

## Membership Report

By Michael Ferris

**What:** Zone 24/32 Institute 2017-2018

**Where:** Hartford, Connecticut

**When:** October 17-21, 2017

**Who:** District Memberships Chairs and those interested in District Membership

**Summary:** I had the opportunity to fill in for our District Membership Chair Lindsey Knight by the invitation of Diane Fejes DGE. It was a lot of traveling for a 1 day conference but was well worth the trip. I have listed some of the major point discussed and can at a future date provide a more in depth presentation. A lot of presentation was based on "Siegel + Gale Findings". Here are the most important takeaways I wanted to bring back:

- Familiarity with Rotary
  - Four in ten people have never heard of Rotary
  - Another 4 in 10 have heard of our "name only"
  - Only 2 in 10 claim to have "some familiarity" with Rotary
- Why people Join? Why Stay?

Why...	Join?	Stay?
Friendship	30.0%	38.4%
Local Impact	35.5%	36.1%
Networking	18.7%	5.2%
Recognition	4.3%	2.3%
Training	3.3%	3.5%
Global Impact	8.2%	14.5%

**People stay because of friendship.** We cannot continue to do the same thing over and over again. Too many clubs do not want to change.

- Our Customer Values
  - Friend's #1 reason people stay in Rotary.
  - Local Impact.
  - Engagement. You cannot have friendship with other members if you don't even know their names. You can't have pride in the club and in members if you don't even know what they do.
  - New member and all members need to feel Rotary is "Worth my Time".
  - We are helping members becoming better leaders, and in the process, we are helping communities become better communities.
- Building Blocks of Rotary Brand
  - Rotary Elevator Speech. **"Rotary joins leaders from all continents, cultures and occupations to exchange ideas and take action for communities around the world"**.

- Vibrant Clubs – making impact on our community.
- Rotary Brand Experience.
  - Must have fun art Rotary meeting.
  - Must be inclusive of our members.
  - Welcoming.
- What Rotary- “The Better Answer”
  - New message “**We’re a leadership organization of local business, professionals and civic leaders. We meet regularly, get to know each other, form friendships, and through that, we’re able to get things done in this community.**”
  - Everyone knows the old message “We are over 1.2 million in over 200 countries...”
- Why Rotary – What Our Members Receive
  - Community Service.
  - The Opportunity to Serve – You can make a difference.
  - Is it worth a potential member’s time, what is the value to them?
  - How does a new member feel? Do you have sign outside you’re facility?
  - “Sometimes you want to go where everyone knows your name” Cheers Theme.
- Club Website and Social Media Checklist
  - What will potential members see when they go to your social media sites?
  - Are you showing you club doing.
    - Service Activities.
    - Having fun.
    - Do they reflect what you tell potential members?
- Retention Keys
  - Engaging long term members. What are the issues?
    - Ask them to be involved.
    - Make them feel valued.
    - Continued care for all members takes work.
  - Keep what you have- “do the same thing”.
- My notes
  - Each meeting what is Rotary “We’re a leadership organization...”
  - Old fine for picture in paper, new Happy Buck to see Rotarian in the news.
  - District level group level orientation 2-4 times per year.
  - Friendship is #1 need to know what people do.
  - Where does it say “Meeting above self?”
  - Not everyone can be a Rotarian but everyone needs a Rotarian.
  - Get your “ask” in gear – invite more people to Rotary.
  - How do we get clubs to take the risk to try new membership formats?

Thank you for the opportunity and I would be happy to share all the information I learned. I also picked up a lot of good flyers from Amy Luckie who spoke about membership in Atlanta, I can share at some point as well.

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