

DISTRICT ASSEMBLY 2024

MEMBERSHIP & PUBLIC IMAGE

Paul Wilkinson & Tony Grover

Rotary
in East Anglia



Growing Rotary 2021 - 2024



Start Point: 17th November 2020

- 17th December spoke with Robert Lovick
- 4th January 2021: Confirmed with Ian Elliott to become his Chair of Membership.
- That evening Prime Minister orders Lockdown 3.

What was the clear and positive message?

- Rattle a few cages
- “..All walks of life” – do we?
- Clubs in RGBI with 50% females – 5.8%
- Lack of community awareness of Rotary
- Widen Rotary opportunity
- Make Projects relevant
- Speed up evolution
- Be ready post Covid



Well, maybe not that positive!



Where are we going?

July 2021: 1465 Members	-138
July 2022: 1383 Members	-82
July 2023: 1323	-50
April 2024:1378	+55
July/August 2024:	?

Recruiting Clubs.....

- 20 Great Yarmouth Haven
- 17 eClub of Innovation,
- 7 Blyth Valley
- 5 Ely, Brandon, Norwich Blackfriars
- 4 Yare Valley, Blyth Valley,
- 3 Kings Lynn Priory, Beccles
- 2 Sudbury, Felixstowe, Saffron Walden,
Whittlesey, Wymondham, Norwich St. Edmund

RETENTION IS KEY!

IT COSTS 7-10 TIMES MORE ON AVERAGE TO WIN A NEW MEMBER THAN IT DOES TO HOLD ON TO AN EXISTING ONE; AND IF YOU'RE LOSING MORE MEMBERS THAN YOU BRING IN THEN YOUR BUSINESS WON'T LAST LONG!

First Impressions



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

Websites & Social Media



Our Digital Presence: April 2024

Websites

Better – BUT - Areas For Clubs to Update:

- “**Meetings & Events**” – especially future meetings.
- “**More**” – Galleries – get 2023 and 2024 in.
- “**More**” – The Club Team – photos?
- “**What we do**” – Are you still? Get 2023 and 2024 in.

Social Media

Great Improvement

30 Clubs have 18,000 Followers

Membership Change in MY time

- The Traditional Chartered Club – and the “not so”!
- E-Clubs
- Satellite Clubs
- Corporate Membership
- The Global Hub
- District Hubs
- Direct Membership
- Passport Clubs
- Enterprise Membership (North Star)

For Me – A Time To Give Thanks

- Robert Lovick
- David Mills, Tony Grover and Andy Roberts
- Sue Meader – An alternative view!
- Neil Whiteside – Marketing/Public Image
- John Greyson – Direct Membership
- Jake Cruse – RYLA Link
- John Beer and Robin Baines - Ambassadors
- Callum Howard – Marketing & Public Image

Practical Advice:

If all the toilets in your house are occupied and you are waiting for one to be free, switch off the wi-fi.

Thank
You



Thank you, Paul.
You'll be a hard act
to follow.

Please allow me to
introduce myself as
DML from July
2024



**TOGETHER PEOPLE
CREATE CHANGE**

My name is Tony Grover

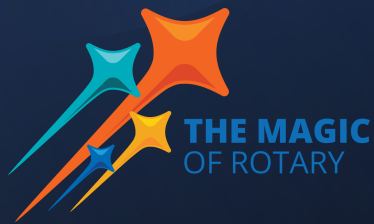
Currently Membership Lead at
Fakenham & District Rotary





We need to
progress and grow
Rotary.

- Further encourage and engage Clubs towards increasing and retaining members.
- Being increasingly proactive in promoting Rotary within the public and local business.
- This is going to take some committed and serious effort from all Rotarians in the district.



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We must
acknowledge
that.....

- Rotary is still the best kept secret outside of Rotary circles.
- We must do more to take the Rotary message out into the public arena.
- We must highlight how much can be achieved through Rotary involvement.
- Raising our Public Image profile to the public is paramount in being able to tell our story.



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Membership progression.

- We already have a dedicated Membership Team available to help Grow Rotary.
- However, I am issuing an invitation now to female Rotarians to join our team.
- The team will facilitate greater interaction within Rotary and the public, to promote membership.
- Building a resource armoury of promotional tools available for use by the Membership Team & Rotary Clubs.



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Membership progression.

- Engage in changing any negative perceptions
- Actively promote Diversity, Equality, Inclusivity, and flexibility of membership.
- Highlight what Rotary is becoming and not what people may think it is.
- Publicly promote Rotary membership as being flexible enough to accommodate modern work and private lifestyles.



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Membership progression.

- Understand that increasing membership is going to involve an amount of hard work and initiative.
- Apathy will have a negative effect.
- Request the services of the Membership Team to help clubs promote Rotary and their own club.
- Be assured that your Membership Team is available to help promote membership within our Rotary District.



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What's happening?

What can we all do?



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- Present a Positive Public Image.
- A video is in development which as a tool for us all to use in presentations and social media platforms.
- A new promotional leaflet will be produced to accompany the video.
- Always telling positive stories about Rotary.
- You create the content that we can share.



What's happening?

What can we all do?



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- Only use the current Rotary brand marks.
- Ensure that our online and media presence is up to date.
- Take full advantage of every facility available locally to raise your club profile.
- Engage with local interest groups, local businesses and organisations
- Use Rotary's experience and good reputation to encourage membership.



Membership Support.

- Already there are clubs looking at increasing their membership by forming satellite clubs or securing corporate membership.
- There is information and support via the membership pages on the RGBI & RI websites.
- Ongoing support for clubs is available via the District 1080 Membership Team.
- **YOU ONLY HAVE TO ASK.**



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Keep focused on Membership matters.

- We need to keep our focus on making every effort to gain new members.
- Let us not forget our current members though.
- Retention of current members is vitally important.
- Ensure our clubs are open to everyone, relevant, vibrant and worthwhile.
- There will be another membership seminar within the coming Rotary year.



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Reality Check!

The Challenge Ahead

- Increasing membership numbers is going to require ongoing work and commitment.
- An added challenge will be achieving this goal within streamlined budgeting.
- There will be no district grants to help clubs financially with their membership initiatives.
- Clubs will have to budget within their own resources.



**TOGETHER PEOPLE
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And finally.....



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The task ahead is up to ALL OF US.

**I can't do it all for you.
YOU CAN DO IT!**

**The Membership Team can't do it all
for you.
YOU CAN DO IT!**

**The Membership Team is available to
help and support you.
WE WILL.
JUST ASK.**

REMEMBER...



CREATE HOPE
in the WORLD

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You can lead a horse
to water.....

only you can
make it
drink!!



Thanks for listening



Your Membership Team



**TOGETHER PEOPLE
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Tony Grover
Robert Lovick
Andy Roberts
John Greyson
Neil Whiteside
Callum Howard
John Beer
Robin Baines
David Mills
Jake Cruse
Paul Wilkinson

Vacancy

Vacancy

District Membership Lead
Deputy DML
District AG (Membership)
District Membership Coordinator
Public Image Advocate
Public Image Advocate
Membership Advocate
Membership Advocate
Leaving Rotarians (follow up)
RYLA WhatsApp Group
Past DML – Team Advisor

Female Rotarian?

Female Rotarian?