

WELCOME to the 2nd edition of *Mark's Membership Memo*. Now with 10% less typos!

Over the past few months, I have had the opportunity to visit a number of clubs and talk to the respective Membership Chairs about their plans for the upcoming year. Big goals have been set, and words are turning into action. It is wonderful to see. The excitement of a new year in full force.

Recruitment, Enhance Membership Value and Retention Ideas!

As you know, this year our District is focusing on targeted areas with regards to Membership: recruitment, enhancement of membership value and retention. Each edition of *Mark's Membership Memo* will feature an interesting or innovative recruitment idea that a club has implemented, or on a way a club has enhanced membership value or a "best practice" focusing on the retention of membership. By no means, should the ideas or examples I present be considered the "be-all to end-all." They are simply meant to stimulate thought and perhaps spark new ideas for your club. What has worked for you? What ideas would you like to share with your peers within the District? **I encourage all Membership Chairs and Club Presidents to send me your ideas on enhancing membership value, or on recruitment or retention strategies.**



From **Jim Merrill, Encinitas Rotary Membership Chair:**

"When I joined 18 months ago, I joined a mature club (Like most) with great intentions of a sponsor. But even with the best intentions, to often, new members get left on their own to try and figure out what their rotary Club is all about. I decided that we really needed to strengthen our Club's retention plan. I heard about CLUB 24 from Del Mar and their idea of integrating the members socially & personally. I thought it was a great model for our Club to implement."

A few bullet-point highlights of Club 24:

- Club 24 for Encinitas is intended to aggressively integrate new members into the club...
- Set aggressive goals for group (i.e. red badge to blue badge in 60 days or less from joining).
- Meetings scheduled for 15 minutes just before regular meetings once per month.
- Club members to get special support from the group on a regular basis to ask questions and get club info.
- Email blast list developed by Secretary or Membership Chair...email, weekly bulletin & website used as main communication tools...keep the new members *informed and educated*.
- Assign each committee chair to provide monthly email blast listing things in the next 60-90 coming up to get involved with...committee chairs can use same info to report at each board meeting.
- Communications to Club 24 members over & over each month to help build Club awareness.
- Position the Club 24 membership as the "new blood" -the future movers & shakers of the Rotary club. If positioned properly, nobody will want to leave. Make them feel that they are important.
- Graduate at exactly 24 months and you can use this group as a "Super sized Membership committee" without positioning it as more work & on another committee".
- Integrate some social activities quarterly so it is a club within a club not just a committee.
- Club 24 could be used to replace the hard to schedule fireside meetings (if needed) by scheduling each committee chair to come to a Club 24 meet each month to give a presentation about their area. After Club 24 members have seen all the presentations a fireside requirement can be checked off.

Club 24 is an excellent example of one Rotary Club coming up with an innovative way to retain membership, and then the idea being picked up and implemented by another Club. Consider **Club 24** as something you would like to implement?

Mark's Membership Memo

September, 2010 Edition



You just read about one idea for retention of membership at the Club level. Here are a few bullet-point ideas from Rotary International:

- Travel together to club meetings and projects – or take a club trip together.
- Form a hiking fellowship to get active outside of weekly meetings.
- Go out to Sunday brunch with a group of members.
- Find out what gets a member excited about Rotary.
- Do a hands-on project instead of the regular meeting once a month.
- Identify a signature project -- one the club is known for throughout the community.
- Create a mentor committee, and offer three-year mentoring to new members.
- Develop a buddy system, pairing up a new member with an existing member.
- Designate someone to round up members who haven't participated in a while and drive them to the club's meetings or events.
- Plan outings to involve new Rotarians and their families.
- Invite families to club meetings.
- Promote the practice of younger members introducing other younger members.
- Make Rotary fun.

How many of the bullet points listed above are already in *your* Club's retention plan? By the way, they are all found on the Rotary International website: www.rotary.org. As I mentioned in the first *Memo*, the Rotary International website is chock full of interesting and useful tools and information, all designed to make your life easier. Check it out at: <http://www.rotary.org/en/members/generalinformation/membershipresources/> for more useful tools.

State of Membership Program & PowerPoint

I am available to present a program devoted to the current "State of Membership." If you would like to have me come to your club and give a presentation, just email me and ask. I am more than happy to do so. I will also be sending out a revised PowerPoint shortly which outlines the current state of membership as well as some useful tips on recruitment and retention. Look for it in your Inbox the week of September 6th!

...Do you know what the *Circle of Life* award is all about?? Next month, we'll discuss that and the new *Rotary All Star* award that is currently in development.

In Closing

We are off to a *fantastic* start of the new Rotary year, and it will only get **bigger, better and bolder!** It is an honor to be working with each of you. Please don't hesitate to drop me an email if you have any questions at mallyn@ncfsystems.com or a phone call at 760.419.6237.

Yours In Rotary Service,
Mark



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