

**MEMBERSHIP
SEMINAR
SEPTEMBER 2018**



WELCOME

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DISTRICT GOVERNOR DAVID SIMPSON

OUTLINE OF THE MORNING

- Jeanette Flemons - (M&S Bank)
- Paul Wilkinson - Lowestoft E P
- Nick Hadley - Cambridge South
- Gary Goodchild & Karen – Emma White – Theftford
- Nancy Briggs – Swaffham
- Robert Lovick – No Fixed Abode

OUTLINE OF THE MORNING

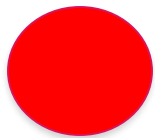
Break – Bacon Rolls Tea/Coffee



OUTLINE OF THE MORNING

11.30 – 12.15 – Workshops

12.15 – 13.00 – all change



Catherine Stewart



Richard Parsley



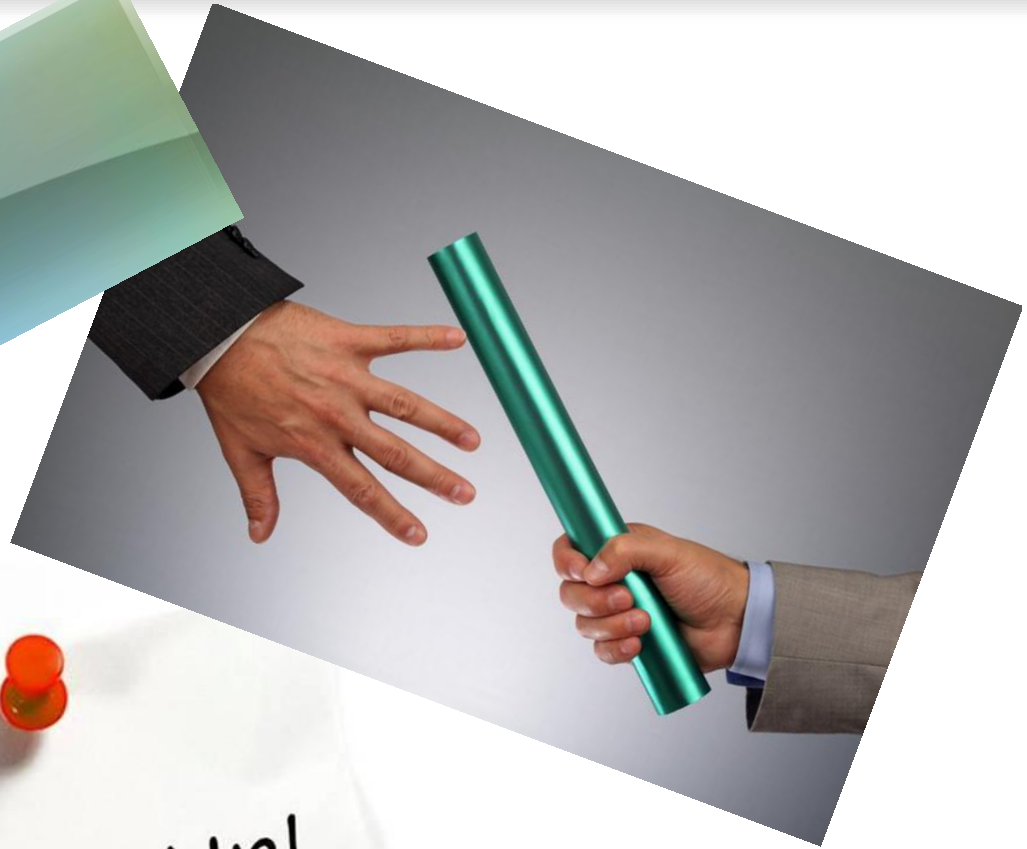
Jeanette Flemons

Membership Growth – Next Steps



Membership Growth – Next Steps

Contact Details



Follow Up!

Membership Growth – Next Steps



Rotary2 in Lowestoft

Forward Together



Old History

- 3 **Traditional** Clubs in Lowestoft
- Lowestoft Club – 80+ years old
- Lowestoft South – 36+ years
- Lowestoft East Point – 20 years

South Club started due to “classification”

East Point due to “Twilight”

All Rotary Clubs are Dual gender!!!

Only one Lowestoft Club is currently dual gender

Recent History

- Membership has been falling across all 3 Clubs
- Average age at Lowestoft club is over 70
- South Club had 3 Presidents last year – and this!
- East Point lost 6 members in 12 months
(none have died!)

Lowestoft 3 Club Meetings

- The Clubs have been meeting, effectively, for 5 years
- President, President Elect, President Nominee attend
- Each Club “chairs” meetings annually, in turn.
- Looking at common interests and support
- Successes include – Dictionaries 4 Life, Crucial Crew.
- And now “Rotary 2”

Recruitment

- All 3 Clubs have tried to recruit individually
- But numbers remain stubbornly low
- We have recruited “Friends of Rotary”



Lowestoft Rotary2 Project Team

- Initially 3 from each Club
- After first meeting, invited District Team to come along
- Decided to take the message to club members
- Decided to hold a 3 Clubs meeting for all members
- Over 60 attended.
- Back to each Club for discussion and agreement

Consultation is Key

- Each Club, individually agreed to move forward with Rotary2
- **No votes against.**
- A few abstentions
- Fair to say – some votes for were “hesitant”
- Had concerns for impact on the “Mother Clubs”

Springboard to Success

- Project Team agreed to:
- 2 meetings in Lowestoft – one in the north and one in the south
- For “fireside chats”
- One in a cafe – Midweek 7.00pm
- One in a pub – Saturday at 10.00am
- Both Meetings in May
- Community Model

Awareness

Local Press

Local Radio

Social Media

Member Gets Member

Working with District Public Image Team



Lessons Learnt!

- Member begets member – 100% in Lowestoft
- All bar one interested person for our first meeting was the product of **ONE** Rotarian`s efforts.
- Rotarians are afraid of the impact on their own Club
- Timing (day of the week and time) of the meeting is difficult with small numbers
- Time of year!
- Dennis Spiller – “ the new image Club needs to be a product that people aged between 30 and 50 want to be part of” – **our experience is most are 40+**

Lessons learnt

- Don't invite/accept "Old Rotarians"!
- Venue preparation/confirmation
- Don't "overcrowd" with Rotarians

Next Steps

- Take advantage of August and early September to spread the word further
- Try to convince members to spread the word
- Next meeting planned for late September early October.
- **Jason, Allyson, Jane, Jonathan, Dave, Kathy, Julie** – say they are seriously interested!

Nick Hadley

Nancy Briggs

PDG Robert Lovick

Seizing the Opportunities

My Personal Assessment on Membership

Target Locations for Corporate Rotary Clubs

Cambridge
Norwich
Felixstowe
Ipswich
Mildenhall
Kings Lynn

Locations for New Satellite Clubs

Downham Market

Ely

Fakenham

Great Yarmouth

Holt/North Norfolk

Hunstanton

Newmarket

Stowmarket

Sudbury

Wisbech



Membership Growth – Next Steps



Thank You