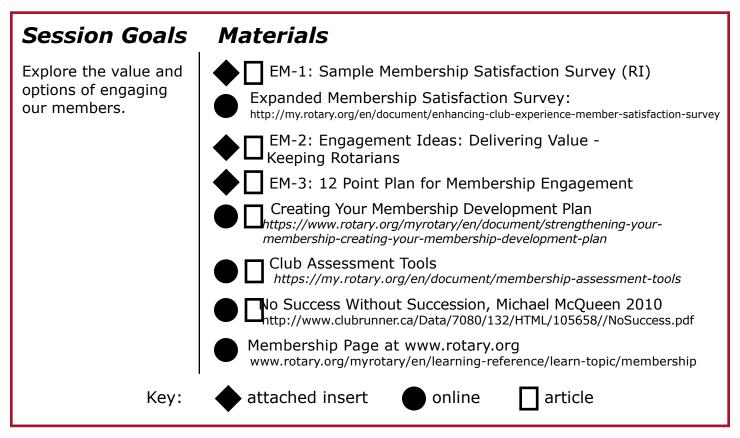
## FACULTY GUIDE

# **Engaging Members**



I make my club and Rotary stronger by my active participation



## **Session Topics**

- 1) How will orientation of the new member help in engaging that member? See EM-3
- 2) Why are you in your Rotary club? Have participants divide into groups of 4 to share their responses to this question. Then have the groups report what they learned about each other.
- 3) What keeps you in your Rotary club? Have participants select a different partner for this question. Report out
- 4) Why is it important to engage our members? Facilitate a discussion and note responses.
- 5) What strategies can your club use to engage its members? Brainstorm ideas and best practices for engagement.

## **Insert EM-1: 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.

1.	not? (check all th	1.6. 14		
🗆 Compa	red to me, other	members are (check all th	at apply):	
🗆 Older	🗆 Younger	Different gender	Different ethnicity	🗆 Other
Club m	embers haven't	made an effort to interac	t with me.	
Other_				

#### 

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				
Member orientation and education				
Local service projects				
International service projects				
Club public relations				
Fundraising				
The Rotary Foundation				
Fellowship				

#### 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?		

#### The Rotary Leadership Institute

#### Please indicate your involvement in the following types of activities:

	Currently Involved	Would Like to Be Involved
Membership development		
Member orientation and education		
Local service projects		
International service projects		
Club public relations		
Fundraising		
The Rotary Foundation		
Fellowship		
Other		

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

Very satisfied	□ Satisfied	□ Dissatisfied
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If dissatisfied, why? (check all that apply)

Insufficient knowledge	Lack of quality service projects
Personality conflicts	Lack of support from other members
Cost	Insufficient family involvement
Personal time conflicts	Other

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

	Excessive	Reasonable
Club dues		
Weekly meetings		
Club fines/assessments		
Voluntary contributions to service projects		
Voluntary contributions to The Rotary Foundation		

	Excellent	Adequate	Insufficient
Amount of Rotary content			
Length			
Program organization			
Time for fellowship			
Networking opportunity			
	Convenient	Inconvenier	nt
Location			Suggested location:
Meeting time			Suggested time:
incomig inte			Cubbcond minor

#### The Rotary Leadership Institute

Which aspects of our meeting p	ace do you find	unsatisfactory?	(check all that apply)
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- Décor/atmosphere
- □ Meal quality
- □ Meal cost
- Parking availability
- Other\_

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

	Bet	ter	spea	kers
-	Pice?	001	ahea	Nero

- □ More focus on fellowship
- □ Increased variety of program topics □
  - Increased emphasis on vocational information
  - Better time management
- More service opportunities

□ More involvement of family

□ More leadership opportunities

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

□ Teo many □	Right amount	Too few
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#### How would you rate the amount of Rotary information provided through our club Web site/newsletter?

	Excessive	□ Adequate	□ Insufficient
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#### Which of the following words would you use to describe our club web site / newsletter?

(	Ċ	hec	k	all	that	apply)
r		1 <b>T</b>				

- □ Useful □ Informative
- $\square$  Informa
- Boring
- 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 o	of my involvement
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☐ Thinks Rotary takes too much of my time☐ Thinks Rotary is too expensive

- $\Box$  Wants to know more/be involved
- □ Wants to meet/interact with other Rotary spouses/partners/families
- □ Would be interested in becoming a member
- □ Other \_\_\_

#### The Rotary Leadership Institute

### Insert EM-2: Engagement Ideas: Delivering Value - Keeping Rotarians!

The Issue. While overall membership has remained stagrant. Rotary Clubs have gained and lost approximately 1.2 million members worldwide in the past 7 years- a staggering retention failure. Rotarians who leave for involuntary purposes (death, relocation, etc.) make up only 7% of the retention loss annually. Statistics from select regions in the Eastern US, Caribbean and South America show that the members who voluntarily leave are usually those who have been in Rotary less than 3 years ("Newer Members"). Newer Members indicate they stay in Rotary to: (1) serve their community, (2) network, and (3) represent their vocation and develop leadership skills.

The Fix. 10 easy-to-do ideas for your club targeted to address these issues and to meet the expectations of Newer Members.



Pair Bonding. Place newer members on a Newer Member Classification Committee tasked to review all club classifications and to pair newer members with more experienced members. Pairings are to be announced in club s will sit together during designated meetings, at

least monthly. Monthly discussion topics will be encouraged from the podium, such as club history, past club projects, vocational sharing, favorite make-up meetings, and ideas for new community service projects.



Web-Connected. The name of every Rotarian in the club should be posted to the club website, with their business name linked to their individual or company website (voluntary and with permission). Rotarians should mention their Rotary affiliation on their individual or company website and link

back to their club website.



Party Time. Organize clubs to meet once a month at a non-Rotary place and time for a "meet and greef" social and networking session. Clubs may sponsor the costs or it may be arranged "pay as you go" for Rotarians, with a very low cost. Mingling may be encouraged by use of varied passports, stations, "secret

Rotarian" or other mixing strategies, if needed.

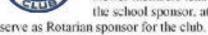


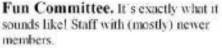
"Flash Mob" Project. Charge newer member committee with organizing and conducting a single or multi-club "hands-on" community service project, maximum duration 2 hours. Document with video or photos.

Present report at regular club meeting.



How Do You Interact? Start an Interact club at a school with the younger age now allowed (12 and up), in Middle School. Newer members lead the effort, work with the school sponsor, attend meetings, and





sounds like! Staff with (mostly) newer members.

Career-Share. Charge newer member

committee with organizing and conducting a

single or multi-club "Career Fair", "Career

Day", or "job shadowing" event for local

Middle School, High School, or College.



1:00

RLI Posse, Newer members should be financed by the club and sent in small groups to a convenient Rotary Leadership Institute near them, commuting together. The group should report back, as a group, at a club meeting, and should make and advocate for 3 proposals for innovation

A Minute in the Life. Newer members

are scheduled for one-per-week, one minute

club meeting podium summary of a job or

career related service or product they offer.

idea or opportunity in a one page, written

format. Talks are not to go "off-script", no "ad libbing". Collect and post summary in

weekly club program or on club website.

with a link or reference to their business.

and /or new projects to the club and /or board. See www.rotaryleadershipinstitute.org.



Adopt-a-Class. Newer members partner with a local elementary or middle school teacher and class to perform a "hands-on", low or no cost service project at or near their school. First step is a needs assessment with school administration or personnel. The

whole club can be invited, but the newer members lead.

## Insert EM-3: 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