



**IMAGINE
ROTARY**

ENHANCE PARTICIPANT ENGAGEMENT

&

INCREASE OUR ABILITY TO ADAPT



DISTRICT 3330 MEMBERSHIP TEAM

6TH AUGUST 2022



MEMBERSHIP AND NEW CLUB DEVELOPMENT MONTH

"Rotary's strength lies in the sincerity of purpose of its members."
Estes Snedecor, Rotary Club of Portland, Oregon - 1921 Rotary Convention



EACH ROTARIAN:
REACH ONE, KEEP ONE

www.rotary.org



MOTTO OF ROTARY INTERNATIONAL



**Service Above Self and One Profits Most
Who Serves Best are the official Rotary Mottos.
Service Above Self is the principal motto
of Rotary**

ROTARY'S CORE VALUES

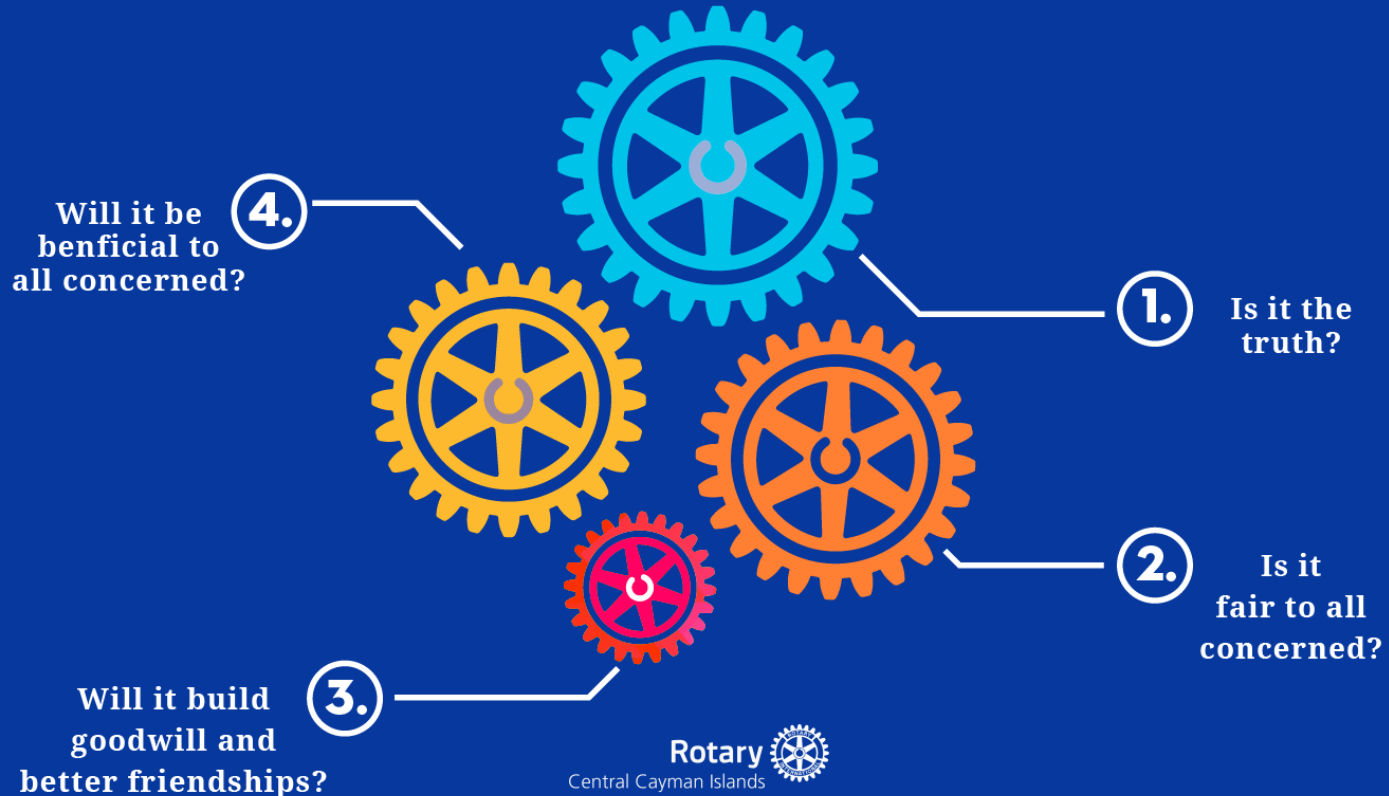


Rotary  **THIS IS WHAT
WE ARE ALL ABOUT.**

Rotary  *PEOPLE OF ACTION*



THE ROTARY 4-WAY TEST



Rotary Vision Statement



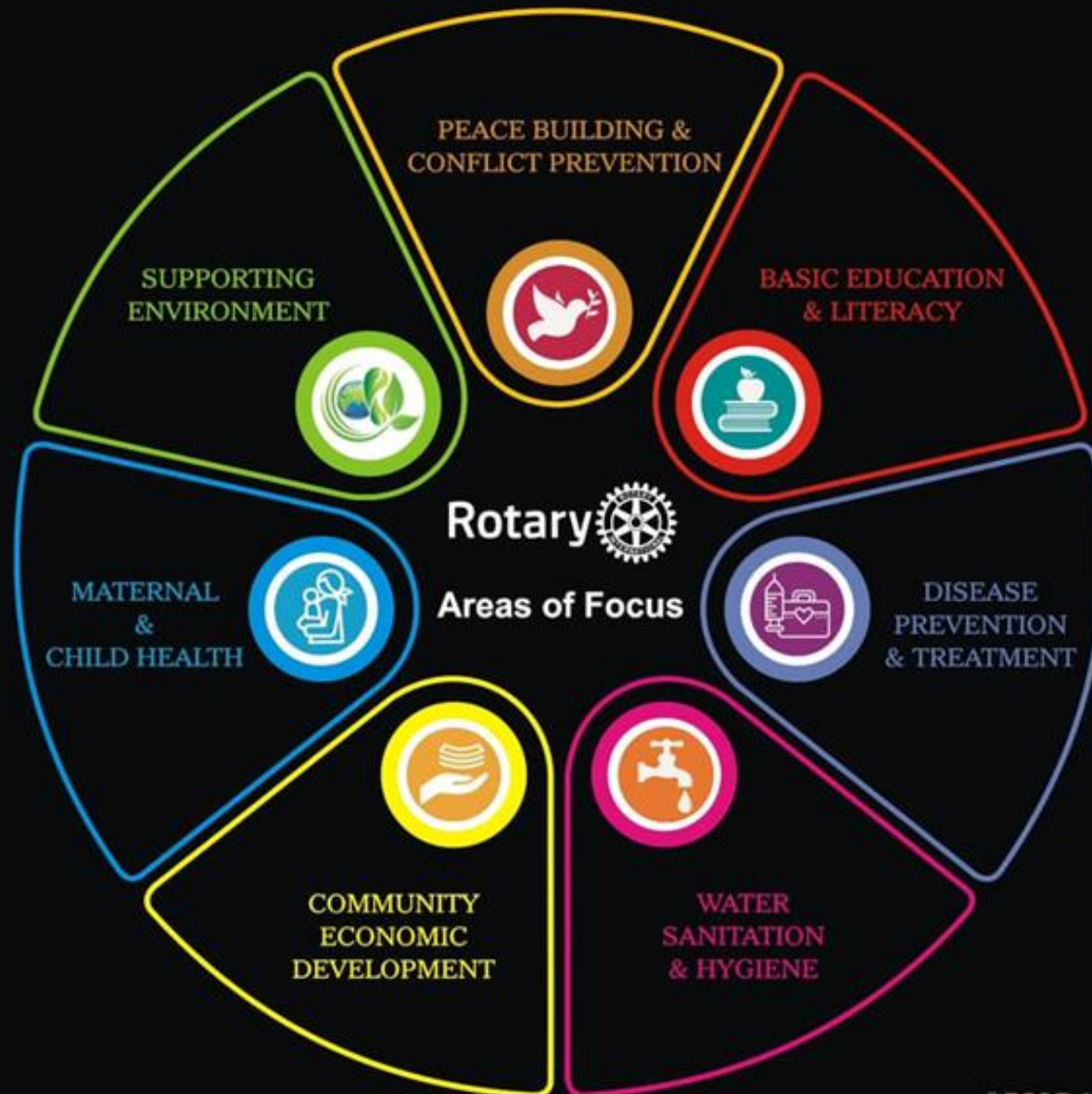
June 2018

4 PRIORITIES

1. Increase our impact
2. Expand our reach
3. Enhance participant engagement
4. Increase our ability to adapt



July 2019

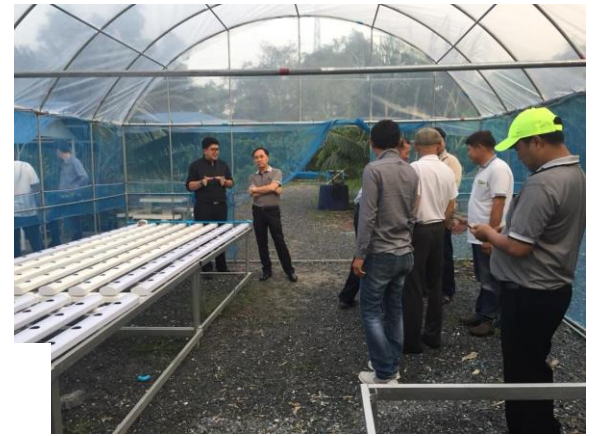




Public Image Committee



**Membership Development
Committee**



Service committee



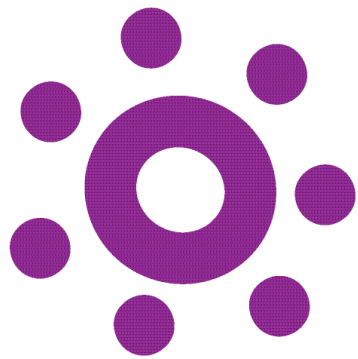
Administration Committee



Foundation Committee

Rotary's Action Plan

Rotary's Strategic Plan



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STRATEGIC PRIORITIES 1 - 4:

ANNUAL GOALS

ACTIONS

RESOURCES NEEDED

MEMBER ASSIGNED

TIMELY

Specific

S
G

What
do you want
to do?

Measurable

M
O

How will you
know when
you've
reached it?

Achievable

A
A

Is it in your
power to
accomplish it?

Realistic

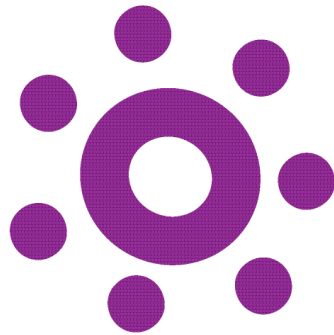
R
L

Can you
realistically
achieve it?

Timely

T
S

When exactly
do you want to
accomplish it?



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**THE ROTARY FOUNDATION RECEIVES THE HIGHEST RATING
FOR THE 12TH STRAIGHT YEAR. THE ROTARY FOUNDATION HAS RECEIVED A
FOUR-STAR RATING, THE HIGHEST POSSIBLE, FROM CHARITY NAVIGATOR, AN INDEPENDENT EVALUATOR.**



**BRAVO, ROTARY
FOUNDATION!**



The
Rotary
Foundation



Diversity, Equity, and Inclusion Statement

As a global network that strives to build a world where people unite and take action to create lasting change, Rotary values diversity and celebrates the contributions of people of all backgrounds, regardless of their age, ethnicity, race, color, abilities, religion, socioeconomic status, culture, sex, sexual orientation, and gender identity.

Rotary will cultivate a diverse, equitable, and inclusive culture in which people from underrepresented groups have greater opportunities to participate as members and leaders.



ENHANCE PARTICIPANT ENGAGEMENT

Now more than ever, we can connect with each other differently. We can offer more opportunities for people to attend our meetings, support their communities, and grow personally and professionally.

**[ROTARY.ORG/FLEXI
BILITY](https://ROTARY.ORG/FLEXIBILITY)**



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ENHANCE PARTICIPANT ENGAGEMENT

- Support clubs to better engage their members
- Develop a participant-centered approach to deliver value
- Offer new opportunities for personal and professional connection
- Provide leadership development and skills training

Engagement Definition

Member Engagement is a measure of a member's positive or negative emotional attachment to their Club, colleagues and organization (RI) that profoundly influences their willingness to contribute and remain within the Club.



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DEVELOP STRONGER RELATIONSHIPS

Members who enjoy their clubs will stay more involved.

- **Make your events more social.**
- **Invite family and friends.**
- **Make new members feel welcome.**
- **Have fun!**
- **Promote Rotary Fellowships and Rotarian Action Groups.**



KNOW YOUR MEMBERS' INTERESTS

Make sure that all members are involved in activities that genuinely interest them.

- Learn about everyone in the club so you know how to keep them interested in the club.
- Active members feel dedicated to their projects.
- Personally ask volunteers to support service projects and other club initiatives.



Club Communication



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COMMUNICATE OPENLY



With open sharing of ideas and information, club members can shape your club's future.

Talk to club leaders about ideas for improvement and find out if others agree.

7 Habits of effective Rotarian

- 1. Be Proactive**
- 2. Begin with the end in mind**
- 3. Put first things first**
- 4. Think Win/Win**
- 5. Seek first understand & then to be understood**
- 6. Synergize**
- 7. Sharpen the saw**

HOLD ASSEMBLIES OFTEN

Keep members engaged and passionate by holding regular club assemblies.

- All members can voice their ideas and interests.
- Address club needs with the entire membership.
- Channel your enthusiasm and come up with an action plan.



IMPLEMENTATION IDEAS

- **Consider holding a daylong retreat.**
- **Incorporate member ideas.**
- **Before amending bylaws, test new ideas.**



Engaging Your Members

Implementing more creative options

Different club models

Easing the rules, fun and engaging

Offer alternative membership types

Offer new clubs

Improving your member retention

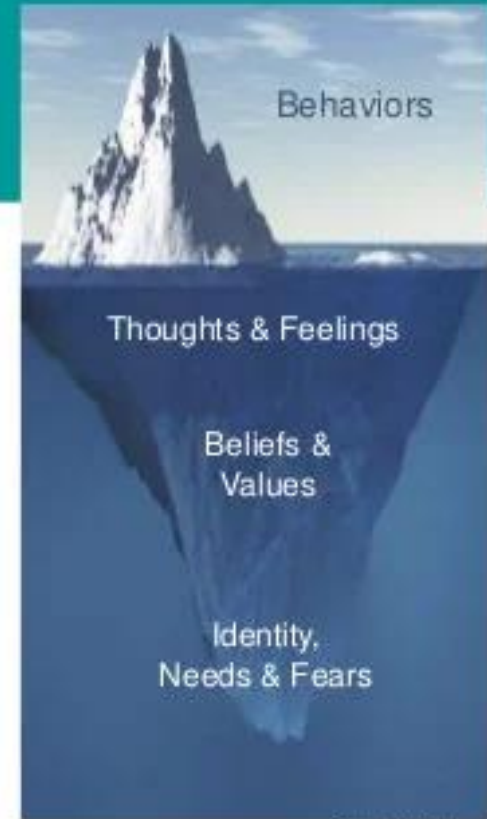
INCREASE OUR ABILITY TO ADAPT

Mindsets are the hardest
to change. . .

*'Perhaps it is Rotary itself that
needs to change its mindset and
its culture...'*

Thomas Swan, Ventura, California, USA

The Rotarian, November 2018



Source: McKinsey



Club Types, Formats, and Models

- **Rotary Club**
- **Satellite Club**
- **Traditional**
- **Passport**
- **Cause-based**
- **Alumni-based**
- **Interest-based**
- **International**
- **Rotaract Club**



Offer Alternative Membership Types

- **Active or Honorary**
- **Family Memberships**
- **Young Professional Memberships**
- **Corporate Memberships**
- **Associate Memberships**
- **Passport Memberships**
- **Rotaractors and Rotarians Dual Memberships**



INCREASE OUR ABILITY TO ADAPT

STRENGTHENING ROTARY



IT'S **HARDER** TO REACH
OUR FULL POTENTIAL

Not earning full credit for our
good work

Increase Our Ability to Adapt

Secretariat Business Process Review



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Creating an Inclusive Club Culture

Focus on the positive

Show members their value

Engagement opportunities

If we aren't intentionally inclusive, we are unintentionally exclusive.

Rewrite policies to build in inclusion





Strategies for Attracting New Members

**Creating a positive experience for
prospective members**

Connect to Membership Leads

TAKE A FRESH APPROACH



TAKE A FRESH APPROACH TO CREATING A MEANINGFUL CLUB EXPERIENCE

These resources
can help

MEMBERSHIP ASSESSMENT TOOLS

Take time to
address specific
membership
areas

CONNECT TO MEMBERSHIP LEADS

Contact interested
candidates and
grow your club

ROTARY CLUB HEALTH CHECK

See how your club
is doing and find
remedies for
problem areas

BE A VIBRANT CLUB

Find ideas to
reinvigorate
members

STRENGTHENING YOUR MEMBERSHIP

Create a plan to give
your club a boost

CONNECT FOR GOOD

Inspire members
to explore ways to
get involved

Available for download
www.rotary.org/membership



RESOURCES TO INCREASE YOUR CLUB'S VALUE

- [Assess your club](#)
- [Engage current members](#)
- [Connect with prospective members](#)
- [Follow your membership leads](#)
- [Make new members feel welcome](#)
- [Develop your club](#)
- [Start a new club](#)
- [Stay current](#)



6-In Rules of Attraction and Engagement

1. Initiate
2. Invite
3. Introduce
4. Inspire
5. Induct
6. Involve



ADAPT BYLAWS TO REFLECT PRACTICES

Your club evolves, and so should your club bylaws.

- The recommended club bylaws are just a starting point.
- Use them as a template and edit them.
- Revise them regularly as your club develops new practices.
- Consider testing new procedures before formally adopting them.



WHAT'S IN IT FOR YOUR CLUB?

**Trying new practices
can be enjoyable and
bring members closer
while improving the
club.**

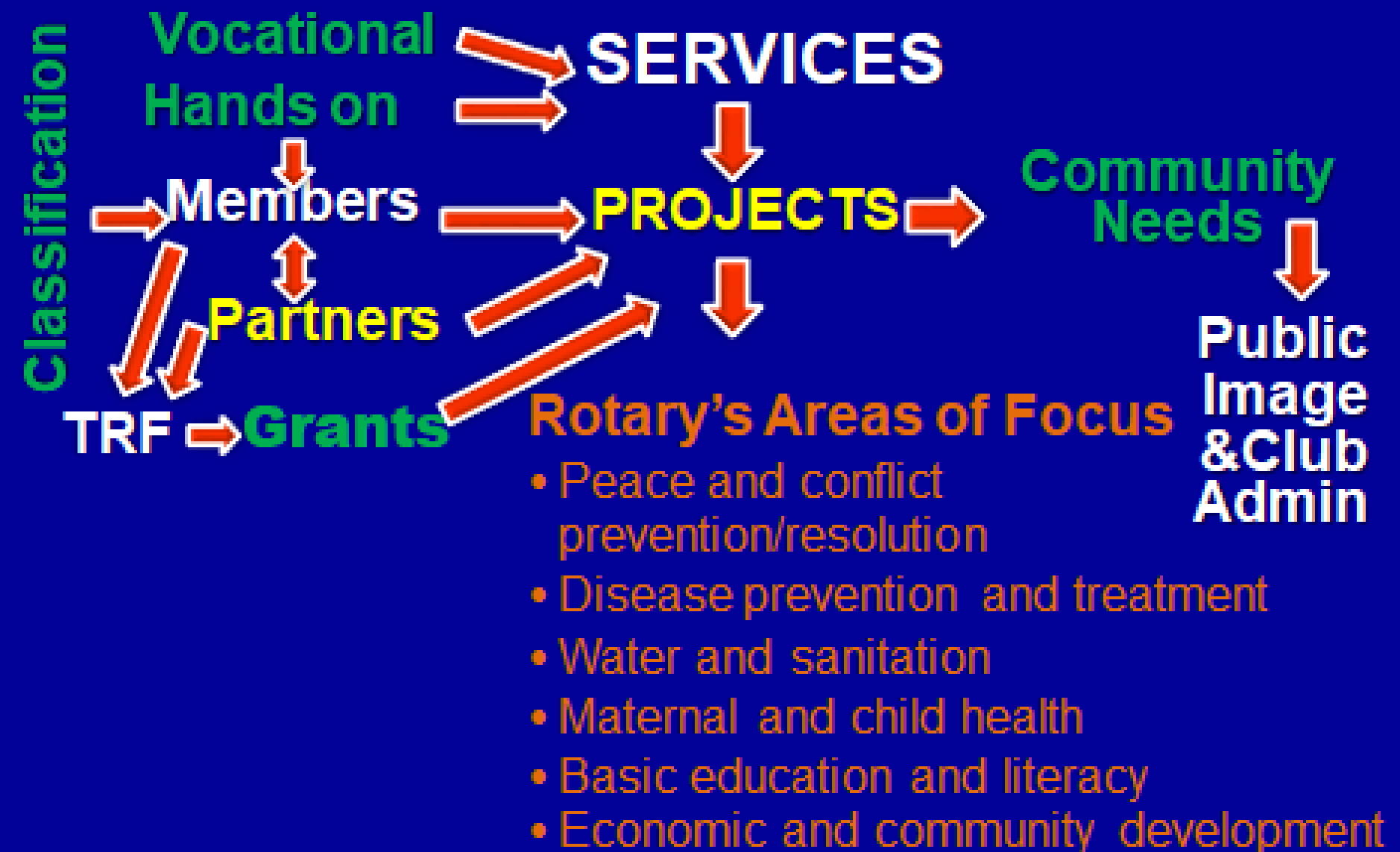


TRADITION AND INNOVATION



Keep traditions that are meaningful to your club, but foster an environment that allows members to offer ideas for new club practices

Integrated Strategic Planning



Source: PRID, Dr. Saowalak Rattanavich



TEAM

T

TOGETHER

E

EVERYONE

A

ACHIEVES

M

MORE



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