

MEMBERSHIP SEMINAR  
SEPTEMBER 2012

Group Answers

1) What brought you in to Rotary?

- Polio Survivor, connect with cause
- Former Guest Speaker
- Old college roommate and child of Rotarian
- Structured Community Service
- Fellowship
- Get connected to community
- International Travel and Service
- Club Interaction during meetings

2) What keeps you coming back?

- Classification System – interaction with different professions
- Service (focus on marines and military, connecting with community)
- Fellowship (club and district level)
- Interesting Presentations
- Fundraising success
- Lasting legacy (personal and with club and RI)
- Sense of Obligation
- Jobs and responsibility
- Club diversity
- Ro connection to AIDS

3) Why Bring In A New Member?

- Energy and Enthusiasm
- Sustainability of culture, values and organization
- Teach people to be givers
- More help to do service / projects
- Money
- New Ideas
- New Skills
- New connections to others in community

4) What should a New Member Be?

- Live life by 4-way test
- Familiar with new technology
- Positive attitude – How can I help, What Can I do?
- Wide reach in community
- Cares about the community, future vision

- Cares about giving
- Control of time and money
- New talent or skill (classification)
- New leadership role (Promotion, church, work)

5) What attracts new members? What keeps them in Rotary?

- New to community, fellowship
- Social and Structure
- Timing of Club Meetings
- Welcoming nature of Rotarians
- Networking
- Child of Rotarian
- Service
- Club's reputation in community
- Word of mouth (Talk about Rotary)
- Reputation and reach of Rotary International
- Feel young
- "Attitude and Gratitude"

6) Why do members leave Rotary?

- Burnout
- Lack of involvement and responsibility
- Financial Reason
- Not meeting expectations
- No clear mission
- Personality conflicts
- Bad meetings
- Time constraints
- Job transfer
- Expectations
- Medical Health / Death
- Need to feel needed
- Don't understand mission of Rotary before joining

7) Ways to help with Rotary strains

- Wave first months dues for new members
- Change location with optional food choices
- Shorten time commitment to be a member
- Setup a scholarship fund to help with dues
- Club members commit to an amount at the start of the year
- Voluntary fines
- Happy dollars instead of fines
- Rotary friend pays other members dues

8) What does your club do to recruit new members?

- Student of the month (invite parents)
- Recipients of fundraising efforts
- Support Association events in community
- Invite a friend to a meeting
- Promote through fundraiser
- Invite prospective members and guests to service projects
- Continue to stay in touch with prospects
- Engaging a great speaker
- Service project in the community

9) What does your club do for new members?

- Rotary 101 for orientation
- Encourage leadership and development academy
- Put them on a committee
- Breakfast orientation
- Required to speak at meeting
- Provide member with a mentor
- Provide a 4-way test plaque
- Have them do a Who Am I speech
- Involved promoting club at events
- Promoting new members with picture and bio on club website

Thanks to Mari Pullen for being the official scribe for all these notes.

Please contact me with any new ideas!

Thanks for your input!

Bob James, Jr.  
District 5340 Membership Chairperson 2011-2013