

Rotary is open to Everybody



I Hope you`re not a RHINO



R.eally H.ere I.n N.ame O.nly



Rotary Membership: The Way Forward



District 1080: Where are we now?

- This week we have 1424 members (1357)
- Currently 41 up since the start of the Rotary year (1383) (26 Down)
- 37 new members have joined the District this year
- 10 of them at 2 Clubs
- Members lost 63
- Of the members lost – reasons given:
- 19 Deceased. 17 Personal. 8 Relocation

Where are we now.....continued

Current Membership Breakdown

- Members aged over 70+ = 677
- Age Unreported = 381
- Under 50 = 34
 - Males = 1,138
 - Females = 245

Membership The Impossible Job?

How do you balance the Rotary conversation?



How can we attract new members?



...and retain current members!

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?



Membership Chair: The Impossible Job?

- Whose job is it?
- Job description of Chair of Membership?
- What are the key elements of the role?
- The priorities for your Club?
- Can you sell what`s on the tin?

Leadership, Perception & Public Image

What type of leader do you want?

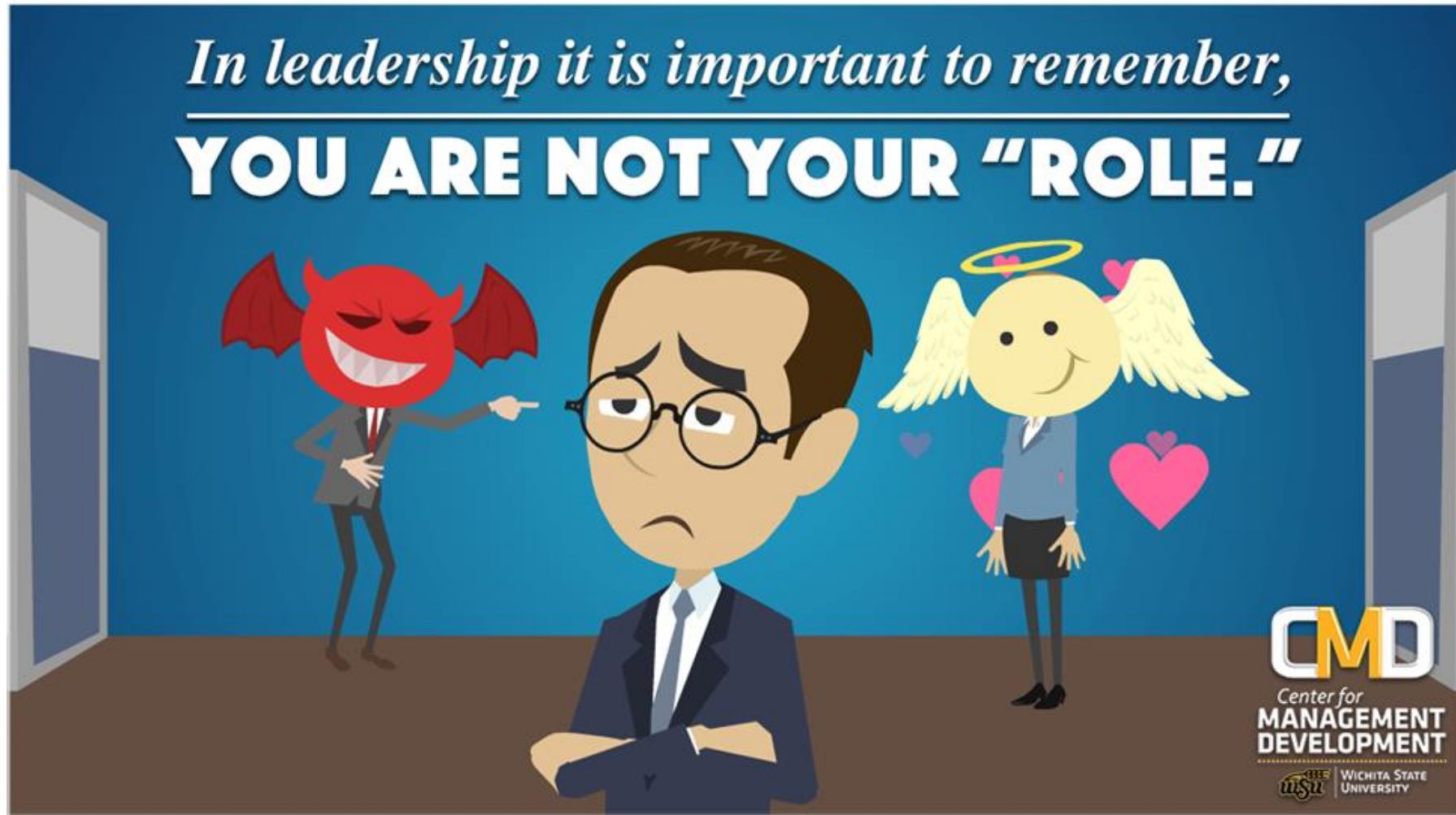


The Reluctant Leader

The entertaining leader



Remember

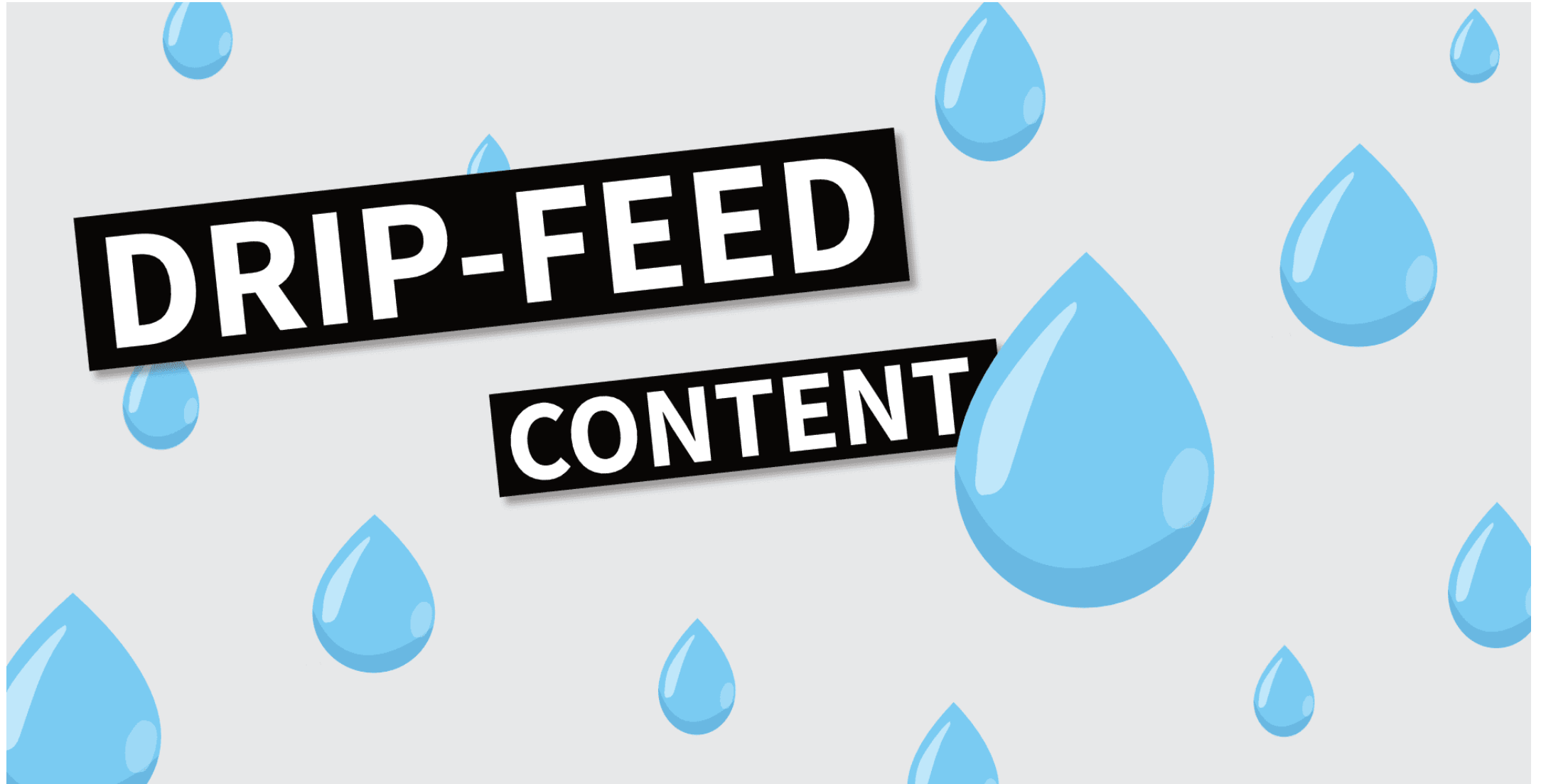


How can Clubs make Leadership more attractive?

Or, How to improve Succession Planning?

- The President doesn't pay any fees!!
- Share out Calendar responsibilities
- Share the Chairing of Meetings
- The President is NOT the lead person for any Projects
- Reduce the emails and administrative tasks

Perception & Public Image



Rotary Membership: The Perception

Views of RYLA Candidates: September 2022:

- Formal dress is needed
- It`s expensive
- Lunchtime clubs
- Where to go when you retire
- You have to meet every week
- They have a funny handshake
- Meetings are formal
- For old people
- What is Rotary?

First Impressions



You don't get a second chance to make a first impression!

For Every Club: Where are we now?



A Review of Club Websites in District 1080



My Final Message to Clubs

Will you be ready for the 1st July?

- Have you a Membership Chair (crucial) and Strategy?
District Member Engagement Chair
- Can you tie every Club member into your strategy?
- Are **YOU** clear/sure about YOUR local issues?
Are Club`s Issues & Local Issues the same?
- Is Retention and Recruitment built in to everything you do?

EVERYTHING

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!

Thanks for listening



Paul Wilkinson Chair of Membership