Rotary District 7230 | Membership & Impact

ALIGNING YOUR CLUB'S MEMBERSHIP TACTICS WITH ROTARY'S ACTION PLAN

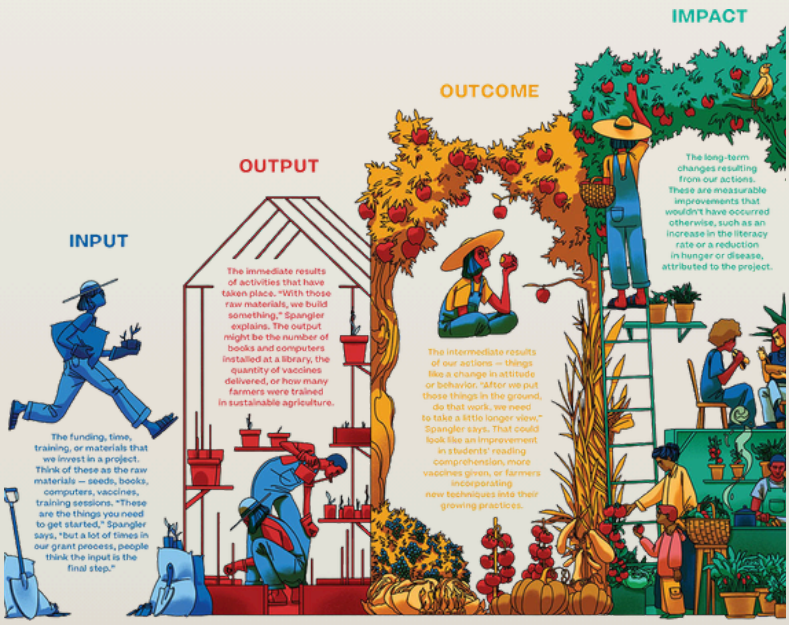


"If Rotary is to realize its proper destiny, it must be evolutionary at all times, revolutionary on occasion."

When Paul Harris founded Rotary International, he understood that it is a living organization. Our clubs need to evolve, to be open to change. Having successful, visible community projects; telling our story more effectively; making sure our events are fun, organized, and inclusive; and adapting to change are essential for our Rotary Clubs.
The District 7230 Membership & Impact team is here to share ways you can have a vibrant, growing club.
We are here with tools, advice and innovative ideas to share - reach out at rotary7230impact@gmail.com

INCREASE YOUR IMPACT

- **Begin with this exercise: List your current projects on one side of a piece of paper and what you perceive as the most pressing community needs on the other side. How do they compare? This can also be done with an online poll/survey to all your members - we can help!**
- **What Does Rotary Mean by IMPACT?? Watch this video**
- **Check out the Rotary Impact Handbook** *(will download as pdf)* and support the effectiveness of your service projects.



- What are the building blocks of impact? Take your thinking from details of a project to: what do we really want to get done? **Find out more here on The Path to Impact.**
- **Click here to use the Community Assessments Tools Resource to plan a community assessment for future project ideas** *(will download as pdf)*
- Connect with other Rotary Clubs and new community partners to explore opportunities together. *This also allows you to connect with groups with a bigger public awareness, such as sharing your club's participation in something like the Walk to End Alzheimers. Sharing relevant hashtags/links online, plus other participants at the event will see Rotary in action.*
- Need more help? Ask for data from your club's partner organizations to confirm and support the effectiveness of your service projects.

IS IT TRUE? IS IT FAIR TO ALL CONCERNED? WILL IT BUILD GOODWILL AND BETTER FRIENDSHIPS? IS IT BENEFICIAL TO ALL CONCERNED?
WILL IT BE FUN?

ISSUED 09/26

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EXPAND YOUR REACH

- **Challenge: Have everyone in your club make a 30-60 second phone video talking about their Rotary Moment. Then share the most resonant ones (with permission) on your social media and website. Ask us if you need help!**
- Are your club contacts and meeting information clearly listed on Clubrunner, MyRotary, club website, and social media? **People can't join a club they can't find.**
- Use branding to help your story. Make sure the community and your partner organizations know efforts are from your Rotary Club. **The People of Action campaign is very helpful to showcase your impact story.**
- Have coordinated, branded signs and check existing signage- Rotary Brand Center is there to help!
- How welcoming is your club? Respond quickly to guest requests, have meeting greeters, send thanks to guests- these make a big difference. Does your club explicitly say EVERYONE IS WELCOME (or similar) anywhere? Ask us for help in how to do this!



- Does your club membership reflect the community around you? **Find out what we can accomplish when we embrace diversity**. And the is a Rotary Learning Center course to **help diversify your club**.
- Respond quickly to membership leads! Click **here** for helpful tips.
- If you have prospective members interested in Rotary, but your club isn't quite the right fit (schedule, budget, specific cause interests), consider forming a Companion (Satellite) Club. It can help new/potential/current members be more engaged.
- Tell your Rotary Story! Make it personal; find ways to share the work you do, and what your club is passionate about. **Find videos that align with your club's causes on the RI Youtube channel.**
- Wear Rotary-branded pins, clothing, and accessories.
- Reach out to existing media contacts:
  - TV: ABC7, New York 1, Cable Channel 12
  - Local Access: Use PSA content already available on the Brand Center
  - Radio: iHeart Radio, At Your Service Rotary Radio and more
  - Newspapers: Staten Island Advance, Royal Gazette, local papers and newsletters.
  - More effective, targeted use of social media. Future workshop coming from us to help!
- Brainstorm about ALL THESE IDEAS! Then as a club, decide on favorites/first steps and make a plan.

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ENHANCE PARTIPANT ENGAGEMENT

- **Begin with the Start, Stop (Drop), Keep (Continue), and Dream Exercise: Set up four sections labeled Start, Stop, Keep and Dream on a piece of paper or online. Have a list prepared of club projects, policies, traditions and activities. Let members (in person or anonymously) weigh in with their opinions. The Dream category can be as an individual (like going on a polio immunization trip) or as a club (e.g. starting an Interact club). Focus on what is IMPACTFUL, ENGAGING TO PARTICIPANTS, ESSENTIAL TO CLUB EXISTENCE, and FUN. Talk about the top items as a group. Ask us if you would like an online survey form to share with members!**



KEEP IN MIND "WHAT MAKES UP THE CLUB EXPERIENCE?"

- Potential members should have their first club experience at service projects or socials, NOT business meetings!
- **Use the materials found at MyRotary**,
  - The Rotary Club Health Check
  - Membership Assessment Tools
  - Club Experience Concierge
  - Designing Your Rotary Experience
- New members:
  - Give them a role and a voice! Provide a path to becoming a club leader.
  - Support them in a project they are passionate about. Create new member grants, use the District 7230 $250 new member grants, or find other ways to support their ideas.
  - Strengthen your orientation process. Use District & Zone resources: **share the RI Basics**, and talk about **Rotary Action Groups** and **Fellowships**.
  - Create a mentor program that works for your club, with continued contact and guidance.
- Confidence in Club Leadership is a key component of the Club Experience
  - Great clubs develop, publish, and track a budget, have a leadership succession plan, and annual (at least!) member meetings where everyone has a voice.
  - Talk about your club's committee structure and how to get more members on a team.
  - Follow the Four Way Test in handling club disagreements, and let disagreements happen as part of a conversation focusing on the end goal solution. We all want to serve our community.
  - Use the Rotary Learning Center to help leaders with operations, conflict resolution, and more.
- Provide increased opportunities for those who join Rotary for vocational and business networking purposes, including vocational service and being a meeting speaker.
  - Emphasize "transferable" skills (project management, etc.) that active members can develop through Rotary
  - Organize networking events with specific organizations or multiple clubs.

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INCREASE YOUR ABILITY TO ADAPT

- **Have club members individually make two lists: One with websites or technologies that they think could help the club. The second list is club events they would like to try. ALL IDEAS WELCOME! Then everyone compare their lists - what are the top technologies and club activities? Try them out!**
- **Epic Day of Service** is a good example of a new technology clubs can use to have stronger projects with a more public reach, along with another method of fundraising.
- Adapting to change can mean embracing new technology to improve operations and impact. But it is also the internal part of being WILLING TO CHANGE. The **Learning Center Managing Change course** can help frame this club conversation.
- Have a Pilot Program! Don't avoid making any changes because they don't match club bylaws. Agree to try X thing for 3-6 months...then get feedback. If things are overall successful, the trial can continue and evolve until ready to become a bylaw amendment.
- RI requires clubs to have two public meetings/events a month - this doesn't have to be a formal meeting, and can include collaborations with other clubs or organizations.
- Have a club social instead of a meeting. Activities can vary - the goal is to build frienship and have an environment to mingle with prospects and share ideas. Clubs that have overall strong goodwill among members with a stronger sense of friendship also handle disagreements better.
- We don't want to escalate disagreements over change, but we don't want to avoid them either. We can't form and grow effective relationships without a fight. "All groups change and evolve; indeed, it's because people disagree that good groups flourish." *Priya Parker*
- Get new ideas! **Rotary Stories and Podcasts** have many examples of success stories for meetings, membership and projects. We can learn from our peers to adapt new ideas.
- Ask for help from the Membership Attraction team to talk with your club on new activity ideas.



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