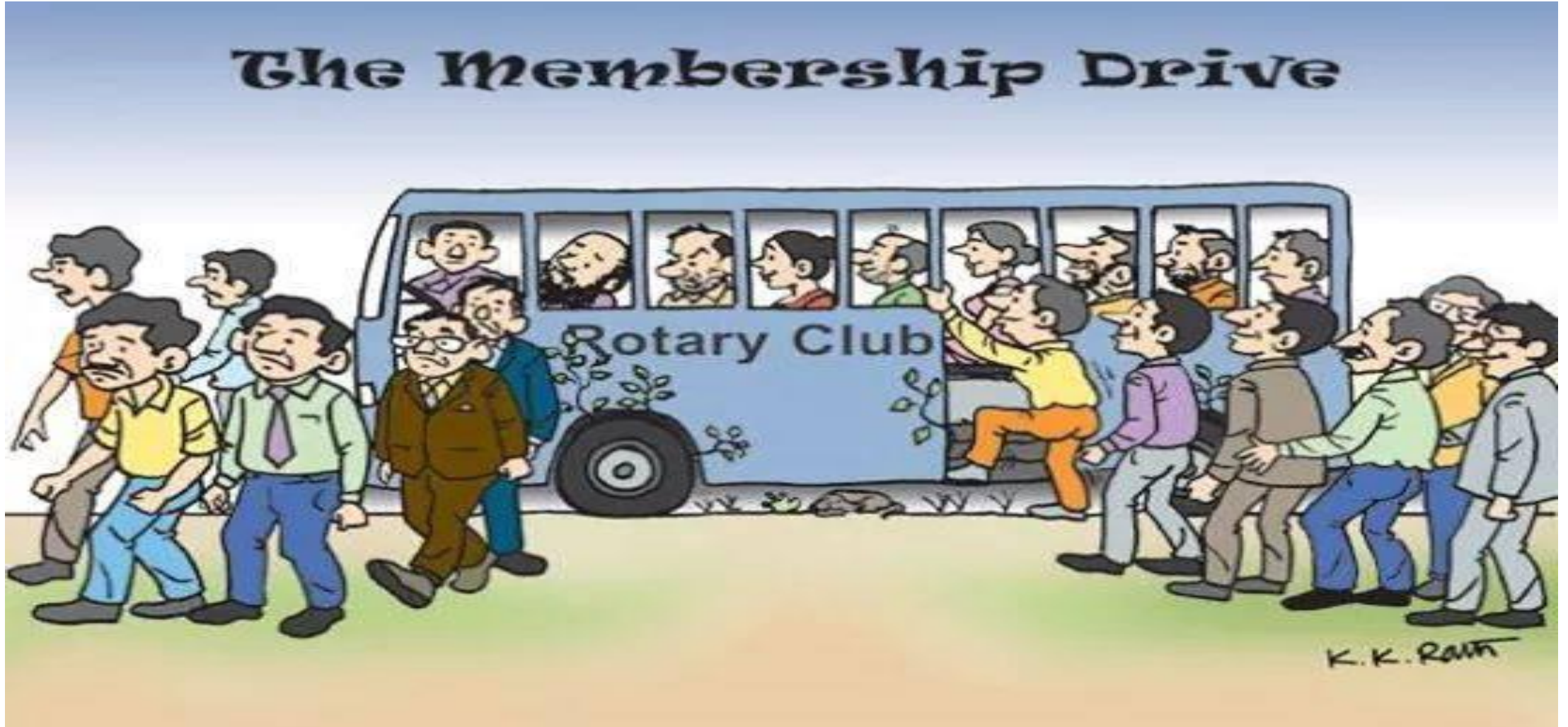


How do you start the conversation about Rotary?



Retain & Recruit: Must do better!



Why is Membership the Big Issue?

Clubs lost since 2010 -16

2010 Halesworth

2013 Attleborough

2015 Norwich South

2016 Sudbury Talbot

Lost Clubs Continued 2017 - 2021

2017 Cromer and Sheringham, Norwich Thorpe St. Andrew

2019 Dereham, Broadlands, Mildenhall

2020 High Suffolk

2021 North Walsham

We have created ONE new club in 6 Years

Where are we now?

District 1080

- We had **1689** members at July 2019.
- By the 1st July 2020 we had **1603** members.
- By the 23rd March 2021 we had **1547** members!
- We have recruited **30** new members since the start of this Rotary year (by the end of Feb 2021)

What`s happening?

Club numbers 2020/21

27 Clubs – no change

26 Clubs – lost members

14 Clubs have gained



Since the 1st July 2015

Leavers Profile

Inside 12 months: 154

Between 12 – 24 months: 202

Reasons for leaving

Personal: 296

Death: 120

Work: 110

Still - Where are we now?

Current Membership breakdown

Members aged over 70 – 42% (526 unreported)

Overall %

Male – 84%

Female – 16%

We`re in Region 21, with 25 Districts

Only Districts 1150 and 1190 have less females

RGBI

- **ACTUAL**

- Currently losing one District a year by numbers
- 2,000 net loss in 2020

PREDICTED

- In 10 years time we`ll be half the number we are today.
- If every District starts 3 new Clubs every year for 10 years –
We`ll have a standstill model!

Doing Nothing? Is NOT an option



The Time has come.....



The Good Old Days of Rotary

By invitation

Our sort of
people

Waiting lists

Interview

Panels

Club approval



The New Reality!



Is this what you`re
worried about?





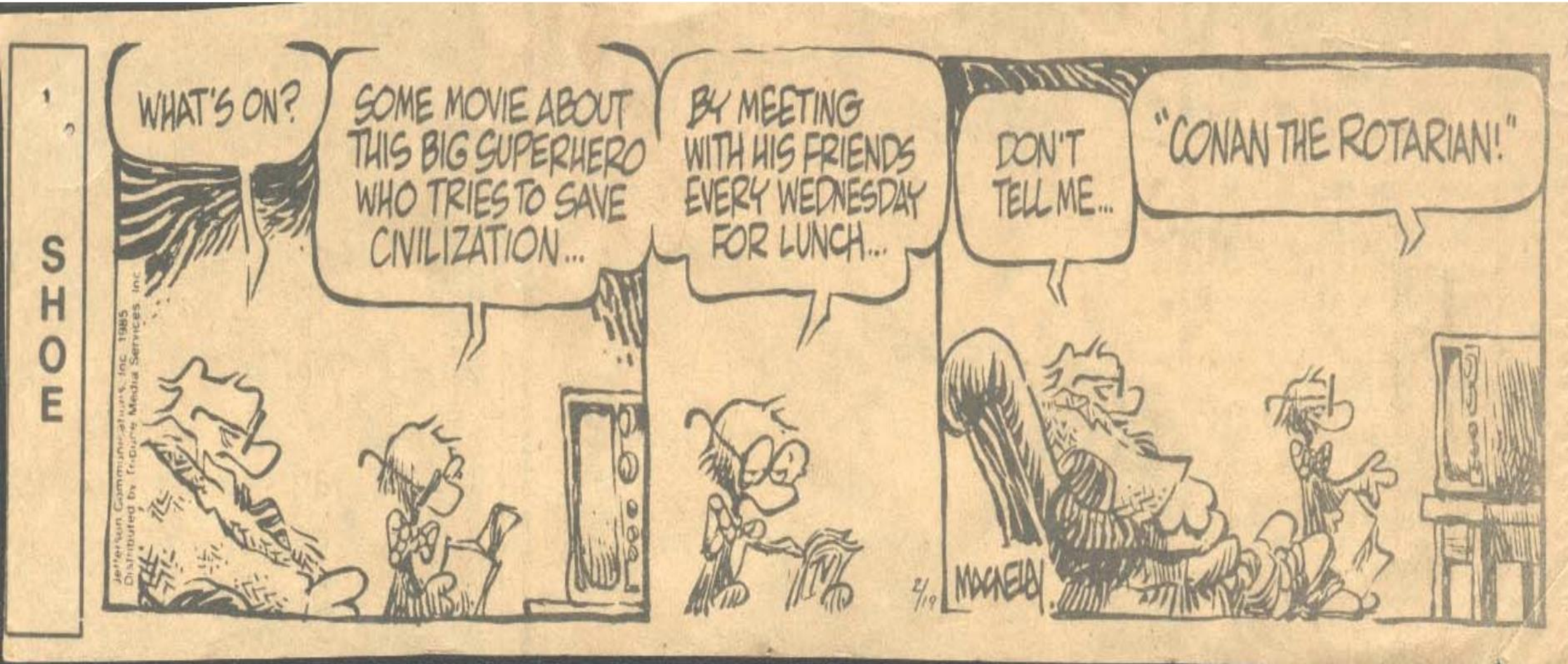
Unless we can improve our Community Engagement Level

Can we attract new members?



...and retain current members!

Refresh! Revitalise! Renew!



What can we do?

Who will you welcome into
Your Club?

Can you diversify?

Note: Many people today are
More interested in the CAUSE
Rather than the organisation

Ensure your Club Lifestyle
choice doesn't alienate anyone.

Diversity & Cultural Awareness



If you have Refreshed, Revitalised or Renewed?

Offering Something Different?

Then,

What about ex members?

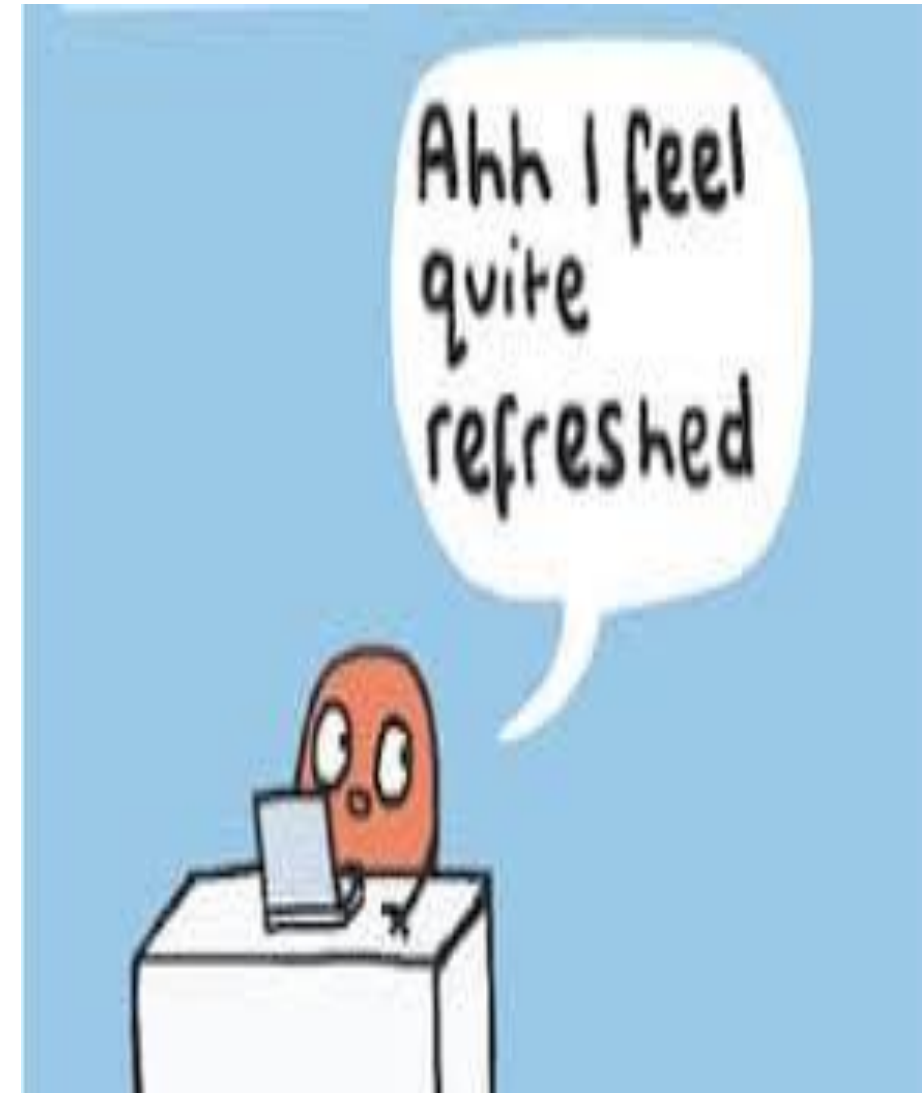
Those who think we haven't changed?

People who nearly joined, but didn't?

Friends of Rotary?

Our own Family & Friends?

Do we offer "Rotary Lite"?



Is the fun factor built in to what you do?



Are you using Social Media?



Is your Club website up to date?



Will you carry on using Zoom?



Are you offering value for money and time?



What flexibility can you offer?



Almost Final Message to Clubs (1)

Will you be ready for the 21st June?

- Have you a Membership Chair (crucial) and Strategy?
- Is every Club member tied into your strategy?
- Are you clear/sure about YOUR local issues?
- Is Retention and Recruitment built in to everything you do?

The Final Message to Clubs (2)

- Have you tied in Public Image?
- Has everyone got a My Rotary account?
- Open to all Members – join the Grow Rotary Group
<https://www.facebook.com/groups/rotarygbimembers/>
- Don't just invite people – reach out to them!
- Remember: There is a District Membership Fund to help!

From District Membership

- Do you want training on setting up a Social Media Platform?
- If you have a platform, do you want to know how to get the most out of it?

Please give me feedback to these two key questions

- Fundraising Projects and Community Projects.
- Developing a link to the National Citizen Scheme

From District Membership

- Looking for Ambassadors to support Club initiatives.
- Seeking opportunities to create new Clubs.
- Links to the Norfolk Chamber of Commerce.
- Exploring avenues for younger people into Rotary (Rotaract)
- Attend online meetings and come in person when we can

For a Better, Brighter Rotary Future



Don't Forget: District Forum October 23rd



**YOU CAN BE
a changemaker**



Unity and Sustainability

Saturday 23rd October 2021

**John Innes Centre
Norwich Research Park, Norwich**

www.rotarychangemakers.co.uk

Rotary
in East Anglia



District Forum

Rotary Membership in Anytown



Rotary Membership in Anytown



Let`s Grow Rotary as well!

Thanks for listening



Paul Wilkinson Membership Team Leader