



D5300 DISTRICT TRAINING ASSEMBLY

MAY 18, 2024

Membership Workshop

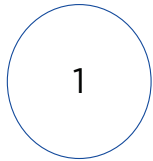


Breakout

Presented by

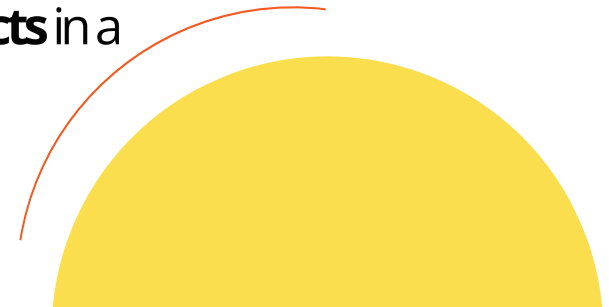
District 5300 23-24 Membership Chair Gilda Moshir
District 5300 24-25 Membership Chair Dennis Franklin
Zone 26 Rotary Coordinator John Chase

Rotary International's 4 Pillars of our Action Plan



Increase Our Impact

As People of Action we make decisions **grounded in evidence**. Let's build the practices, infrastructure, and capacity needed to **define, measure, track, and analyze data from our service projects** in a much more effective way.



Rotary International's 4 Pillars of our Action Plan

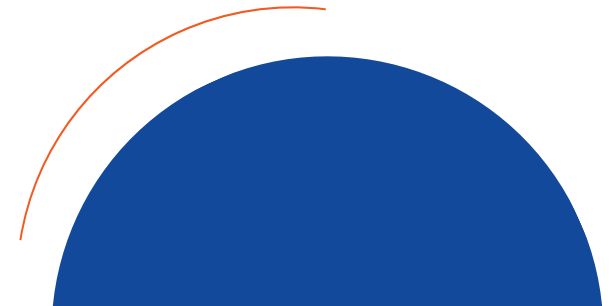


2

Expand Our Reach

As People of Action we are **inclusive, engaging, compassionate, and ambitious** on behalf of the world.

Let's share our **values** with **new audiences**, create **new ways** to bring people together to experience the power of Rotary, and prove we are an organization that's inclusive, engaging, compassionate, and ambitious on behalf of the world.



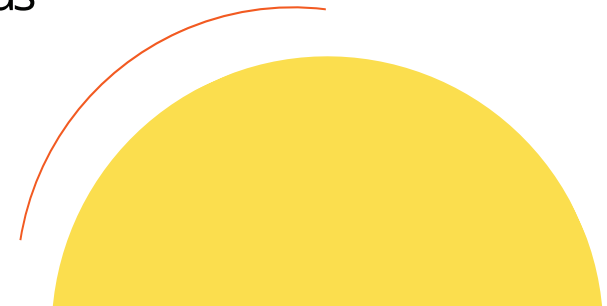
Rotary International's 4 Pillars of our Action Plan



3

Enhance Participant Engagement

As People of Action we **create meaningful relationships** across decades and continents. Let's use every encounter as an opportunity to show people what Rotary can do for them as individuals and as members of our communities.



Rotary International's 4 Pillars of our Action Plan

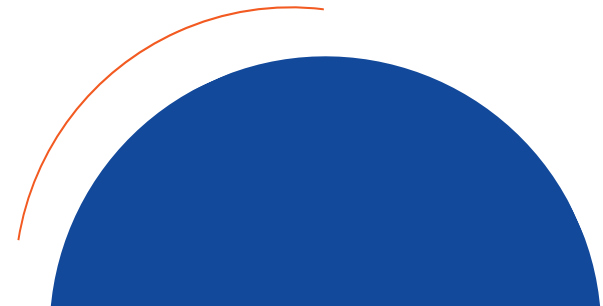


4

Increase Our Ability to Adapt

As People of Action we **seek new perspectives and new ideas that can strengthen Rotary and create lasting change.**

Let's work to create a **culture of research, innovation, and willingness to take risks** in your club to better serve your community.



Membership has 3 Prongs

1

ATTRACTION

ASK WHAT DOES ATTRACTION MEAN
TO THE AUDIENCE

2

ONBOARDING

ASK WHAT DOES ONBOARDING
INVOLVE - SHARE THEIR PRACTICES

3

MEMBER ENGAGEMENT & RETENTION

ASK WHAT DO THEIR CLUBS DO TO KEEP
MEMBERS ENGAGED & RETAIN THEM?



ATTRACTION

WHAT ARE WAYS TO ATTRACT MEMBERS?

- FELLOWSHIP
- SERVICE
- IMPACT
- CAMRADERIE
- SENSE OF BELONGING
- EDUCATION
- BEING INVOLVED



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ONBOARDING

WHAT DOES ONBOARDING LOOK LIKE
IN YOUR CLUBS?

Orientation
Induction
Mentorship
Education



**Superbuild
Corazon May
2024**



ENGAGEMENT & RETENTION

HOW CAN WE RETAIN MEMBERS?

Happy members stay

WHAT DOES ENGAGEMENT MEAN THAT LEADS TO RETENTION?

Involvement

Being heard

Sense of belonging

Diversity in meeting days/times

Being asked to serve

Training



GOAL SETTING - MEMBERSHIP ACTION PLAN

JOHN CHASE will show you where to get your Membership Action Plan

This template will ask you to set your goals with regard to Attraction, Onboarding & Engagement to Retention

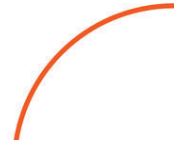
Your 3 year look back will show you what you have gained, lost and what you should be reaching for in the coming year.



CLUB MEMBERSHIP ACTION PLAN

Four Part Plan:

1. Meaningful data
2. Buy-in
3. Plan development
4. Plan execution / review and adjust



CLUB EXAMPLE #1 – GOAL SETTING WORKSHEET

This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual Attrition Rate (3-year average): 9.3%

Annual Attraction Rate (3-year average): 8.0%

Annual Net Growth Rate: - _____%

Success Targets	
Attrition	<u>less than 15%</u> (July 1 membership x .15)
Attraction	<u>5% greater than Attrition</u>

The problem we need to solve is:

- Low Retention** -- Our Attrition Rate Exceeds 15%
- Insufficient New Member Attraction** - Our Attraction Rate is less than 5% above our Attrition Rate
- Neither** - We need to build on our current membership growth culture and strategies

CLUB EXAMPLE #2

This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual **Attrition Rate** (3-year average): **22.4%**
 Annual **Attraction Rate** (3-year average): **10.2%**
 Annual **Net Growth Rate**: **- _____%**

Success Targets
Attrition less than 15%
 (July 1 membership x .15)
Attraction 5% greater than Attrition

The problem we need to solve is:

- Low Retention** -- Our Attrition Rate Exceeds 15%
- Insufficient New Member Attraction** - Our Attraction Rate is less than 5% above our Attrition Rate
- Neither** - We need to build on our current membership growth culture and strategies

GOAL SETTING WORKSHEET

The problem we need to solve is:

- Low Retention** -- Our Attrition Rate Exceeds 15%
- Insufficient New Member Attraction** - Our Attraction Rate is less than 5% above our Attrition rate
- Neither** - We need to build on our current membership growth culture and strategies

Membership History		Goal Setting 2023-24	
Club Year	Members at start of year (July 1)	Starting Membership July 1, 2022	41
2022-2023 (Current Year)	41	Current Membership 2/1/2023	38
2021-2022	34	Estimated Membership July 1, 2023	(a)
2020-2021	31	Membership Goal July 1, 2024 (July 1, 2023 Start + Growth)	(b)
2019-2020	33	Net Membership Growth Challenge = 5% or 5 members	(c=b-a)
2018-2019	33	5% = 3 10% = 5	
		Average Annual Attrition to Replace (Greater of Actual or 10% = Best in Class)	6 (d)
		New Members Needed (Growth + Attrition)	(c+d)

CLUB MEMBERSHIP ACTION PLAN

Attracting New Members		
Tactic	Responsible	Date
Speak with Chamber of Commerce re: Corporate Membership	Nancy	August 24th, 2023
Onboarding New Members		
Tactic	Responsible	Date
Engage and Retain Existing Members		
Tactic	Responsible	Date

GOAL SETTING - MEMBERSHIP ACTION PLAN

Membership Action Plan:
Your paragraph text

Key Takeaways From MAP



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Membership Resource Center

Can be found on our D5300 Website

You'll find a tab for Membership

The RI Action Plan and the Membership Action Plan are here
and you can access any of the documents.

This is a work in progress we are continuing to add more
information

D5300 Website Membership Tab

Your paragraph text



Thank you for Attending

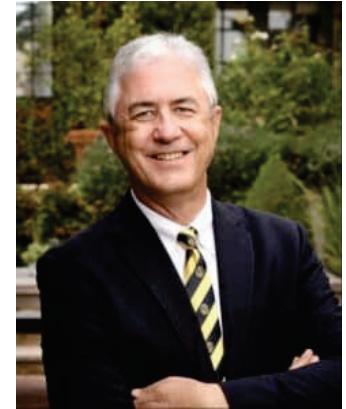


Gilda Moshir
District Membership Chair
2023 - 2024
District Governor Nominee
gildarotary5300@gmail.com

We are here for YOU, Contact us:

- 1) If you need help with your MAP**
- 2) If you're curious about how to grow your membership**
- 3) If you want to explore adding a Rotaract, a Satellite, A corporate member**
- 4) Any membership related topic we are HERE for you. Our contact info is noted here.**

Also go to the Membership Resources Tab on our D5300 website and get access to the documents that support our 4 Pillars, our 3 Membership Prongs.



Dennis Franklin
District Membership Chair
2024 - 2025
District Governor Designate
dennismfranklin@gmail.com



Rotary
District 5300



Mike Driebe
District Governor
2024 - 2025