



## District 9930 – Membership Development (1)

### Membership

As I am sure you know by now that the District Goal for This Year is to raise the membership numbers by around 3% Nett by the end of this year. If we do this then the District is well on its way to have the 3 year goal of 10%

We have asked the Assistant Governors to focus on this as a major talking point with all clubs this year in their areas.

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I have been promoting in last 2 years the 4/5 focus areas that all clubs should get corrected

- i. Health
- ii. Retention
- iii. Education
- iv. Public Image
- v. Attraction

**We are now promoting how to attract new members:**

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### Evaluate your Club

- **Is your Club diverse**
  - Representative of our local area
  
- **Is Your Club Innovative and Flexible**
  - Meeting time and how often
  - Meal – required or not
  - Meetings exciting your members
  - Should you make changes to make your club more appealing to prospective members
  
- **Is there a strong Awareness of your Club in your Community**
  - What is your Public Image
  
- **Are you using Digital Communications to promote your Club**
  - Attractive Website
  - Facebook
  
- **Have you Evaluated your Club from the perspective of a Guest**
  - Mystery Shopper guest report

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All these points are very well to make sure your Club has visibility and attraction to prospective new members



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So Members will not just knock on your door or send messages via Facebook, Websites or phone calls.

They will be attracted to visit your Club **Only** if your existing members go out and talk about Rotary and **ask**.

This is all very well as you know most Rotarians appear not to ask or talk to likely prospects, so you now need to look at ways you can get your members acting:

So the following can be achieved at a Club Meeting by setting aside some time and a facilitator:

- **Finding new Club Members**
  - Identify Prospective Members
  - Make an action plan
  - Assign members to personally ask and to follow up
  - Invite Prospective Members to a Club Event or specified new members meeting

- **Who are the prospective Members**

Create a brainstorm session with your existing members. Who knows who? Use a listing of local services to help identify prospects.

Personal invitations by personal contact via existing member.

- |                                 |   |
|---------------------------------|---|
| ○ Real Estate Agents            | Financial Planners                        |
| ○ Accountants                   | Bankers                                   |
| ○ School Principals or Teachers | Medical Professionals                     |
| ○ Religious Leaders             | Local Government Leaders                  |
| ○ Car Dealers                   | Trade Professionals                       |
| ○ Recently retired prospects    | Parents of Rotary Youth Exchange Students |

- Have existing members personally invite prospects and follow up with personal email from the President.
- New Members meeting- plan to showcase Rotary

Invite selected Rotarians that can enthusiastically tell their story of what motivates them to be Rotarians and their achievements.

Tell them about the Rotary Programmes

Tell them about what your Club has or is doing in the Community and International.

### **Satellite Clubs:**

Opportunities out there to attract to Rotary via Satellite Groups. Look at likely groups locally. EG Young Business Leaders, Business After 5, Young Mothers, University/Polytech Students,



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### The Henderson Rotary –

They did a Health Check – Promoted Satellite Clubs – Grew their membership over 5 years from 47 to 76

**A Satellite Club** is not a replacement for the Rotaract program; it is a way to build a better bridge for prospective members (like Rotaractors) to transition into the Rotary Club organization.

The purpose of a Satellite Club is not to create more complexities or just one more thing to "sponsor" – it is a way for clubs to grow in a creative way.

The Impacts of a Satellite Club are intended to be:

- *Decrease the average club membership age*
- Introduce new leaders to the organization who are eager to get involved with the club's current projects and maybe introduce some new ones
- Offer the opportunity for members to have a bit more flexibility in their meeting schedule
- Get more people involved in an organization that has a serious growth and retention issue

### Conclusion

Satellite Clubs are an extension of the Host Rotary Club. They do not have their own charter, constitution or bylaws.

They offer more flexibility to attract members that may not, and would not, ever join a traditional Rotary Club.

They may look and feel like a separate club because they will have their own leadership and committees but these leadership roles and committees are expected to be in close partnership with the parent club.

**Today's world isn't full of big companies eating small companies - it's full of fast/innovative companies eating slow companies. This is an opportunity to try something innovative and new to help us to grow a great organization!**



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### Example of a Satellite Club

#### **The Rotary Club of Henderson and District 9910 Satellite Club establishment Program**

For the first time in a number of years district 9910 finished the year with a positive membership result, being ahead of the start of the prior year. In part it was due to programme started in 2014-15 year when The Rotary club of Henderson membership development committee did a club health check and found that while the membership was growing so was the average age.

They figured that within 5 years they would likely be facing a big drop of in membership as some older members retired from Rotary around age 75.

At the time they could be considered a big club with 50 plus and growing members by 1 and 2 every year for the previous 5 years, however the average age was over 65.

The question they asked themselves how can they attract and retain a youthful age group without changing the culture of the club..... not an easy ask.

The 2013 Council on Legislation allowed for Satellite clubs that met independently of the sponsoring club. An idea - how do we do that?

Bring the club along tell them what and why the committee wanted to create this. An open letter to the club, power point presentation, change the bylaws..... It's all go.

Produce a simple flyer. Get some professional that is of the right age to design it.... the grandson of a member who was a 20 year old Rotaractor, that, when asked "would you join our Rotary club someday", replied "no, can't afford the time or the cost – "like what you do but not my scene".

These people seem to join causes not clubs.

Hand out the flyer to every one of the right age – it was done while collecting at traffic lights for hospice.

They gave out 700 and attracted 20 responses to the new face book page, created for the group.

Interest meeting was held settled to 14 to charter all aged 25-ish. They do great simple community projects – fund raising that is fun – A wine tour around the vineyards of west Auckland / quiz night.

The sponsoring club helps with funding of projects help with Dues and support as required and have someone attend their informal meetings twice a month.

Using the same model to start a group in Helensville in January/February this year 11 members.

The Club have grown membership at Henderson - between 2011 from 47 members and as of June 30 2016 are 76. With that expect some growing pains, but it is worth it.

The Age problem is going away and there is a way forward for the sponsoring club without the worry of age.

In the wider district, Orewa and Whangaparoa clubs got together chartered a group based on the new housing development in Millwater with 24 - some potential members as young as 17 using similar tactics.

Milford is in the process of creating a group based at Smales Farm a new commercial area in Takapuna.

Likewise Northcote are in the process of re-establishing a group in Glenfield.

Kumeu late last year did a mail drop in the Riverhead area where new housing development is taking place - result 7 new members with 3 more coming on in the short term; in this very short period they went from a club of 19 and will be looking at 30 before very long.

We can see the potential for a group at Hobsonville where a new housing development is taking place. Resources are the problem - finding clubs that are prepared to take the plunge.

The district has come in behind clubs that are ready to take that plunge, by making funds available for the expenses incurred in starting new groups

Now that the template is established. It is a simple 9 step process to establish a Satellite group.



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If you want to know more there is a great seminar developed in the UK on the subject and I found this simple presentation from the US <https://prezi.com/ghawm4dzt-y6/rotary-satellite-clubs-101/>  
And we have all the local resources; district policies, power point, open letter to club membership, flyer template and establishment paperwork.

Want to know more  
District 9910 Membership  
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