



MEMBERSHIP TRENDS

RI PRESIDENT
WILF WILKINSON'S

MEMBERSHIP TRENDS
And CHALLENGES
In North America
Shared with D-7150
For Membership/P. R.
Seminar 8-18-07
Dibbles Inn, Vernon, NY



Sharing
the **MAGIC** of
Rotary

PRESIDENTIAL CONFERENCE

Villanova University
July 13-14, 2007

Vice President Mike McGovern - Convener
Past RI Director Dan Masons - Chairman

President Wilf Wilkinson's
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July 13/14, 2007



MEMBERSHIP TRENDS

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MEMBERSHIP TRENDS
and
CHALLENGES
In
North America
PDG Peter Brellochs
PRIRMC, D-7170



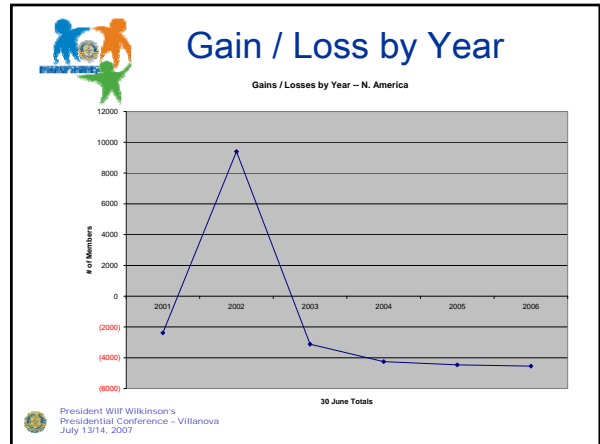
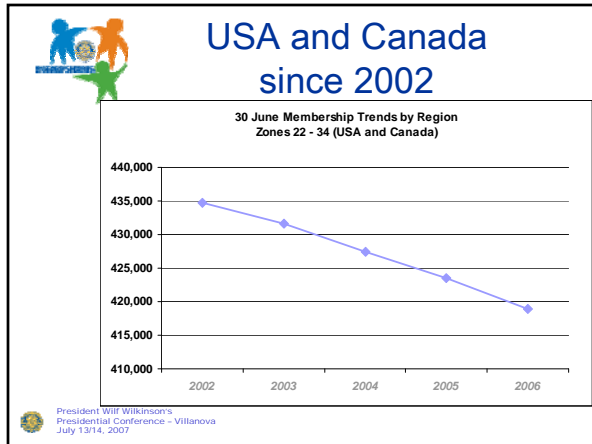
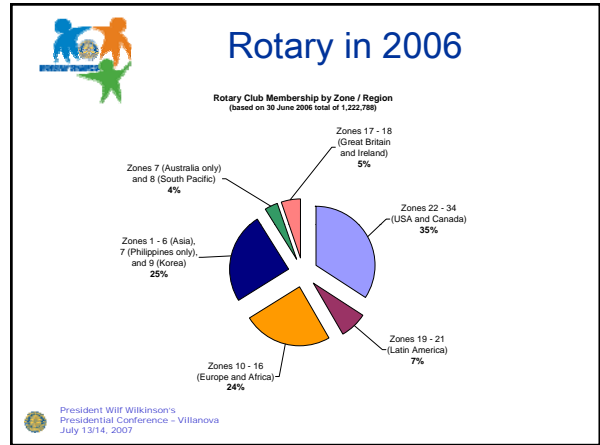
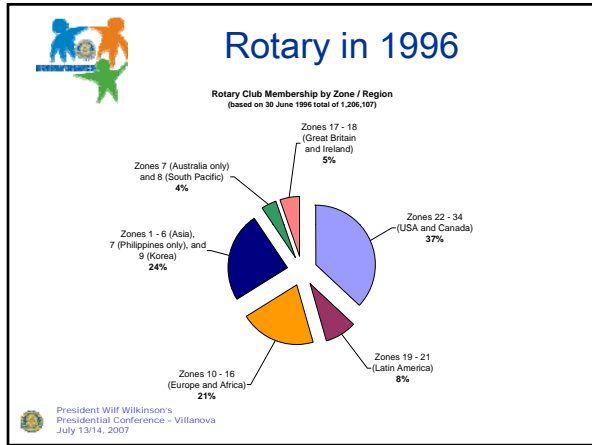
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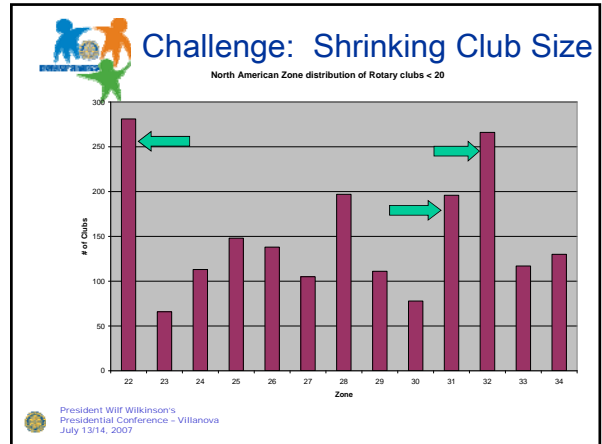
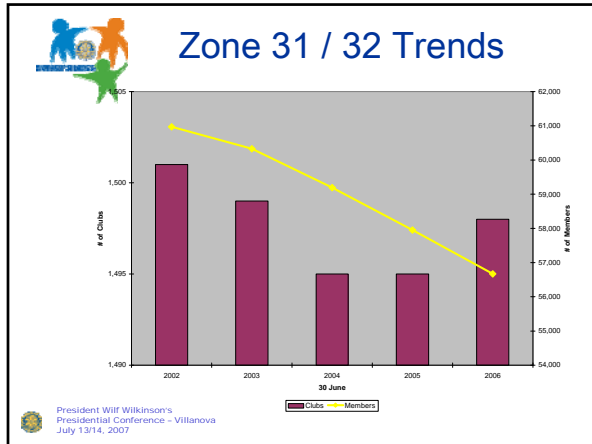
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Challenge: Retention

	Existing Member Retention Rate (sort)	New Member Retention Rate	Terminated with < 3 years of membership	%
Europe	83%	92%	48%	
AUST / NZ / PI	76%	67%	44%	
Japan	74%	74%	32%	
Middle East & Africa	74%	80%	54%	
Latin America	73%	79%	39%	
WORLDWIDE	73%	78%	50%	
ASIA 4B6B	72%	83%	36%	
India	71%	74%	59%	
Korea	70%	77%	45%	
North America	70%	73%	50%	
Philippines	68%	75%	58%	

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- ### Challenges:
1. Sustainable Growth of Clubs
 2. Retention of newer members
 3. Grow small clubs
 4. Improve new club viability
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MEMBERSHIP TRENDS

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MEMBERSHIP TRENDS and CHALLENGES In North America

PDG Carolyn Pierce
RIRMC, D-7890

Sharing the **MAGIC** of Rotary

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What's the Market for Rotary?

"Generational" Groups

- 1925 - 1942 - SILENT GENERATION
Ages: 65 - 82
- 1943 - 1960 - BABY BOOMERS
Ages: 47 - 64
- 1961 - 1981 - GENERATION "X"
Ages 26 - 48
- 1982 - 2000 - MILLENNIALS
Ages 7 - 24

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Generational Groups

SILENT GENERATION

Defining Events & Trends:

- Patriotism
- Families
- Great Depression
- New Deal
- World War II
- Korean War
- Golden Age of Radio
- Silver Screen
- Labor Union

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Generational Groups

SILENT GENERATION

Core Values:

- Dedication
- Sacrifice
- Hard Work
- Conformity
- Law and Order
- Patience
- Respect for Authority
- Duty before Pleasure
- Adherence to Rules
- Honor

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Generational Groups

SILENT GENERATION

Personality:

- Conformists
- Conservative Spenders
- Past-Oriented
- Believe in Logic, not Magic

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Generational Groups

BOOMERS

Defining Events & Trends:

- Prosperity
- Children in the Spotlight
- Television
- Suburbia
- Assassinations
- Vietnam
- Civil Rights
- Cold War
- Women's Lib
- Space Race

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Generational Groups

BOOMERS

Core Values:

- Optimism
- Teamwork
- Personal Gratification
- Health & Wellness
- Personal Growth
- Youth
- Work
- Involvement

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Generational Groups

BOOMERS

Personality:

- Driven
- Soul-Searchers
- Willing to "Go the Extra Mile"
- Love-Hate Relationship with Authority

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Generational Groups

X-ERS

Defining Events & Trends:

- Watergate
- Stagflation
- Latchkey Kids
- Single Parents
- MTV
- AIDS
- Computers
- Challenger
- Fall of Berlin Wall
- Glasnost
- Wall Street Frenzy

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Generational Groups

X-ERS

Core Values:

- Diversity
- Thinking Globally
- Balance
- Technoliteracy
- Fun
- Informality
- Self-Reliance
- Pragmatism

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Generational Groups

X-ERS

Personality:

- Risk-Takers
- Skeptical
- Family-Oriented
- Focused on Job not Work Hours
- Bosses as Colleagues

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Generational Groups

COMPARISONS

	<u>SILENT</u>	<u>BOOMERS</u>	<u>X</u>
Outlook:	practical	optimistic	skeptical
Work Ethic:	dedicated	driven	balanced
Authority:	respectful	love/hate	unimpressed
Leadership:	hierarchy	consensus	competence
Relationships:	self-sacrifice	personal gratification	reluctance to commit
Perspective:	civic-minded	team-oriented	self-reliant

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Generational Groups

MILLENNIALS

Defining Events & Trends:

- Internet Chat
- School Violence
- Oklahoma City Bombing
- TV talk shows
- "It Takes A Village"
- Multiculturalism
- Girls' Movement
- World Trade Center (both attacks)
- Gulf War
- Iraq

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Generational Groups

MILLENNIALS

Core Values:

- Confidence
- Civic Duty
- Achievement
- Sociability
- Morality
- Diversity
- Street Smarts

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Generational Groups

MILLENNIALS

Personality:

- Optimistic
- Prefer Collective Action
- Tenacious

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Let's Not Forget
The Importance of
Public Relations
D-7150 Public
Relations Chair
Bob Stronach



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**Let's not forget:
Public Relations**


Public Awareness
Is your club known within your community?

Public Image
Does your club maintain a positive image?
Is it known as an active, results oriented club?
Are the weekly programs relevant and interesting?
Are the projects relevant and interesting?
Are people interested in spending time with your club?

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"In the promotion of understanding,
it is important to reach large
numbers – non-Rotarians as well as
Rotarians – and you cannot reach
large numbers privately."



– Paul Harris, founder of Rotary

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Club Public Relations

Public relations (PR) strengthens awareness of club activities for the general public and club members. It is the responsibility of each Rotarian to promote the good work of Rotary by:

- Wearing a Rotary pin everyday
- Understanding and discussing the Object of Rotary and Rotary programs and activities
- Sharing the good works of the club and Rotary with non-Rotarians through personal and professional contacts

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Benefits of Public Relations

Effective public relations for your club will help:

- Recruit new members and volunteers
- Retain current members as they see that their efforts make a difference
- Raise the club's profile in the community and increase its service potential




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Public Relations Activities

Club activities that attract media attention include:


- Service projects that meet a community need or highlight a larger news trend
- An international service project supported by your club
- Projects that involve local youth
- An account of life in another culture by an Ambassadorial Scholar Group Study Exchange team member
- Stories with a strong visual element

Public Relations Resources

Each club can develop outreach material to promote their club and Rotary:


- Brochures
- Web sites
- News releases
- Fact sheets




Public Relations Resources

Rotary International also provides public relations tools. These include:

- Publications and brochures
- Public service announcements (PSAs)
- RI Web site – www.rotary.org





Outreach Materials

A news release, brochure, fact sheet, or Web site should answer the following questions:

- Who
- What
- Where
- When
- Why
- How


Always include club’s contact information.




Public Service Announcements

Rotary International provides public service announcements (PSAs) in print or video. These PSAs promote the work of Rotary and The Rotary Foundation. PSAs help put a face on those who benefit from club service projects. They are a powerful membership recruitment tool.






RI Web Site

The Effective Public Relations Section of the RI Web site offers:

- PR Tips, a twice monthly newsletter
- RI fact sheets
- Press release templates that can be customized
- Key Rotary messages
- Information on PR awards





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MEMBERSHIP TRENDS
And CHALLENGES
In North America
D-7150
Membership Chair
Bob Craig


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Challenges

- Sustained growth of clubs
- New members
- Accurate reflection of business community
- Retention of members
- Grow small clubs
- Improve new club viability

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Retention: Solution

Implement any or all steps proven in
RI Retention Pilot Program (2003 – 06)

- Identify well-qualified members
- Inform non-Rotarian visitors or prospective members
- Invite a prospective member with a personal visit
- Orient new members
- Induct new members in a meaningful manner
- Educate the Rotarian at all membership levels
- Involve the Rotarian in all aspects of the club

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New Club Viability: Solution

Nurture the new club for at least two years

- All members of the sponsoring club and their spouses attend the charter presentation night of the new club
- Members of sponsoring club attend every meeting of the new club
- Charter officers attend board meetings of the sponsoring club
- Plan a joint project to begin shortly after charter

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Club Growth: Solution

Comprehensive Club Assessment

- Why is the club size shrinking?
- What strategies for growth does the club membership agree to?
- How can we make the club more relevant to our membership (retention) and community (prospective member interest)?
- In short, how can we make our club stronger?

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Strong and Viable Clubs: Solution

Ideas for strong clubs, ones that attract and retain members:


- ASKing members to join
- BUILDing an enthusiastic mentoring program
- CONDUCTing vibrant club meetings
- ENCOURAGing exceptional fellowship
- IMPLEMENTing meaningful service projects
- INVOLVing every member

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MEMBERSHIP TRENDS
Challenges and
SOLUTIONS
D-7150 Governor
2007-2008
Marlene B. Brown




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President's emphasis: New members!

- Launched **New Member Sponsor** pin for any Rotarian who sponsors a new member to their club, or another club.

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**Strong and Viable Clubs:
Solution**

In ASKing members to join:

- Are you moving beyond your comfort level?
- Are you seeking an equitable representation of the professional and business community by looking at all business and professional groups within your community?
 - Age
 - Gender
 - Ethnicity


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TRY, TRY AGAIN...

- When Thomas Edison invented the light bulb, he tried over 2000 experiments before he got it to work...
- "I never failed once. It just happened to be a 2000-step process." - Thomas Edison

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What we need to do

....TODAY - IS ...
ASK! ASK! ASK!
The R.I.V.P.
Mike McGovern story

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AS WE STRIVE TO HAVE MGM



**MEMBER GET
MEMBER!**
Let's All Give
Others the Same
Chance to Serve



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membership = E+3R

Extend
Recruit
Retain
Revitalize



Rotary Membership

**Light up your club
with new members!
& Blast off with us to
a successful Future!**



Membership Development

