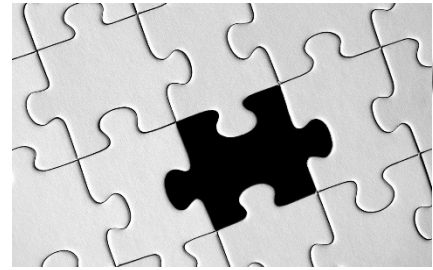


Engaging Members



I make my club and Rotary stronger by my active participation.

Session Goals:

- Review why people are attracted to and join Rotary
- Learn the factors that retain members in Rotary
- Discuss the importance of participation

Resources

- Sample Membership Satisfaction Survey PDF
- Rotary Club Models <https://my-cms.rotary.org/en/document/club-types>
- Expanded Membership Satisfaction Survey: <http://my.rotary.org/en/document/enhancing-club-experience-member-satisfaction-survey>
- Engagement Ideas: Delivering Value - Keeping Rotarians PDF
- 12 Point Plan for Membership Engagement PDF
- Creating Your Membership Development Plan <https://www.rotary.org/myrotary/en/document/strengthening-your-membership-creating-your-membership-development-plan>
- Club Assessment Tools <https://my.rotary.org/en/document/membership-assessment-tools>
- No Success Without Succession, Michael McQueen 2010 PDF
- Membership Page at www.rotary.org
- www.rotary.org/myrotary/en/learning-reference/learn-topic/membership
- Rotary Fellowships <https://www.rotary.org/en/our-programs/more-fellowships>

All PDF materials are available at www.rlifiles.com

Session Prep

Be sure you are familiar with the various club types including Satellite and Passport. Understand Community Corps. Review the new relationship Rotaract has with Rotary as well. Review the results of the Siegel & Gale survey from 2014 (Note: Siegel & Gale is a research company hired by Rotary International to compile this information). All information in italics are points for you to bring up if the participants don't.

Session Activities

1. What do people want from Rotary? (Why did you join?) *Review from 1.1 Generally, the answers come down to Fellowship, Service, and Networking*
2. What was orientation like?
3. When did you feel like you really belonged? *Answers to this will likely tie back to Fellowship, Service, or Networking.*

Transition: tie their answers to engagement. Maybe you felt you belonged when you worked on a project with the club OR when you attended your first social OR when you got a referral from a fellow member....

4. What is member engagement?
 - a. Why does it matter for you as a member?
 - b. How can you tell if the members are engaged?
5. Why do people stay in Rotary? *Record answers on the flip chart.*
 - a. *Because we deliver what they want!*
 - b. *Generally, the answers come down to the same things: Fellowship, Service, and Networking.*
6. How can we meet these needs? Break the group into 3 groups. Each group will discuss and report on one topic: Fellowship, Service, Networking.
 - a. Fellowship – what can we do? How do we create a sense of belonging?
 - i. *Socials*
 - ii. *Caring Hands committee (may have another name) – recognition of birthdays/ anniversaries; ensuring when people are sick, their club reaches out, etc.*
 - iii. *Happy Dollars / Nags and Brags – go around the room allowing members to pay a dollar to brag on something good (or two dollars to nag about something bad)*

- b. Service – how can we ensure our service is meaningful?
 - i. *Provide a variety of service opportunities focused on different parts of the community/world*
 - ii. *Ensure there are a variety of ways to be involved to suit the different skill sets of members (time, talent, and treasure)*
- c. Networking – how can we do this?
 - i. *Rotary Means Business*
 - ii. *Mentoring (in club and outside)*
 - iii. *Business seminars*
 - iv. *Business speakers*

Have each group report their suggestions.

- d. What about Education!
 - i. *Brainstorm opportunities for education – district conference, district training seminar, Rotary Learning Center, Rotary newsletters, Rotary Action Groups, Fellowships, and RLI*
 - ii. *Study done in Sunshine Division showed members who attended RLI were 50% more likely to stay in Rotary*
7. Could club meeting times or club structure have an impact? How?
- a. Times
 - i. *Breakfast club*
 - ii. *Evening club – no meal, meet at 4 and then go home*
 - iii. *Brunch club – no meal, just donuts!*
 - b. Structures *Review PDF of Rotary Club Models*
 - i. *Satellite club*
 - ii. *Passport club*
 - iii. *Hybrid club*
 - iv. *Community Corps*
8. What role could technology play in engaging members?
9. How does your club encourage diversity and inclusion? *Does your club look like your community?*
10. Where can you go for help with Membership? *Rotary Learning Center, Zone, District Leadership, review resources*
11. What is your take home from this session?

Summary:

- The more your members know and get involved, the stronger your club will be.

siegel + gale – Why Join Rotary?



siegel + gale – Why Stay in Rotary?



Membership Satisfaction Survey

(3 pages)

This survey is intended for use by the club. All club members should complete it to help assess member satisfaction with club activities and projects. Please return your completed form as directed by the club secretary. All responses are confidential.

Do you feel welcome in our Rotary club? Yes No

If no, why not? (check all that apply)

Compared to me, other members are (check all that apply):

Older Younger Different gender Different ethnicity Other _____

Club members haven't made an effort to interact with me.

Other _____

Do you feel comfortable sharing concerns with club leaders? Yes No

If no, why not? (check all that apply)

Club leaders have so many responsibilities; I don't want to burden them.

Club leaders have their own agenda and aren't interested in other ideas.

I haven't been a member long enough to feel comfortable approaching club leaders.

I don't want to be perceived as a complainer.

Other _____

How would you rate the level of our club's involvement in the following types of activities?

	Excellent	Adequate	Insufficient	Not Aware
Membership development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Member orientation and education	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local service projects	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
International service projects	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Club public relations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fundraising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Rotary Foundation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fellowship	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Have you participated in club projects and activities? Yes No

If yes, how did you become involved? I volunteered I was asked

If no, why not? _____

Please indicate your involvement in the following types of activities:

	Currently Involved	Would Like to Be Involved
Membership development	<input type="checkbox"/>	<input type="checkbox"/>
Member orientation and education	<input type="checkbox"/>	<input type="checkbox"/>
Local service projects	<input type="checkbox"/>	<input type="checkbox"/>
International service projects	<input type="checkbox"/>	<input type="checkbox"/>
Club public relations	<input type="checkbox"/>	<input type="checkbox"/>
Fundraising	<input type="checkbox"/>	<input type="checkbox"/>
The Rotary Foundation	<input type="checkbox"/>	<input type="checkbox"/>
Fellowship	<input type="checkbox"/>	<input type="checkbox"/>
Other _____	<input type="checkbox"/>	<input type="checkbox"/>

How would you rate your level of satisfaction with your participation in club activities and projects?

Very satisfied Satisfied Dissatisfied

If dissatisfied, why? (check all that apply)

- | | |
|--|---|
| <input type="checkbox"/> Insufficient knowledge | <input type="checkbox"/> Lack of quality service projects |
| <input type="checkbox"/> Personality conflicts | <input type="checkbox"/> Lack of support from other members |
| <input type="checkbox"/> Cost | <input type="checkbox"/> Insufficient family involvement |
| <input type="checkbox"/> Personal time conflicts | <input type="checkbox"/> Other _____ |

How would you rate the following costs associated with membership in our club?

	Excessive	Reasonable
Club dues	<input type="checkbox"/>	<input type="checkbox"/>
Weekly meetings	<input type="checkbox"/>	<input type="checkbox"/>
Club fines/assessments	<input type="checkbox"/>	<input type="checkbox"/>
Voluntary contributions to service projects	<input type="checkbox"/>	<input type="checkbox"/>
Voluntary contributions to The Rotary Foundation	<input type="checkbox"/>	<input type="checkbox"/>

	Excellent	Adequate	Insufficient
Amount of Rotary content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Length	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Program organization	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Time for fellowship	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Networking opportunity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Convenient	Inconvenient	
Location	<input type="checkbox"/>	<input type="checkbox"/>	Suggested location: _____
Meeting time	<input type="checkbox"/>	<input type="checkbox"/>	Suggested time: _____

Which aspects of our meeting place do you find unsatisfactory? (check all that apply)

- Service
- Décor/atmosphere
- Meal quality
- Meal cost
- Parking availability
- Other _____

Which of the following changes would improve our club meetings? (check all that apply)

- Better speakers
- Increased variety of program topics
- More involvement of family
- More service opportunities
- More focus on fellowship
- Increased emphasis on vocational information
- Better time management
- More leadership opportunities

How would you rate the amount of our club's fellowship activities?

- Too many
- Right amount
- Too few

How would you rate the amount of Rotary information provided through our club Web site/newsletter?

- Excessive
- Adequate
- Insufficient

Which of the following words would you use to describe our club web site / newsletter? (check all that apply)

- Interesting
- Useful
- Informative
- Boring
- Limited
- Uninformative

Is there anything else you'd like to see changed? _____

What response does your spouse/partner/family have to your involvement in Rotary? (check all that apply)

- Feel proud of my involvement
- Wants to know more/be involved
- expensive Wants to meet/interact with other Rotary spouses/partners/families
- Would be interested in becoming a member
- Other _____
- Thinks Rotary takes too much of my time
- Thinks Rotary is too

Engagement Ideas: Delivering Value – Keeping Rotarians

The Issue: Of all the members who leave Rotary, only about 7% leave for involuntary reasons (death, relocation, etc.) Most of the folks who leave have been members for less than 3 years.

The Fix: Find ideas to engage, especially your newer members, who likely joined to serve their community, network, and make new friends.

Our Ideas:

- | | |
|-------------------|--|
| Buddy System | Partner newer members with more experienced members to act as mentors and help them adapt to your club atmosphere and “learn the ropes”. |
| RLI Posse | Consider having your club cover the cost of sending new members to RLI. |
| Fun Committee | Put new members on a committee devoted to holding fun activities for everyone! Maybe a group visit to a local attraction, concert, or play. Maybe it is a new fun event during the meetings. |
| Adopt A Class | Partner members with local elementary schools to conduct reading, mentoring, or other activities. |
| Rotary Minute | Have every member share a 1-minute talk about themselves. It could be their “Rotary Aha” moment or a “get to know you” moment. |
| Interact | Start an Interact group or get involved with your existing club! |
| Party Planning | Put together a committee to arrange social events outside of the regular club meetings. |
| Vocational Minute | Have every member give a short presentation on their vocation or information about their vocational field. |

Your Ideas:

Twelve Point Plan for Member Engagement

- 1) Set up a Member Services Committee
- 2) Measure & Examine Club's History of Engagement and Member Retention Rate
- 3) Provide Pre-Induction Orientation Program
- 4) Greet – Assign a Job – Introduce –
- 5) Develop a Mentor & Education Program
- 6) Conduct a Reception for New Members
- 7) Log New Member Activities the first year
- 8) After Year One- Recognize & Interview
- 9) Advocate New Member Opportunities
- 10) Provide Networking & Professional Development Opportunities
- 11) Spot Danger Signs and Remedy Engagement Problems
- 12) Be Innovative – Highlight the Reasons We Stay in Rotary

Thinking Outside the Box—Perk Up Club Meetings!

1. Have Rotarian's connections run a meeting—spouses, partners, or children.
2. Switch club president with a nearby club and have that president conduct your meeting.
3. Change the room layout—completely.
4. Reverse the order of the regular agenda.
5. Invite a new member to organize a meeting.
6. Bring in a professional coach to run a meeting.
7. Invite past presidents who have left the club to come back and reflect on the changes in Rotary over the years.
8. Cancel your regular meeting and ask members to attend another club in the area to see how that club operates and bring back ideas.
9. Use a Rotary Learning Center video for your meeting.
10. Change the meeting time.
11. Focus on vocational development with members relating how their businesses started and the challenges they faced.
12. Create a promotional document to give to speakers before they arrive so they know what to expect at your club meeting (and for marketing).
13. Visit local businesses instead of a formal meeting.
14. Have a “pocket presentation” ready in case the scheduled presenter doesn't show up. It could be a video, a club member who is ready, or a quick project.
15. Develop a “speed-networking” event for members and invite your community.
16. Celebrate something in your community—arts event, team championship, or local school successes.
17. Have a social instead of a regular meeting.
18. Attend a community event as a group – sporting, museum, art gallery, or play.
19. Have a trivia contest.
20. Discuss the Rotary monthly theme.

CLUB EXPERIENCE MATTERS THE MOST

Recent Rotary research confirms that the single most important factor in member satisfaction is the club experience.

1 **Meeting enjoyment** — When members have fun, and feel that they are included and belong

2 **Confidence in club leadership** — When members feel that they have input in the club, their club leaders are open to their ideas, and when they trust the leaders to make good decisions for the club

3 **Personal growth opportunities** — When members feel that their club and Rotary offer ways for them to develop skills and to grow

4 **Connections** — When members feel that they've formed valuable relationships through Rotary

5 **Meaningful service** — When members feel that the service their club does makes a difference in the world and in their community

WHAT MAKES UP THE CLUB EXPERIENCE?

Using our [Membership Assessment Tools](#) guide, which includes the [Member Satisfaction Survey](#), can help you craft an experience that reflects your members' interests and needs.