



Rotary Go Seminars Spring 2015

Feedback for Members

**Prepared by the:
Rotary International in Great Britain & Ireland (RIBI)
Membership Development and Retention Committee
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1. Introduction

During the April to June 2015 Rotary GO seminars were held in thirteen venues throughout Britain and Ireland with nearly 1000 people attending. The seminars were open to all club members. The seminar took the form of an introductory plenary session and then four structured facilitation sessions which addressed:

- Associate and corporate membership
- Developing New Clubs
- Developing Satellite Clubs
- Innovative and Flexible Clubs.

This document has amalgamated feedback and thoughts from attendees at all the seminars and may be helpful when thinking about new ways to attract members.

Prior to the seminars ten webinars were made available to all members in RIBI and you will find them here. <http://www.rotarygbi.org/members/club-district-support/membership-development-retention/rotary-go/go-webinars>.

There are also RIBI documents giving information on developing new clubs, satellite clubs and pilot schemes which will help with your projects.

In the RI Learning Centre, accessed via “My Rotary” on the RI Web site, there is now an E-Learning resource covering all aspects of developing a new Rotary Club. This resource has been developed by the RIBI MDR team and will soon be joined by one covering the setting up of Satellite Clubs. <http://learn.rotary.org/Pages/Catalog/CourseCatalog.aspx>

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2. Associate and Corporate Membership

Learning Objectives

At the end of the session, the participants will have:

- Received a detailed explanation of the definition of both associate and corporate membership (Note: Please refer to the Pilot Programmes Handbook for this.)
- Understood how associate can be used to encourage new members
- Identified the key issues to be considered in managing corporate membership
- Considered how the benefits of these membership options can be sold to clubs.

Associate membership is positive because

- It extends the reach of Rotary and potentially brings in new members
- Everyone is welcome and everyone can contribute
- It gives clubs and individuals the opportunity to explore options
- It is a flexible trial membership
- People can 'try before they buy'
- It will give people an idea of the time that might be involved
- An associate member can get to know active members and vice versa
- Relationships are formed before a full commitment is given
- Encourages wider understanding of Rotary.

What might be some of the concerns felt by members about Associate Membership?

- Fee structure – Associates do not pay RIBI affiliation fees – Rotary membership on the cheap?
- Attendance requirements
- Should associate members be allowed to vote on club issues?
- The length of time a person can be an associate member

Corporate membership is positive because

- It is an approach to encourage a diversity of membership
- It links Rotary with young members in a two way process
- It provides opportunities for Rotary and local businesses to combine to serve their communities
- It opens a closed door
- It exposes Rotary to current business practice, simplifies recruitment and fulfils working with local communities.
- Re-engagement with business both local and beyond; remember our roots
- Allows "busy" people to become involved with Rotary.
- Answers businesses increasing wish to become involved with community: "Corporate Social Responsibility"
- Clubs receive injection of working (i.e. non retired) business people

3. Developing New Clubs

Learning Objectives

At the end of the session, the participants will have:

- Understood the need for us to develop new Rotary clubs
- Identified the key steps in developing a new club
- Considered how they might make a start in their district or area.

Why do we need to be actively considering the development of new Rotary Clubs?

- Attract new , younger, members – and lots of them
- By growing Rotary we can do more service
- Filling potential gaps in Rotary provision in our communities
- Change the age structure
- Provide different type of clubs, breaking the Rotary mould
- Can help create / maximise enthusiasm in existing clubs
- Can revitalise existing clubs – keeping Rotary alive
- Clubs are closing throughout RIBI
- Helps manage overlarge clubs
- Lack of relevance of existing clubs
- We need to be more diverse
- Make Rotary more approachable / affordable / accessible
- Statistics suggest that this is only way that we have sustained growth
- Can provide best of old and best of new
- Change is good. We must constantly adapt
- New clubs can act as catalysts of change in the surrounding area
- We need to have a vibrant Rotary club in every location.

What type of new clubs should we be considering?

- E- Clubs
- Non dining Clubs
- Innovative and Flexible
- Satellite Clubs converting to full clubs
- Clubs which “rotate”
- Breakfast / twilight – anything goes
- Dual gender essential
- Ones that provide opportunities for all in our communities
- Clubs that hold meetings at different times to cater for different needs
- Ones that will publicise themselves
- Modern – new world using IT/Social Media
- Welcoming Clubs.

What would you consider are the main steps involved in forming a new club?

- Market analysis research
- Assess the demand
- Know your community
- Talk to existing clubs
- Find a sponsor club
- Identify potential members with a spread of jobs
- Marketing plan
- Contact other like organisations and networking groups
- Interest meeting
- Tell the Rotary story
- Recruit for Rotary – not necessarily just the new club
- Think out of the box
- Carefully consider who should take the lead
- Leader should be known to prospective Rotarians
- Have a project for the new club to tackle

. What would you say are the key elements of your marketing plan?

<ul style="list-style-type: none"> • Know what we are selling (time) • Define the product you are developing • Local workshop to determine needs • Clear purpose and concept • It's the new club members club – don't impose ... • Identify customers / target group(s) [prospective Rotarians] 	Product
<ul style="list-style-type: none"> • Paying subscriptions • Donating to The Rotary Foundation • Social events 	Price
<ul style="list-style-type: none"> • Appropriate venue 	Place
<ul style="list-style-type: none"> • Sell the benefits of Rotary <ul style="list-style-type: none"> ○ Fun ○ Fellowship ○ Using your skills ○ Adding value ○ Networking ○ What we are doing • Clear uncomplicated messages that will encourage people • Choose your media and ways of using IT 	Promotion
<ul style="list-style-type: none"> • Coordinate and sing for the same song sheet • Have the right people, a person of influence, tell their Rotary Story – to inspire others 	People
<ul style="list-style-type: none"> • Funding for the plan 	Process
<ul style="list-style-type: none"> • Raise profile of Rotary in the community • Tell the right story • Make sure facts are correct 	Physical Evidence

The 7 P's of the "Marketing Mix"

- **Product** - The right type of club (*the what*)
- **Price** - At a cost that prospective members can accept (*how much*)
- **Place** – meeting where and when appropriate to the prospective members (*where*)
- **Promotion** – telling people about the club through appropriate channels (*how 1*)
- **People** – encouraging Rotarians to be positive in telling their story and stimulating others (*who*)
- **Process** – keeping everything as simple as possible, forms, timescales, fees (*how 2*)
- **Physical Evidence** – selling the Gift of Rotary based on the story so far (*your Rotary Story*).

4. Developing Satellite Clubs

Learning Objectives

At the end of the session, the participants will have:

- Understood the need for us to consider the satellite approach to developing new Rotary Clubs
- Identified the key steps in developing a Satellite club
- Considered how a Sponsor Club might start the process.

Why might the Satellite Club approach be more useful than the traditional way of forming Rotary Clubs?

- Demographics
- New ideas
- Fresh people [new Rotarians] / approach
- New projects / different ambitions
- Age / style/ time
- Enthusiasm
- Long term replacement
- Widen the appeal
- New members are Rotarians earlier in process

What would you consider are the main steps involved in forming a satellite club?

<p>Identify the need and purpose</p> <ul style="list-style-type: none"> • Decline • Can't recruit • Growing populations • Rotaractors need a home • Diversity • Flexibility • Clarify aims and objectives 	<p>Leadership</p> <ul style="list-style-type: none"> • Identify a champion • Ensure that you have right leader(s); in the club and in the community • District support • Mentoring
<p>Internal selling</p> <ul style="list-style-type: none"> • Existing Club not forced to change • Succession plan • Future legacy • Extra volunteers • New members for us too • Address age profile • New skills • New projects • Invigorate club • Broaden the appeal of the club • Raises awareness (publicity) 	<p>Marketing plan (external)</p> <ul style="list-style-type: none"> • Rotaract / Round Table • Website / social media • Networking • Other groups • Sell the cause • Change local perception of Rotary

5. Innovative and Flexible Clubs

Learning Objectives

At the end of the session, the participants will have:

- Understood how an innovative and flexible approach can be introduced into a club
- Identified the key issues to be considered in managing change
- Considered how Rotarians might be helped to sell “The Gift of Rotary” more easily.

Why might the use of the innovative and flexible approach be useful to improve the attractiveness of a traditional Rotary club?

- Cost pressures – meals and time
- Time pressures - frequency of meetings and attendance expectations
- Existing club(s) not attractive / not working
- Growing apathy can be overcome
- Club Constitution not suiting present day needs
- Too many (self-imposed?) rules get in the way
- Allows flexibility to overcome “perceived rules”
- Leadership / succession issues may be improved
- Ageing membership and gender issues can be tackled
- We can question our traditions and cultures with relevance in modern world
- Reducing formalities – dress code, jewels, bells
- Status of potential member can be modified
- Changes in life aspirations - society is changing
- Younger members can participate, without formality
- Need to keep Rotary interesting and relevant
- Need to be responsive and positive
- Traditional clubs may not be particularly attractive for busy people with family commitments to want to join
- More focus on service and less on formal meetings
- Generous interpretation of who can qualify for membership may help.

What would you consider are the main, procedural, steps involved in introducing innovation and flexibility into your own club?

- Working Party
 - Define objectives
 - SWOT
- Club Visioning
- Presentation to council and whole club – debate and get agreement
- Tell the DG
- Vote for constitutional change
- Implement the change
- Validate the change
- Tell the world
- Review

How might you manage the issues that may get in the way of introducing innovation and flexibility into your club?

The issues	Overcoming issues
<ul style="list-style-type: none"> • Reluctance / resistance to change • Not how we've always done it; traditions • Fear of change • No vision of the future • Open resistance 	<ul style="list-style-type: none"> • Encourage 'thinking outside the box' identify what will appeal to current members and potential new members • Identify ways to convince majority of club members that new ideas are sound and in the wider interests of the club • Ensure communications are positive and helpful • Use Club Visioning • Do your research, both within and outside the club, to ensure that any changes will result in better retention or increased membership

How, in a very few words, would you sell the “Gift of Rotary” to prospective members?

- Something different
- Networking
- Voluntary work; helping others
- Impact – massive impact, especially local participation
- Working with other groups
- Engage families
- Opportunity to make a difference through a worldwide organisation
- Get a buzz out of giving
- The internationality of Rotary.