@rotarygbi.org

Contact details



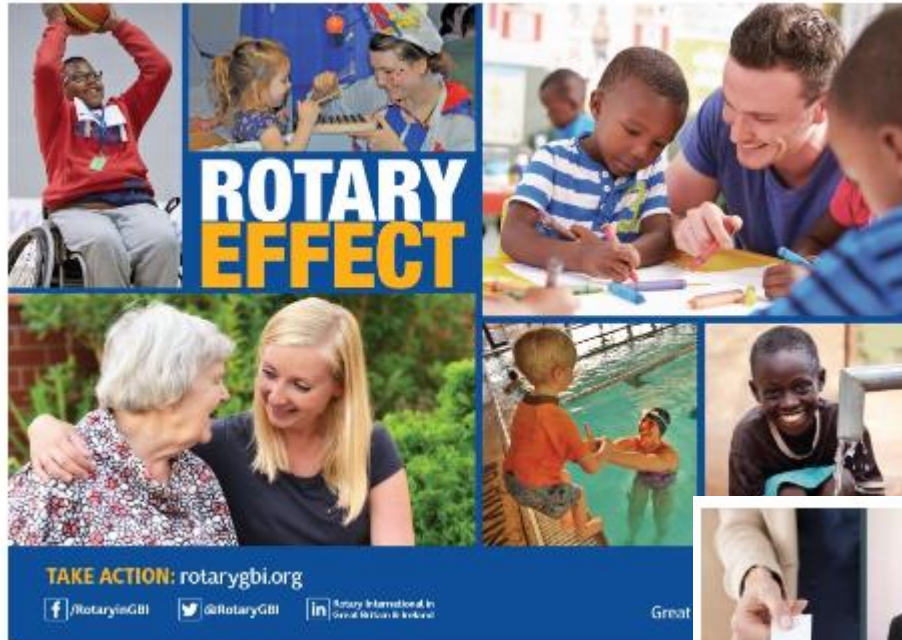
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rotarygbi.org

Rotary
Great Britain & Ireland

Post cards



JOIN A WINNING TEAM

Community is at the heart of everything Rotary does. Our network of clubs across Great Britain and Ireland is making a huge difference in communities at home and abroad. **You can too.**

Rotary brings people together from all walks of life. Our members share their skills, experience and talents to give back to the community.

Whether it's getting involved with Rotary partners or delivering a project close to your heart, the opportunities are endless. So what are you waiting for?

For more information contact:

Configure on-line

DEVELOPING THE SKILLS & TALENTS OF YOUNG PEOPLE

Community is at the heart of everything Rotary does and our youth competitions give young people an opportunity to express themselves, develop their talents and win amazing prizes.

Our network of members across Great Britain and Ireland share their skills, experiences and talents to make a huge difference in communities at home and abroad. **You can too.**

So what are you waiting for?

For more information contact:

OPEN UP A WORLD OF OPPORTUNITIES

Community is at the heart of everything Rotary does. Our members across Great Britain and Ireland are using their professional and vocational skills to make a huge difference in communities at home and abroad. **You can too.**

With 50,000 members from all walks of life, Rotary provides valuable opportunities for individuals to network, make connections and build relationships, all while giving something back to the community and helping others.

Rotary is flexible and diverse, so what are you waiting for?

For more information contact:

Help to develop.....



**CONNECT
FOR GOOD**

MEMBERSHIP SEMINAR
Join us in Lowestoft on September 9th

Rotary
in East Anglia 

Invitations to events

Help to develop.....



**CONNECT
FOR GOOD**

MEMBERSHIP SEMINAR
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Rotary
in East Anglia 

Email invitations

Membership



**Public
Image**

Working for you

**Thank you.
Ian Elliott**