Membership & Public Image

PLANNING FOR GROWTH

EMBRACE THE NEED FOR CHANGE



Embracing the need for Change & Planning for Growth

TOGETHER, WE SEE A WORLD WHERE PEOPLE UNITE AND TAKE ACTION TO CREATE LASTING CHANGE ACROSS OUR GLOBE, IN OUR COMMUNITIES, AND IN OURSELVES





Growing Rotary

<mark>8</mark>

Flexible Rotary

anInclusive Rotary



doingRotary in Many Ways





Rotary needs to Embrace Change & Growth in East Anglia (District 1080)

To build on its reputation

To continue to serve

To satisfy local needs

To provide the opportunity to do good Rotary



Planning for Growth Building on the 4 Pillars of Rotary Membership (Growing numbers) Programmes (Exciting club content) Projects (Beneficial & worthwhile) Fund Raising (Varying & imaginative)





Let's Make a Plan then....

- Take a good look at you club offering
- Be honest with yourselves
- Is your club offering working & bringing in new members?
- Is it time to embrace change & build on what you've got?



Targeting New Membership

Understand your local demography

Decide what Rotary experiences you can offer

Take action to Promote Rotary & Raise your club Profile

Showcase your club's success stories

Decide how will you present Rotary to potential members



Understand your local landscape

What is the make up of the population?

What businesses are there?

What sports clubs and other clubs/organisations are there?

What schools are there?

Who provides public services? Councils, churches, etc **Rotary**



in East Anglia

Identify Key Elements

- Identify the key players amongst the organisations and groups identified in your locality
- Identify key personnel within groups and organisations responsible for community engagement
- Identify the skills and experience of club members
- Identify other sources of help & assistance



Develop Contacts

 Renew contact with all those who have previously supported your Rotary projects and fundraising events

Develop new contacts with those not previously approached

 Craft a clear message of what your Rotary has to offer, how it can help and how Rotary makes a difference



The Club Experience

- What kind of club experience will you offer?
- Much of the same or something new to grow Rotary?
- Satellite groups?
- Corporate (community organisation) memberships?
- Rotaract? Impact? RotaKids?
- Volunteer groups?



Highlight the Benefits of Rotary Membership

Taking part in interesting, enjoyable & fun activities

Developing new friendships & connections

Using personal experiences in a meaningful way

Socialising, taking on new challenges

Gaining satisfaction from doing good



Membership Options to Consider

Full Membership

Honorary Membership





Joint Membership for Couples

Family Membership

Club Volunteer or Supporter



Let's Not Forget.....

The personal introduction by members of friends and acquaintances remains as being one of the most positive ways of bringing new people into the Rotary family.



Let's hear from some others about why Rotary is for them



Now formulate your Plan

- Take the time to set aside a meeting dedicated to developing your club plan
- Use all the promotional tools available to you
- Use the skills, expertise and enthusiasm of your members to best effect
- Set a timescale of achievable targets
- Put your plan into action



Some help for clubs into the next Rotary year:

- There is a limited amount of funding identified for the next Rotary year to help promote membership initiatives
- Available upon application to the DML
- Don't forget that your Membership Team, and your AG's are available to help put your plan into action.





Thank you for listening.





TOGETHER, WE SEE A WORLD WHERE **PEOPLE** UNITE AND TAKE ACTION TO **CREATE** LASTING **CHANGE** ACROSS OUR GLOBE, IN OUR COMMUNITIES, AND IN OURSELVES.



MY ROTARY VISION

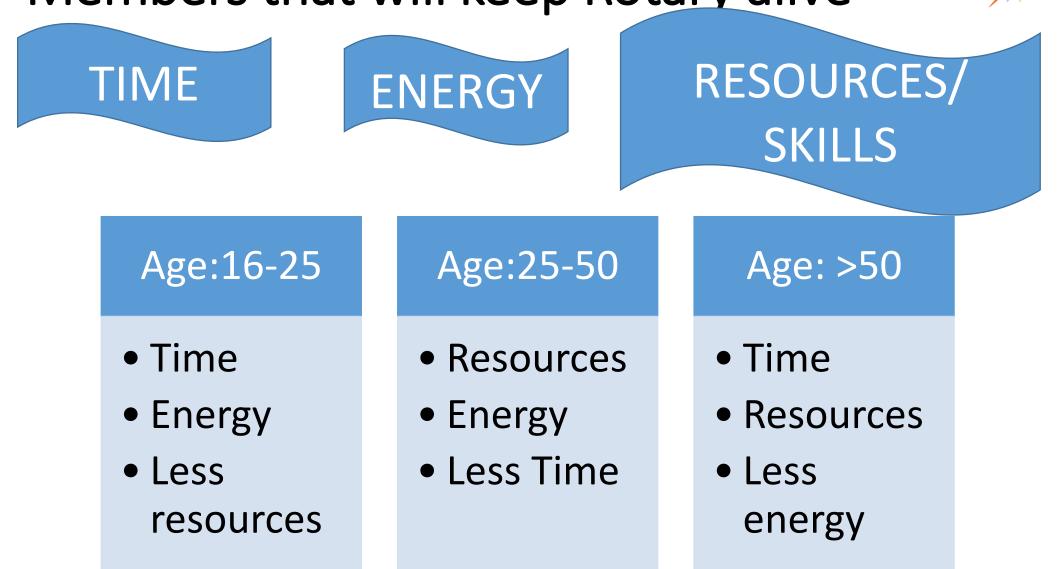
Rtn. Henry Mark Lugobe RC Cambridge UK 07/06/2025

Disclosures: None, I share my personal theoretical constructs





Members that will keep Rotary alive



A MEMBERSHIP WHEEL



University/ institution based rotaract club Community based rotaract club

Transition into rotary

ROTARACT

Secondary school children transition into Rotaract

Rotarians serving on school boards can be champions. Consideration for primary schools

ROTA KIDs

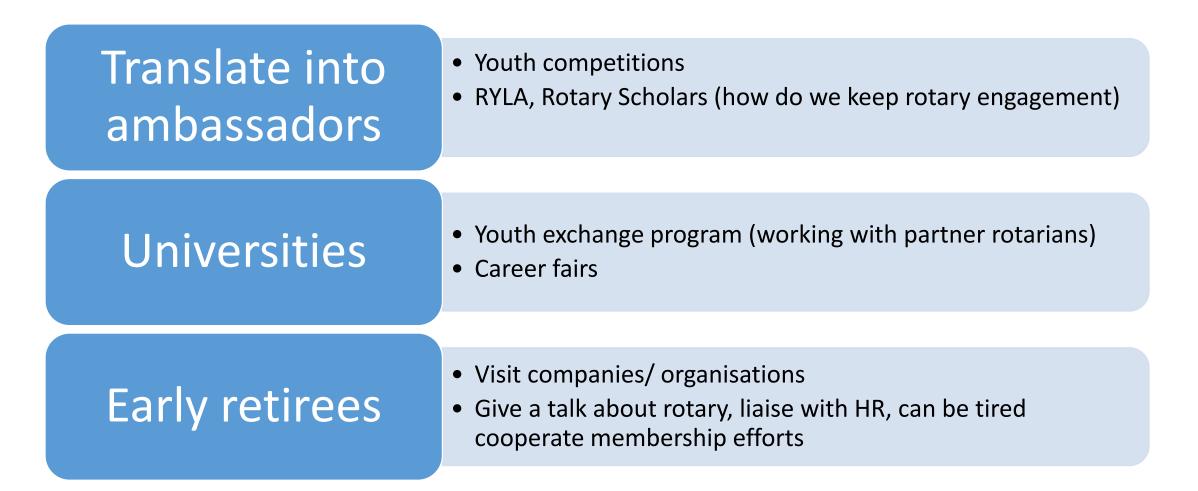
ROTARY

INTERACT

Consideration for Secondary schools Primary school children transition into interact



Leveraging existing opportunities



REFLECTIONS



- Use youth competitions to invite parents into rotary
- Use RYLA to attract attendees to long term rotaract/ rotary engagement
- Where are our young people? What do they like?
- What rotary works for them? Are they driven by specific causes?
- We need rotarians as champions to support the membership wheel
- Can the current prospective members afford our meeting venues, meals and time?
- The current home/ work balance seems to shift towards people considering volunteering at the end of their active careers
- World is shifting to being more inward looking, need for rotary efforts speaking to our community





Thank you

Uganda and UK on a map





User:Mikey641, CC BY-SA 3.0 <https://creativecommons.org/licenses/by-sa/3.0>, via Wikimedia Commons https://geology.com/world/uganda-satellite-image.shtml



Map of Uganda showing Kampala and

Mbarara

By United States Central Intelligence Agency - CIA World

Factbookhttps://www.cia.gov/library/publications/th e-world-factbook/geos/ug.htmlImage:

https://www.cia.gov/library/publications/the-worldfactbook/graphics/maps/large/ug-map.gif, Public Domain,

https://commons.wikimedia.org/w/index.php?curid= 183914



Direct Membership



John Greyson

DISTRICT 1080 - Hub coordinator for Direct membership





Membership Channels

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MEMBERSHIP CHANNELS

DIRECT	
MEMBERSHIP	

Direct membership allows people to join Rotary GB&I as an organization and to find their way doing Rotary in a way that works for them as individuals

CLUBS & CORPORATE MEMBERSHIP

ENTERPRISE MEMBERSHIP

Club membership is the type of Rotary membership most of you will all know best.

Corporate membership is an addition to club membership allowing for clubs to invite local businesses to join Rotary Enterprise membership is focused on larger businesses to help them meet their corporate and social responsibility obligations. It is managed centrally but enterprise members are encouraged to join in with club activities.



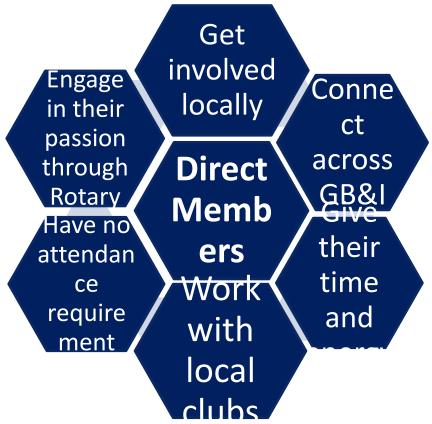
What is Direct Membership







WHAT IS DIRECT MEMBERSHIP?



Direct membership is

Direct membership is a way of joining Rotary GB&I as an individual rather than going through a specific club.

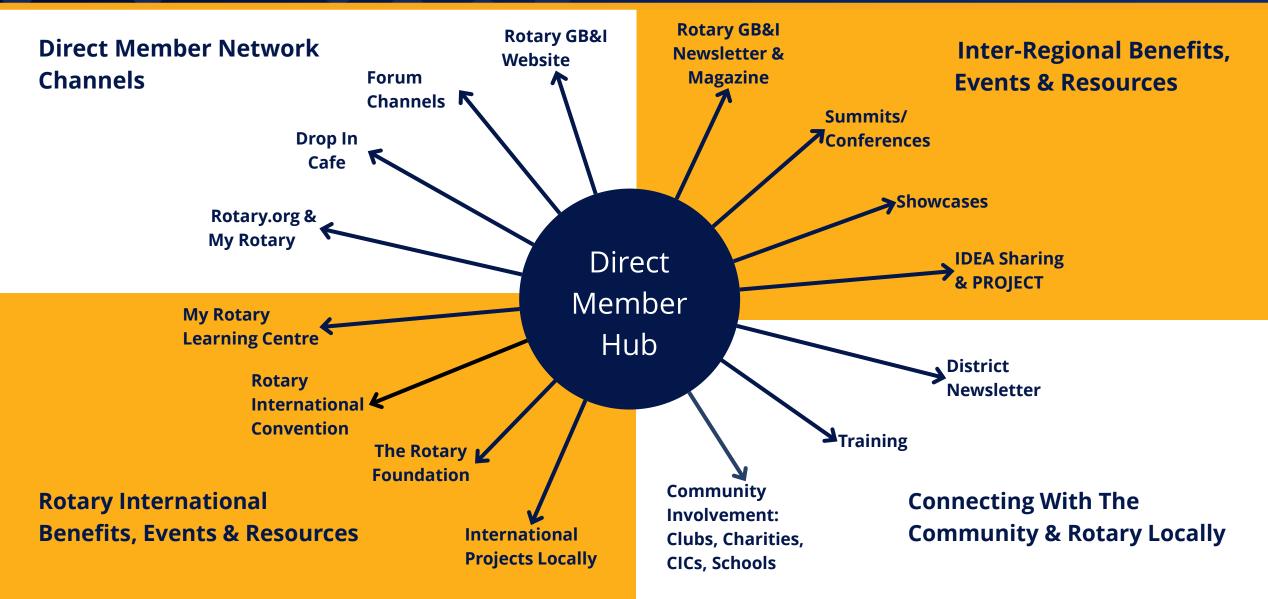
Direct members are Direct members are active members of Rotary.

What does Direct Membership look like?









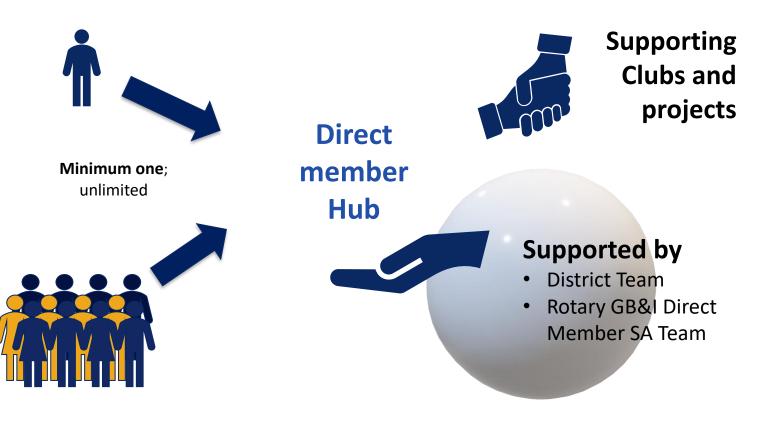
What is a Direct Member hub?







WHAT IS A DIRECT MEMBER HUB?



Who is your hub Co-Ordinator?

Do you know where your hub co-Ordinator is?

If not ask your DG, get in touch find out about how working with direct members can help grow your club?

What's going on near you?

Don't forget to tell your hub coordinator what is going on near you!

How will Direct Membership benefit my club?

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HOW WILL DIRECT MEMBERSHIP BENEFIT MY CLUB?

- Direct members are a source of enthusiastic volunteers for clubs to engage with
- Direct members help clubs engage a larger audience to promote involvement in club activities



How can I help?

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HOW CAN | HELP?

- Share positive lived experiences of Rotary
- Be welcoming
- Invite direct members to projects and events your club are hosting
- Be understanding
- Avoid Rotary acronyms



Direct Membership Successes

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DIRECT MEMBERSHIP SUCCESSES

RETENTION

Direct membership was originally intended primarily to recruit new members however we did not anticipate the level of interest from existing members whose club was either no longer suitable to their needs or was closing. It has been particularly popular with members whose clubs are closing but who do not wish to leave Rotary.

NEW CLUBS

One of the new clubs which formed is made up primarily of members from several closing clubs. They said they felt "Reenergized" and "excited about Rotary again" after spending just a short time as direct members.

DIRECT MEMBER HUBS

There are 24 Direct member hubs spanning all districts across Great Britain and Ireland which makes communication about local rotary much easier

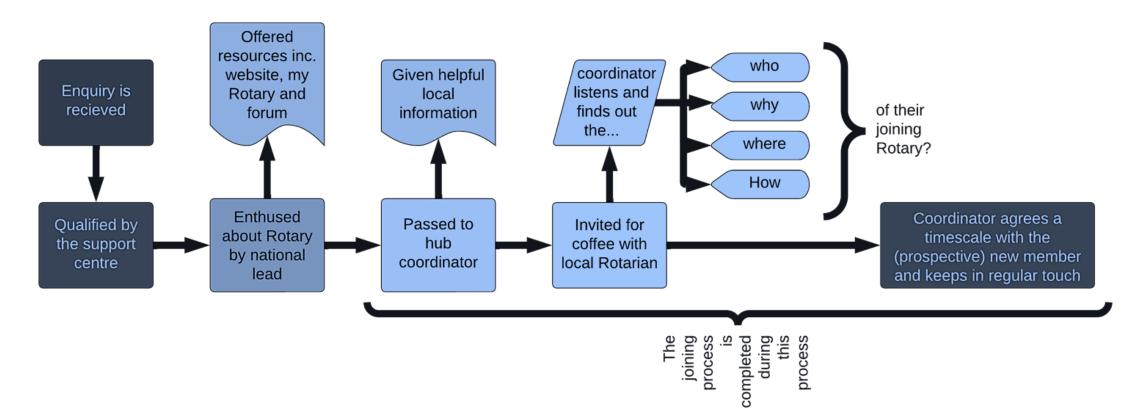
Becoming a Direct Member?







HOW TO BECOME A DIRECT MEMBER



THANK YOU

FOR YOUR TIME TODAY





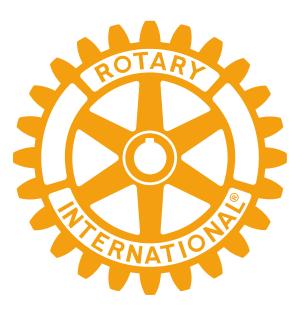


CORPORATE MEMBERSHIP





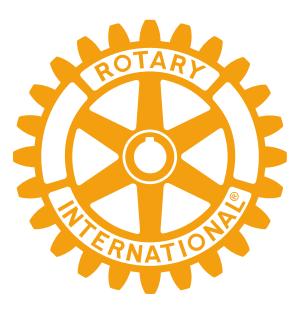
COULD YOUR CLUB SUPPORT CORPORATE MEMBERS?



Are you a progressive Club -Engaged in Projects?



Do you have links with a local businesses who would like to be Corporate Members?



Select a Rotarian who has the skills to do the Presentation



ROTARY IS A GLOBAL BRAND

with 1.4 million members worldwide



THE PRESENTATION

Members volunteer their time to deliver projects both at home and overseas. We unite and take action to create lasting change

HELPING ERADICATE POLO





Rotary has raised over I .5 Billion Pounds for the End Polio Now Campaign

CORPORATE MEMBERSHIP THE BENEFITS

• Elevates the company image

It incorporates your Corporate
 Social Responsibility



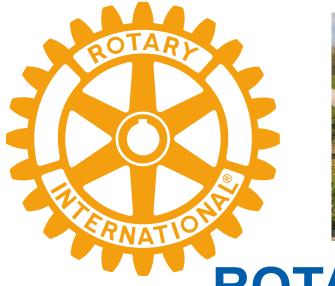
CORPORATE MEMBERSHIP THE BENEFITS

Rotary Sponsorship for Young
 People

• Forming a Partnership with

Rotary









ROTARY'S AREAS OF FOCUS



Protecting the Environment

Fighting Disease



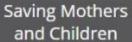
Growing Local Economies

Supporting Education



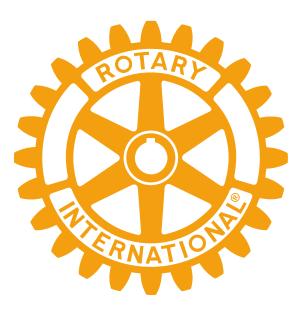
Promoting Peace





Providing Clean Water

Saving I and Cl



Access the Learning Centre by using My Rotary



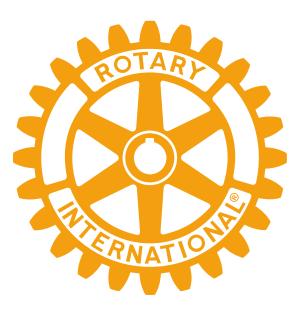
PERSONAL GROWTH AND LEADERSHIP DEVELOPMENT

- Rotary enables an education in human relations, personal development and leadership
- Enjoy the experience of motivating, influencing others
- Become a better, more active citizen within your community



The Process of becoming a Rotary Corporate Member

Identify a Rotarian to be the link between the Corporate Members and the Club

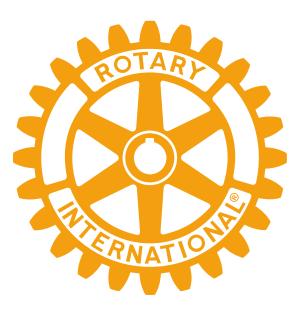


OPTION ONE

One employee becomes the Primary Corporate Member paying a subscription, set by the Club.



Nominate 3 other employees as alternates who can attend a meeting when the Corporate Member is absent They have no voting rights



OPTION TWO

All four Corporate Employees become members by paying the full Rotary annual subscriptions



PROMOTE YOUR ROTARY PARTNERSHIP WITH A CORPORATE MEMBERS PLAQUE

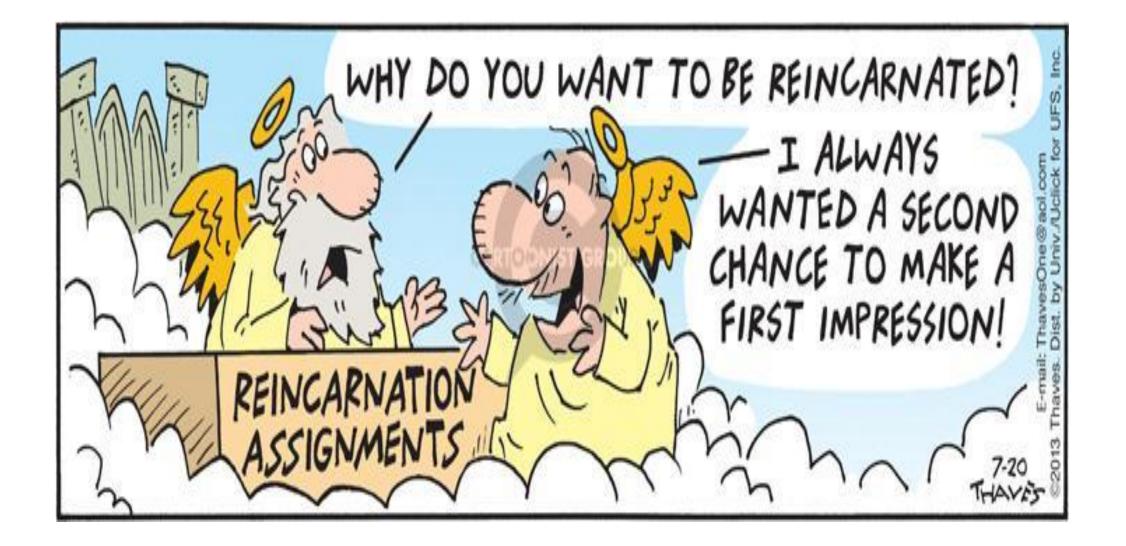


If you have any questions, please just ask!

Keeping Rotary Alive and Well



HIGH COST OF DOING NOTHING



You don`t get a Second Chance!!

Retention is the Key



Recruitment & Retention 2023/24

Recruitment

Overall Losses

Plus 66 for 23 Clubs

74 – of which 20 were death

Do you need a Retention Officer?

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 YOU WON'T LAST LONG!

BUT DON`T FORGET RECRUITMENT

Key Drivers for Retention

- Recruit and know your new members
- Ensure Club meetings are fun FOR ALL!
- Talk about PROJECTS people want to be involved
- Awareness Leadership is NOT for everyone
- Include new members in everything
- No pressure people will attend when they can
- Ensure Free Speech Challenge inappropriateness!
- Do be open to new activities NOT we`ve always done this!

Most Importantly - Mentoring

How do you ensure you have the right mentor for each new member?

- What are the traits of a good mentor?
- Have they clarity on what mentoring involves?
- What are mentoring best practices?

MY ROTARY – LEARNING CENTRE

More Importantly?

Consider changing Rotary to fit the person

Rather than trying to fit the person into Rotary!

Introduction

Nathan Pinkney, CEO People's Fundraising

Insights from a survey of 6,000+ charities and how Rotary can benefit:

Multi-Channel Supporter Engagement is the Key Driver of

Income Growth



What's Working Today

Donations – Fast, fun, and easy to run both digitally and physically

Fundraisers – Online or hybrid; social competition drives value

However, fundraising income is growing slowly or plateauing over

recent years, due to donation fatigue and low supporter engagement





Tomorrow's Growth Channels

Raffles – Fast, fun, and easy to run both digitally and physically +23% [example]

Auctions – Online or hybrid; social Competition drives value +14% [example]

Memberships – Recurring giving plus perks = loyalty and predictable income +8% [exempte]



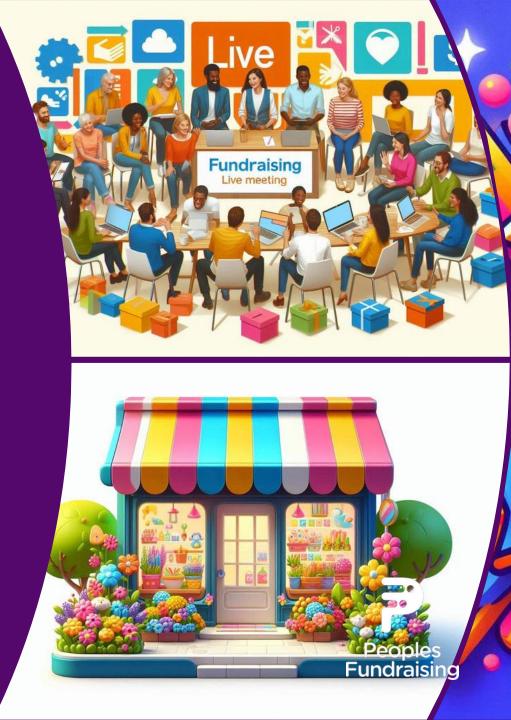


Future Ready Ideas

Members Lottery – Buy tickets for a chance to win regular prizes +8% [example]

Shops – Sell a diverse range of goods, providing supporters with tangible products +6% [example]

Live Meetings – Host live meeting events, engaging supporters with interactive +1%



Why Engagement Drives Revenue?

Channel Choice – meeting supporters where they're most motivated captures more revenue

Network Effects – social sharing amplifies reach

Emotional Investment – deeper connection = higher lifetime value



Case Study

We Are Beams – Provides comprehensive support services to disabled children and their families in Kent. Classed as a large charity by income [vebsite]

37% – What's Working Today
63% – Tomorrow's Growth Channels & Future Ready Ideas



Case Study

Beccles Cycle for Life – Beccles Cycle for Life is an annual charity cycle ride on roads through beautiful countryside from Beccles, Suffolk. The Rotary Club of Beccles organises the event to raise funds for East Anglian Air Ambulance (Reg. Charity No.1083876) and its own charitable trust (Reg. Charity No.1100871) in equal shares. and

website]





Operational Challenges





Operational burden – More workflows, integrations and administration

Brand consistency – Channel fragmentation dilutes identity

Compliance – Managing multiple tools and terms



Takeaways

Think engagement-first & Diversify your channels – Reinforce the mindset shift: create moments, not just campaigns.

Simplify with the right platform – Reduce workflows, integrations and administration

Start small, test fast – From flash auctions to popup shops, your imagination is the limit



Rotary Fundraising

More Ways to Fundraise – Widest range of fundraising options resulting in more supporter engagement and participation [website]

Rotary Brand Alignment – Means greater brand recognition and trust



Final Thought

Supporter engagement across multiple channels is the foundation of long-term income growth. Whether you're a grassroots group or a national charity, the principles apply at any scale.

Let's explore how we can tailor these strategies to supercharge your cause. Talk to us today:

- <u>support@peoplesfundraising.com</u>
- <u>https://www.peoplesfundraising.com</u>
- 0330 043 3454



Appendix – Fees Comparison

Platform	Subscription fee	Payment processing fee	Monthly fee	Gift Aid fee	Tip allowed
People's Fundraising	None	Donations; 1.75% platform fee + 0.85% + £0.08 processing fee Everything else; 2.75% platform fee + 0.85% + £0.08 processing fee	None	None	No
GoFundMe	None	2.9% + £0.25 (crowdfunding) / 1.9% + £0.20 (charity)	None	None	Default 12%
CAF Donate	None	3.6% per transaction	None	3.6%	No
Crowdfunder	None	5% platform fee + 1.9% + £0.23 processing fee	None	None	Default 15%
JustGiving	£15/month or £39/month if raising over £15k/year	1.9% + £0.20 processing fee	£15-£39	5%	Default 15%
Ent huse	£34.99/month (direct donations), £19.99- £400/month (fundraising/events pages)	None for direct donations; 1.9% + £0.20 (fundraising/events pages); 5.4% + £0.95 (ticketed events)	£19.99-£400	5%	Default 12.5%

See JustGiving makes record profits from 'misleading' 15pc tip scheme and JustGiving operator paid out £24.5m in dividends to US parent firm



Appendix – Tools Comparison

Tool	People's Fundraising	JustGlving	GoFundMe	Crowdfunder	Enthuse	CAF Donate
Donations						
In Memory			×	×	×	
Fundraisers Teams						
Raffles Tombolas			×			
Events		×	×	×	×	×
Memberships		×	×	×	×	×
Auctions			×			×
Lottery		×	×	×	×	×
Members Lottery		×	×	×	×	×
Gift Vouchers Shops		×	×	×	×	×
Live Meetings		×	×	×	×	×
Popups		×	×	×	×	×
		×	×	×	×	×
		×	×	×	×	×
		×	×	×	×	×



Appendix – Examples

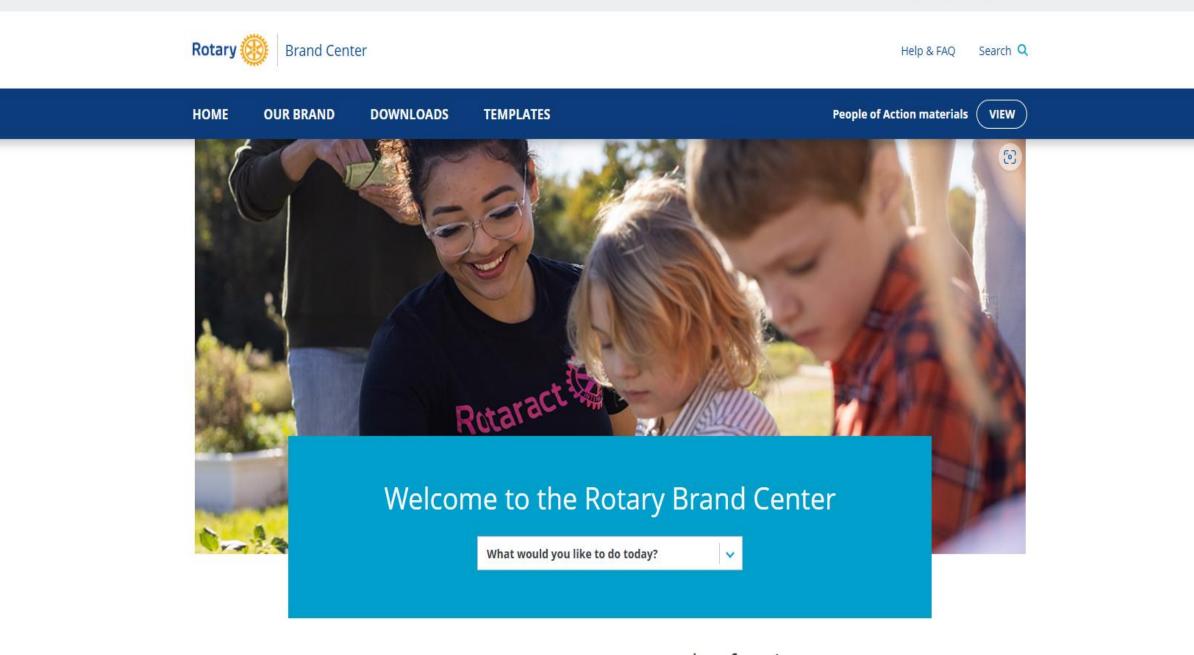
Name	Description	Link
Young Life International	Young Life International is a global Christian organization. Established in 1941, it operates in over 100 countries, including the UK and Ireland.	https://give.ylinternational.org/search
We Are Beams	We Are Beams is dedicated to supporting disabled children, young people, and their families. Established in 1996, the organization offers a range of services, including a Family Advice Service, Short Breaks, and Direct Payments support.	https://fundraising.wearebeams.org.uk/hub/we-are-beams
Age UK Leicestershire and Rut land	Age UK Leicester Shire & Rutland is an independent charity dedicated to enhancing the well-being of older individuals across Leicester, Leicestershire, and Rutland. Established in 1952, the organization offers a diverse range of services aimed at promoting independence, dignity, and community engagement among older adults.	https://fundraising.ageukleics.org.uk/hub/age-uk-leicester- s hire-and-rutland
People's Fundraising	People's Fundraising is committed to empowering charities and non-profits in the UK to maximize their fundraising potential. Founded in 2013, the organization supports over 5,000 charities and non-profits, offering a variety of fundraising services.	https://www.peoplesfundraising.com/home

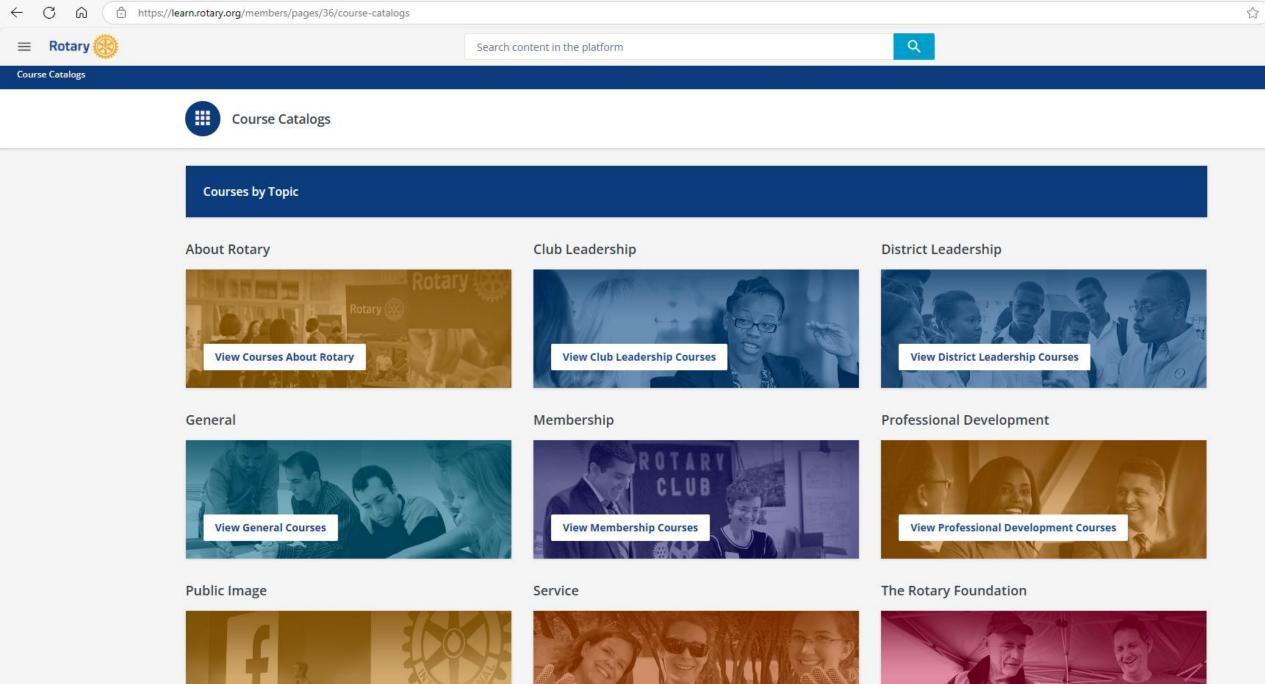






♠ My Rotary English ∨





View Public Image Courses



View Rotary Foundation Courses

Rotary.org 🖸 Brand Center 🖸 🌐 English 🗸 🧕 My Account 🗸





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RotaryGBI.org 🕈 Club Finder 🛛 Forum 🕩 Logout

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ROTARYGBI.ORG

Club & District Tools	Public Image Proj	jects Youth Zone	Membership Giving & Gi	ants Explore Rotary GB&l
Resources	Compliance	Online Tools	Leadership Development	Finance
Awards and Recognition Change of Club Details Licenced Suppliers Action Groups and Fellowships Speakers List	Data Protection Equality and Diversity Health and Safety Safeguarding Values and Behaviours Insurance Policies and Statements	Brand Centre Rotary Club Central Learning Centre Rotary View DMS DMS Help RI My Rotary	Leadership Development Forum Facilitator Vacancies and Opportunities Learning Resources Being A District Governor District Team Role Descriptions Club Roles	Subscriptions Financial Documents Finance Resources
Ukraine Resp	Compliance Role Descriptions Dispute Management Constitutional Documents Licences Special Adviser Team	RI My Rotary Help Meeting online	otary Foundation	RENIS
https://rotarygbi.org/members/#			Registration Form > Rotary Children's Fun Day experiences for some of th	

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Informing Rotary in East Anglia ROTARY DINOSAURS? **Editor: Rodney Howell District Governor: lan Graham** Volume 14 Issue 12 (Passport Club of East Anglia) (Norwich Blackfriars Rotary) June 2025



THIS EDITION'S TOP PICKS



ROTARY MAGAZINE ARCHIVE











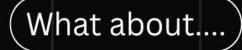












Artificial Intelligence?

Please remember.... copyright











ROTARY CLUB OF BURY ST EDMUNDS & THE ABBEY CLUB CHARITY GOLF

DAY

Wednesday 25th SEPTEMBER 2024 VENUE : Bury St Edmunds Golf Club – COST per team of four & 280 Individual players & 70 Bury St Edmunds Golf Club Members &40 TEAMS OF 4 – BEST THREE SCORES EACH HOLE TO COUNT

BACON SANDWICH & COFFEE ON ARRIVAL TWO COURSE MEAL and PRIZE PRESENTATION PRIZES 1ST 2ND and 3RD TEAMS SHOTGUN START YELLOW BALL COMPETITION RAFFLE AUCTION &5 Par 3 Challenge land on the green on the 15th and double your money.

ALL PROCEEDS TO CLUB CHARITY FUND FOR DISTRIBUTION TO LOCAL CHARITIES AND WORTHY

CAUSES.

FOR ENTRY FORM contact Brian Daniels Tel. 07860540859 Email : ccdaniels8@aol.com





in East Anglia

BURY ST EDMUNDS & BURY ABBEY ROTARY CLUBS



BACON SANDWICH & COFFEE ON ARRIVAL

TWO COURSE MEAL and PRIZE PRESENTATION

PRIZES 1ST 2ND and 3RD TEAMS

SHOTGUN START

YELLOW BALL COMPETITION

RAFFLE

AUCTION

GOLF CLUB £5 Par 3 Challenge

AT BURY ST EDMUNDS

WEDNESDAY

land on the green on the 15th and double your money

25th SEPTEMBER 2024

Rotary

 £280 - Per Team of Four
 £70 - Individuals - Bury St Edmunds Club members £40 Teams of 4 - Best three scores each hole to count

> All proceeds to club fund for distribution to local charities and worthy causes

For entry form contact:

and the second second

Brian Daniels Tel: 07860540859 email: ccdaniels8@aol.com





Membership & Public Image

PLANNING FOR GROWTH

EMBRACE THE NEED FOR CHANGE

