

Educational Session Notes

Growing Vibrant Clubs

Training Leader—Ross Gilley

4:45 PM

COL Improving Your Club

- Attendance
- Do what you want
- Dues can change (economy)
- Time/how often/type of meetings
 - There is a sweet spot for these items
- Revamp bylaws
- Hold Club level meeting to discuss COL changes and how they might impact your club
- Issue if you only meet 2 times a month and someone misses a meeting it is easy to become disengaged
- Corporate membership
- Alice in Wonderland
 - If you don't know where you are going your path does not matter
- Tailor dues to help families, couples, charities organizations
- Spousal membership
- "Contributions" part of dues

Why did you join Rotary?

- Matched Value
- Time/day
- Do good in my community
- Good reputations
- Social aspect
- Wanted to give back (Rotary alumnae)
- Networking
- Polio
- Recommended by a mentor
- Assigned to a club by employer
- Legacy member (dad was a DG)
- Programs
- Allows me to get away from work

9:30 AM

COL & Improving Club

- Recognize attendance but don't require
- Social = meeting makeup
- Reach out to old members
- Rotary "friends"/army
 - Parents of interactors
- Corporate membership
 - Technology issues to resolve
 - Communicate with members
- Allow more overt networking
- More flexible schedule
 - Social/project
 - Cost savings
- Adapt club to who you want to attract
- Change from lunch to dinner
 - Change info online
- Weekly one page newsletter

Why Joined Rotary

- Expectation came with job
- Persistent mentor
- "Friend" of Rotary for 20 years, then moved and joined club with mix of young and old
- Assistant greeter/host stuck with her first meeting
- Everyone at table is expected to meet & greet guest
- Personal need to give back
- Rotary scholarship led to membership
- Family legacy
- Disenchanted with other club
- Was asked
- Small community move & wanted to network for business
- Moved to community and wanted to meet people
- After 5 club
- Picked one organization that did it all
- Loves service & came to a meeting. Saw a bunch of working hands.

1:45 PM

Why did you join your Club?
Kids more grown up
State of the Club – very informative
I was asked
 Initially for business
 Stayed because of service
Saw power in the room
“Check it out” – low pressure invitation
Time of day
Members were bonded
Moved; easier way to integrate into community

NEW IDEAS

Project in place of meeting
Online meetings – Skype
Be more flexible as to cost – installment fees
Pay-as-you-go for Meals
Social in place of meeting
More flexible as to meetings
Guests for free
Change venue to lower meal costs
NO catered breakfasts (members take turns providing breakfast)
 Member reimbursed \$35.00 towards cost of food
Project meetings = attendance

3:45 PM

Corp/Family
Members missing – become corporate & can send someone else
Already not holding to attendance
Corp – want to get employees out – leverage manpower
Make one meeting a social
Canceling meeting – no continuity
One meeting different time to get those who are missing
Corp – owner too busy so get others involved
Social event – spouses & others – help change image
Family – certain could not have attended but now can – more inclusive

Leverage non profits

Engage w/ non profits

Former Rotaract and Interact

Opened up channel

5th week social

18 yr old – honorary for 2 years then pay dues – easier to accept by members

Snowbirding – senior membership

Why did you join?

Family history of giving to community

Time

Friend invited – civic minded

Small intimate club

New Year's resolution – get involved

Interested in the projects

Family history in Rotary

Convenient and fun

Joined for wrong reasons (boss told him to) stayed for right reasons

Looking for community and to get out of house

Know people in the club (literacy) – passion alignment

Just moved – invited by a friend before moving to attend a meeting – great way to get to know people

Networking

Joined because “not” networking

Training Leader—Bryan Zak

4:45 pm

Review of the Council on Legislation (COL)

Changes designed to modernize Rotary and legitimize what clubs were already doing. Clubs have been given more freedom and are optional.

1. Membership

- OLD: Attendance requirements were strict. NEW: much more flexible – up to the clubs to determine what works for the club.
- NEW: Don't have to meet weekly or in the same place or same time. Now just have to meet 2 x a month.
- NEW: Can have different types of memberships at different rates (e.g. family, young professional, corporate)
- Rotaractors can be Rotarians
- Clubs determine member requirements.

2. What is a member? These are the ONLY requirements

- Attends Rotary club meetings
- Club reports them as a member to RI

3. Other COL changes

- Board minutes must be available to all club members

4. Constitutions

- Club constitutions are the same for every club
- Constitution adopted when the club is formed
- Constitution outlines Rotary's purpose
- Constitution defines rights and responsibilities.

5. Bylaws

- Unique to each club
- Standard bylaws are recommendations
- Adapt the bylaws to your club's needs. (Check to be sure what a quorum is)
- Important to make these changes to your bylaws
- Canadian clubs in British Columbia – there are significant changes to the Not for Profit Act.

•

There are challenges to each of these changes, but they are worth investigating as ways to increase/improve membership and engagement.

What does this mean for my club?

- Can help change the stereotype of the “old white guys” club.
- Can reduce the financial burden for some (families, youth, can eliminate initiation fee, etc.).
- Membership vetting can be done quickly – shorten the process – e.g. within 7 days. We lose potential members by not inducting them quickly enough.
- We could consider not having a speaker and do other things instead, such as:
 - Doing a service project together instead of a meeting

- Having a networking session
- Having a social time

How are clubs involving Rotaractors?

- In one situation, Rotaractors wanted to eliminate the Rotaract club and be members of the Rotary club instead.

Discussion during the break:

- Rotaractors are helping us be more flexible
- Our Rotaract club allows folks who just come to 3 projects to become members. We can learn from them.
- One service project a month will be invigorating to our membership and will help us to change the culture.
- Don't be afraid of making changes! If we don't change, we won't survive. (If you lose some of the "old guard" who resist change, it might actually make the club stronger by changing anyway.)
- Can members be terminated for "cause"? Yes, but be sure to contact with the AG and DG to make sure it is done correctly.

Induction

- Make it personal – make it of value to the individual and to the club.
- Include the family if possible.
- Inductee may want to say a few words to the club, so invite them to do so.

Introductions

- Be sure all guests are introduced with a little personal info., not just name.
- Make a good first impression to the guest – connect guests with members in some way. Introduce them to someone who can be with them longer in the meeting than just "hello".

Acknowledge and recognize people at every meeting

- Birthdays
- Rotary anniversaries or wedding anniversaries
- Recognize volunteer work (e.g. "stand up if you are on the scholarship committee")
- Post pictures of volunteer work or people at meetings on your Facebook page. Show those photos at the meeting.

Let people know about Rotary and help them know it isn't a "secret society". Invite them to your club to see what it is like in person.

- Be attractive, fun engaging and relevant.
- Be friendly and show your community.

9:30 AM

Training Leader—Ron Sticka

4:45 PM

9:30 AM

1:45 PM

3:45 PM

Training Leader—Jim Boyle

4:45 PM

(A) Why Did You Join Rotary?:

- To make a difference in peoples lives
- Community service projects
- Invited
- Youth programs, especially Youth Exchange
- For Social and Professional needs

(B) Why Did You Stay in Rotary?:

- For Fellowship
- Community & International projects
- tools for leadership
- Relationships

(C) Consider These Areas for Change:

- Meetings, days and times
- membership types
- membership requirements

(D) Service Issues:

- members not wanting to make changes
- create a service/social program
- make the members feel valued
- increase attendance by having social activities

- spark in meeting is low - add classification talks from the new members as well as the old members
- create a trivia game to figure out who the club member is
- change up meeting times from morning to evenings periodically to bring members back into being engaged
- changes can be a lot or less, senior members lack of attendance at regular meetings
- with a senior and junior member presenting a program together
- meeting times and social events- survey club members, this will create membership engagement

9:30 AM

Why Did You Join Rotary?

- Community
- Opportunity
- Invited
- Fellowship
- Exchange (youth)
- Network
- Stress relief
- Meaningful
- Employer
- Same values

Why Did You Stay in Rotary?

- District Conference
- Engagement
- Purpose
- Valuable; needed
- Community
- Fellowship
- History
- Connection to people
- Networking

1:45 PM

Why did you join Rotary?

- Polio Plus

- I was asked
- Already involved in community projects & Rotary was a good fit
- Family (my spouse was already a Rotarian)
- Youth exchange experience
- International project involvement: Rotary provided opportunities
- Service projects

Why did you stay in Rotary?

- Rotary moment, privilege became responsibility
- People/empowerment
- Mentoring/Fellowship/Service
- Rotary became a community resource
- Results: group action

IDEAS FOR GROWING MEMBERSHIP:

Meetings

- Mixed meetings (2 regular meetings/month, 2 project meetings or activities/month, & one social if 5 weeks in one month)
- Twice per month meetings with colorful announcements (see Mail Chimp App)
- Change meetings to “bring your own lunch” or “BYO coffee” for lower lunch or breakfast member meeting costs
- Invite Rotaractors to attend/join

Membership Types

- Family memberships (would appeal to attendance at projects and socials)
- Challenges with “snowbird” attendance could be addressed with dual memberships (primary or summer club, secondary or winter club)
- Corporate memberships (potential challenges with minimal “buy-in”)

3:45 PM

Training Leader—Dave Hamilton

1:45 PM

3:45 PM