



*On Your Mark*

*Get Set*

***GROW!***

*Putting Membership Matters Into Motion*

# **Membership Training Seminar**

## **District 7620**

**September 2009**



Greetings!

It is indeed my pleasure to welcome you to our district membership training seminar, “On Your Mark, Get Set, Grow!” We are excited that you are here to discuss “membership” and how you and your club can enhance your club’s membership initiatives. The fact that you are here and you are reading this workbook demonstrates your desire and commitment look at club membership growth in a different light. Thank you!

Darrell Nevin, our District Membership Chair, and his team have worked hard to develop a plan that is practical and, if followed, works. We hope that you find this training seminar, the materials we have provided, and the interaction with each other beneficial and results-oriented. Your participation and input is critical to the success of this training. So ask questions, share your experiences, and have fun!

Now, on your mark, get set, grow!

Paul Frey  
District Governor 7620





# Reality Check

*Where are we?*

*Where should we be?*

# District 7620 Membership Stats for 2009 - 2010 as of Sept. 7, 2009

ROTARY CLUB	SAR Size July 2009	UP	DOWN	YTD Total
Frederick	229	1	-2	228
Washington	208		-1	207
Carroll Creek (Frederick)	148	2		150
Annapolis	147	15	-3	159
Lexington Park	94	1	-1	94
Parole (Annapolis)	84		-1	83
Bethesda-Chevy Chase	75	1		76
Baltimore	64			64
Leonardtown	47			47
Bel Air	46			46
Columbia-Patuxent	46	2	-2	46
Glen Burnie	46			46
Towsontowne	46	1		47
Aberdeen	44			44
Charles County (La Plata)	44			44
College Park	43			43
Montgomery Village	43	2		45
Bonds Meadow (Westminster)	42			42
North Bethesda	42			42
South Frederick County (new)	41	2	-6	37
Westminster	41	1	-1	41
Rockville	39			39
Potomac	38			38
South Anne Arundel County (Edgewater)	38	4	-3	39
Columbia	34			34
Fredericktowne (Frederick)	34	1		35
Hunt Valley	32	1		33
Silver Spring	31			31
Capitol Hill (Washington,DC)	29			29
Ellicott City Sunrise	29	1		30
Bladensburg	28		-2	26
Catonsville-Sunrise	27	5	-1	31
Friendship Heights	27			27
Sykesville	27			27

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***On Your Mark, Get Set, GROW!***

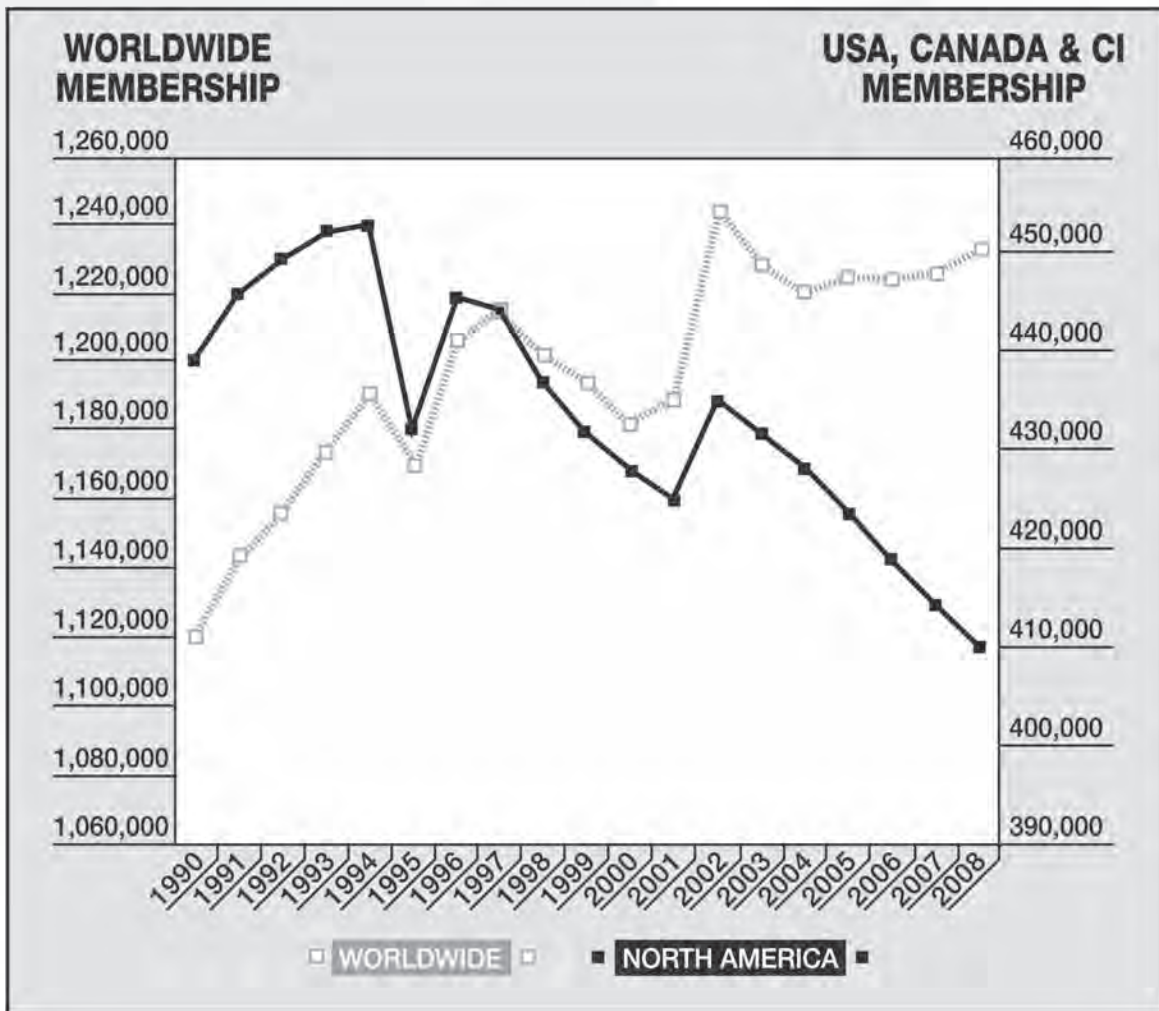
# District 7620 Membership Stats for 2009 - 2010 as of Sept. 7, 2009

ROTARY CLUB	SAR Size July 2009	UP	DOWN	YTD Total
Clarksville	26	1		27
Polomac-Bethesda	26			26
Lake Shore	25			25
Ellicott City	24			24
Laurel	23			23
Upper Marlboro	23			23
Beltsville	22	1		23
Crofton	22	3	-5	20
Southern Harford County	22		-1	21
Gaithersburg Rotary	22		-1	21
Havre de Grace	22	1	-6	17
Metro Bethesda	22	11	-8	25
Mt. Airy	22			22
Greenbelt	18			18
Wheaton-Kensington	18			18
Woodlawn-Westview	18			18
Columbia Town Center	17	1		18
Prince Frederick	17	2	-1	18
West Anne Arundel (Odenton)	17			17
Bowie	16	3	-2	17
Middle River	16			16
Pikesville - Owings Mills	16	1		17
Elkridge	15			15
Towson	15			15
Charlotte Hall	14	1		15
North Anne Arundel County	14	2	-4	12
Central P.G. Co. (District Heights)	13			13
Greater Severna Park	13			13
Owings Mills-Reisterstown	13	1		14
Waldorf	13	1		14
Northern Calvert County (Chesapeake Beach)	12		-2	10
Olney	12			12
Upper Montgomery	10			10
Catonsville	9			9
Perry Hall/White Marsh	9	1		10
<b>Totals:</b>	<b>2,649</b>	<b>70</b>	<b>(53)</b>	<b>2666</b>
			<b>YTD Growth:</b>	<b>+17</b>



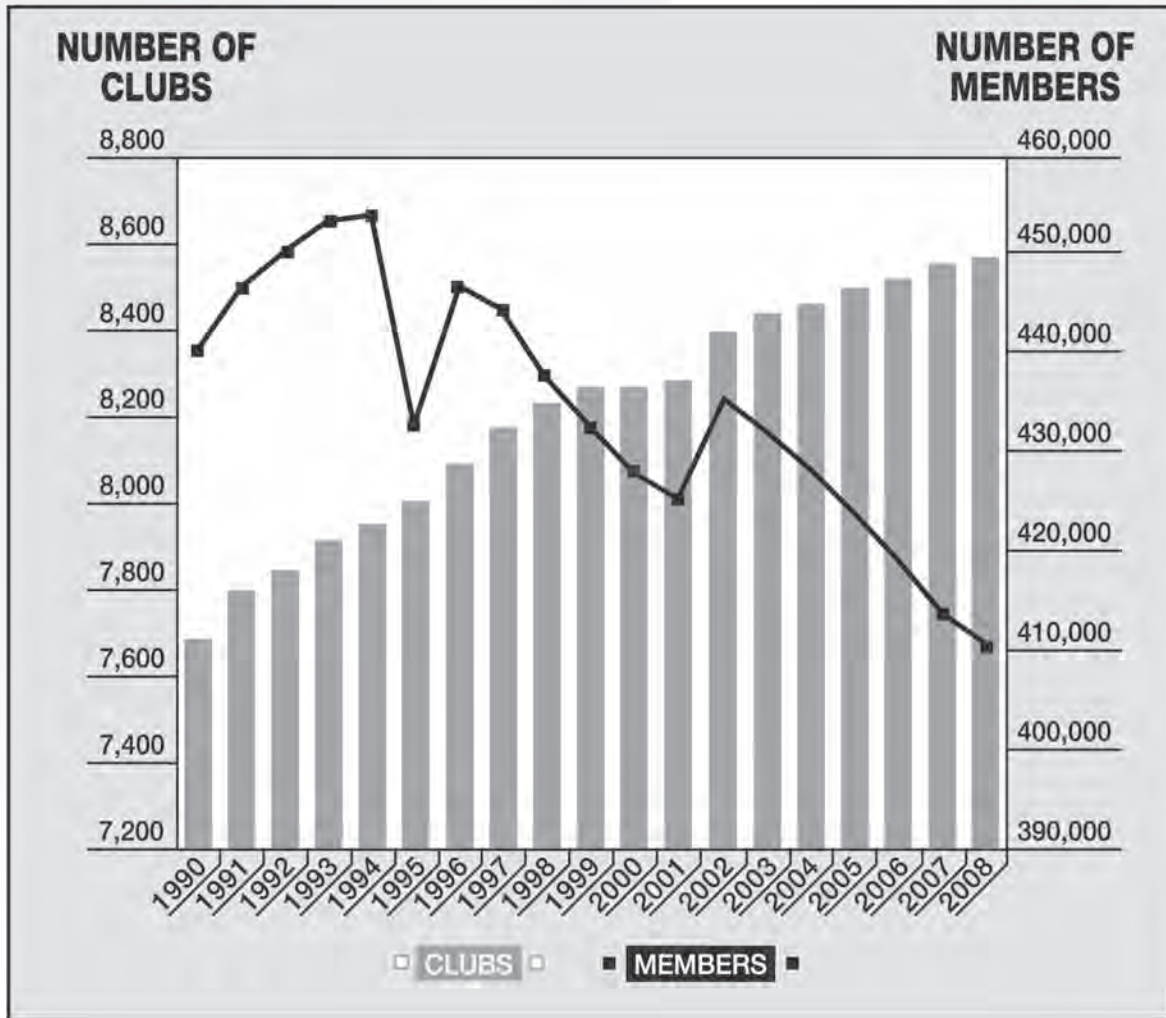
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# Membership Worldwide vs. USA, Canada & Caribbean Islands



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# More Clubs - Fewer Members



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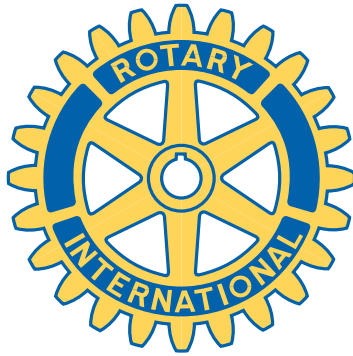
# Summary of Termination Reasons

On SAR - No reason given	15.83% *
Other	10.04% *
No reason given	9.03% *
	<b>34.90%</b>
Moved	7.75%
Business Transfer	6.46%
	<b>14.20%</b>
Business Pressure	<b>11.61%</b>
Classification	9.93%
Health/Personal	6.68%
Disinterest	5.25% *
Attendance	5.12% *
Club Terminated	5.00% *
Joining new club	2.41%
	<b>34.39%</b>
<b>Deceased</b>	<b>4.88%</b>

\* More than 50% can be tied to the probability that club was boring, a waste of their time and/or no longer relevant!



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# Define Your Why

*Sharing your Rotary heart with others*

# DEFINE YOUR WHY

## *Sharing your Rotary heart with others*

You joined Rotary because....

Fellowship  
Leadership  
Citizenship  
Community Awareness  
Networking  
Service Opportunity  
Make a Difference  
Local Impact  
International Impact  
Prestige  
Boss said so  
Father said so  
FUN???

No one joins to bring in more members. But that is what should naturally follow. If Rotary has had an important impact in your personal and professional life, shouldn't that be shared with others?

What is your Rotary impact story?



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# To Not Grow Your Club Membership is an act of “Disservice Above Self”

- Disservice to your community - it ignores their needs
- Disservice to your club - it ignores their need for diversity and financial and emotional well-being
- Disservice to Rotary’s rich history - it hides the good works of so many good Rotarians

***90% of Rotarians have not sponsored  
anyone into their club***

## **REASONS:**

**Fear of Rejection**

**Lack of Training**

**Low Expectations**

**Club is Boring**

**Club is no longer Relevant**

***Listen carefully for the excuses.***



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# UNACCOUNTABILITY BREEDS STAGNATION!

STAGNATION can lead to the eventual death of your club.

12 clubs have closed in our District in the past 10 years

12 more clubs are on death's door step right now!

Many prominent clubs have lost more than 50% of their members since their peak heyday.

## **FORMS OF STAGNATION TO LISTEN FOR:**

“I’m just a volunteer!”

“I like things just the way they are!”

“We don’t have room for any more members!”

“We’ll lose our esprit d’ corps if we grow!”

## **STAGNATION can and does breed:**

Tiny Visions

Limited Commitment of Time, Money and Ideas

Blind Acceptance of the Status Quo

Volunteer Burn Out

Frat Brother Thinking

Problems with Succession Planning

Problems with Successful Fundraising

Taken together....this can and should be viewed as an insult to the dire needs of your community and the world!



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# So...WHAT IS YOUR WHY

*Why are you here today?*

*What is your motivation?*

## *Can you create in your club a CULTURE OF INTENTION*

- to prevent the revolving door of membership
- to form a core and lasting TEAM
- to share the same BIG PICTURE VISION
- to reach goals bigger than YOU alone

Which clubs in our District have achieved this already?

### *Some Keys to Successful WHY*

Be FRANK about your love of Rotary

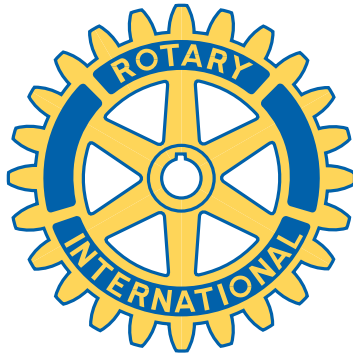
Be UNAPOLOGETIC about your passion for Rotary

Be FORTHRIGHT about your commitment to serve

Be HONEST about your intention to grow your membership



*On Your Mark, Get Set, GROW!*



# What's Your How?

*Running Rotary like a business*

What's Your How?

# WHAT'S YOUR HOW?

## *Running Rotary like a Business*

### **WE HAVE A PRODUCT (which is the most important?)**

- The meeting
- Business contacts
- Opportunity to serve
- Opportunity for self-improvement
- Fellowship

### **WE HAVE COMPETITORS**

- Others Service Clubs
- Doing Nothing
- Other Non-Profits
- Life Itself

### **WE MUST SELL MEMBERSHIPS**

***Many want to serve, especially these days....but:***

- Don't know how
- Don't know where to start
- Don't know how to get involved
- Want an organization they are proud of

### ***We Create Value for Money and Effort***

- Dues, Do's, Do'ers, and Dewars!
- The Weekly Million Dollar Cash Give Away!
- Without a Value Equation, Objections are Easy
- What is you club's Value Equation?

### **THERE ARE OBSTACLES TO THE SALE**

- Rotary's Image
- Time Constraints
- Attendance Requirements
- Don't See The Value
- Competitors

### **ROTARY'S PUBLIC IMAGE**

- Men's Club
- Rule Bound
- White Men's Club
- Technologically behind the times
- Old White Men's Club
- Obscure projects (even polio eradication)



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## **OUR TARGET MARKET**

- Many were born after Neil Armstrong's moon walk
- Smart and well educated
- Too many demands on their time
- Technically savvy
- High Expectations
- Image is important

## **ATTRACT A NEW GENERATION**

- Respectful of their time demands
  - Relax the rules
  - Run meetings on time and efficiently
  - Follow an agenda
  - Make ups count in many ways now
- Present a modern image
  - What does your meeting room say about your club?
  - What is your product's image to a Visitor
  - Hugs vs. Shrugs
  - Respect for women and minorities
  - The Banner Program (See last page)
  - The Rotarian Magazine
  - Humanity In Motion PR program
  - Club Newsletter
  - Club Website
  - Social Networking (Is your club on Facebook? Twitter?)
- Offer current technology
  - Pay by credit card? On-Line? Pay Pal?
  - Club Website focus
  - District Website
  - RI's website
  - RI's online referral program
- Meet their high expectations
- Make it FUN!



## ***Market your club like you would your business***

- Website
- Postcards – “When You Start With Rotary, Good Things Happen”
- Be My Guest cards
- Billboards
- Newspaper Ads and Announcements
- Phone Book - could someone interested in Rotary find your club listed in the yellow pages?
- Press coverage of your service projects and events

*All these marketing graphics (and many more), can be found and downloaded from the rotary website for your convenience!*

*[www.rotary.org/humanityinmotion](http://www.rotary.org/humanityinmotion)*

*See samples on the following page.*



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# Help end polio worldwide.

Rotary. Humanity in motion.

rotary.org/endpolio



## WEBPAGE HEADER



When you start with Rotary,  
good things happen.

Rotary is ordinary people around the world working together to protect  
improve our communities, end polio, and accomplish other extraordinary  
Learn more at rotary.org.



Rotary. Humanity in motion.

## NEWSPAPER ADS

Please visit our Rotary club.

The Rotary Club of:



meets  
on  
guest

Start with Rotary  
and good things happen.



## WALLET CARDS

## POSTCARDS

Los rotarios son gente común que se unen para  
proteger el medio ambiente, mejorar la comunidad,  
erradicar la polio y alcanzar extraordinarios logros.  
Más información en [www.rotary.org](http://www.rotary.org).

Visite nuestro club rotario.

El Club Rotario de:

se reúne en \_\_\_\_\_

los días \_\_\_\_\_ a las \_\_\_\_\_

Invitado por \_\_\_\_\_



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Many of the products are available  
in multiple languages.



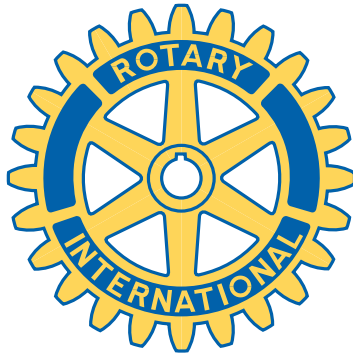
Architect.  
Soccer Coach.  
Polio Eradicator.



Rotary. Humanity in motion.

rotary.org

## BILLBOARDS



**Who's Your Who?**

*...and how to catch them!*

**Who's Your Who?**

# WHO'S YOUR WHO?

*...and how to catch them!*

## ***New Members Bring:***

MONEY  
ENERGY  
ROOKIE COMMITMENT  
R.I.N.O. ENLIVENMENT  
IDEAS AND IDEALISM  
EXPANDED NETWORK  
DESIRE TO IMPRESS!!

## ***Profile of the Prospect to Target:***

Under 50 years old  
Successful/Responsible  
Already serves the community  
Technologically Savvy  
Doer/Dewar  
Sense of Humor  
Access to Charitable Funds  
Focus on Women and Minorities

## ***Where to Find Them:***

F.R.A.N.K. - Friends, Relatives, Associates, Neighbors & their Kids  
Program Speakers (duh?)  
Chamber of Commerce committee members  
Leadership Class Members  
Young Professionals Network members  
Non-Profit Boards  
Newspaper Headlines  
Past Members  
Advertising/Public Relations  
Website



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## ***Whom Should You Invite?***

Those you Admire

Those in your F.R.A.N.K. circle

Those you'd like to see more often and get to know better

The new guy or gal in town

Target prominent people

Target prominent companies

(“Your company should be represented in Rotary”)

Target up and comers, especially young professionals

Target Classifications you need in your club

Only by asking might you uncover some previous  
connection to Rotary

## ***The Importance of THE MEMBERSHIP COMMITTEE***

A committee of one will work, but 3-5 members is ideal

Do not expect everyone to participate

Target “sales” oriented members

Enthusiasm is a must - knowledge is not!

Newer members are great!

Meet every week in the beginning, and not before  
or after your regular club meeting

Meet during a Happy Hour is best -  
Cheap drinks and full of young professionals



## ***The Importance of THE HIT LIST***

Prospect List Must be Written – (See chart on next page)

Only one list in every club

Everyone has a copy of the same list

Everyone gets a copy of the list each time it is revised

Review the list and tasks assigned every week

Track each visitor thru their sponsor

Follow up! Never give up!

Life circumstance can change in 6 months or 6 years

Start a “Friends of Rotary” email list - maintain it carefully  
Email the weekly newsletter or special announcements  
or promotions - stay in touch

**ACCOUNTABILITY IS EVERYTHING!**

**REGULAR FOLLOW UP IS CRUCIAL!**



***On Your Mark, Get Set, GROW!***



## ***The Importance of THE INVITE***

“Join me for \_\_\_\_\_” (a meal, not a Meeting!)  
The last thing a busy professional wants to hear is that there’s another “meeting” to go to!

We are Humanity in Motion! Tell everyone!

Bring up Rotary in Casual Conversation:  
“How are you giving back to the community?”

Tell your Rotary story - why you joined -  
what influence it has had on you personally and professionally

Have your elevator speech ready.  
“Rotary is the largest and most influential humanitarian service organization in the world.” How’s that!

Mail them a Rotarian Magazine.  
Is Bill Gates on the cover enough to impress?  
Heck, buy them an annual subscription. It’s only \$12!

### ***Being Prepared for Handling Objections***

No Time

No Money

Not Interested

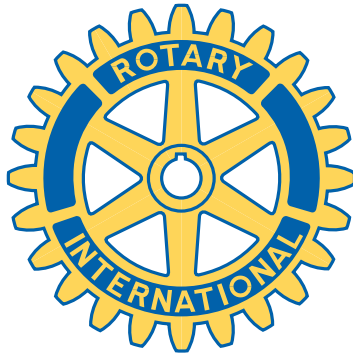
Boss Doesn’t Care

Spouse Says: “Don’t You Dare!”

Defining their VALUE EQUATION



***On Your Mark, Get Set, GROW!***



# How's Your Net?

*Nurturing the ones you catch!*

# HOW'S YOUR NET?

*...nurturing the ones you catch*

**(Successful Retention starts before they join!)**

## ***The Importance of the FIRESIDE CHAT***

Thee most important hour in Rotary!

Lunch with Prospect, Sponsor, President and Membership Chair

Ideally the President-Elect should attend since this new member could very well be the PE's worker bee the following year

Review history of Rotary, history of your club

Review requirements of Rotary  
(only two: pay dues and attend meetings)

Review expectations of them as a Rotarian -  
initiates their training before they join

Review fundraisers, service projects, Rotary Foundation

Introduce the Three Month New Member Checklist



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## ***The Importance of the Three Month New Member Checklist***

- **Be the Greeter** at the front door for at least 2 consecutive meetings after induction along side regularly scheduled Greeter who can assist with introductions
- **Serve on a Committee** - Find a match for your service interests
- **Do A Make-Up** - Attend another Rotary Club meeting; expand your network
- **Attend Board of Directors meeting** - Learn how the business of Rotary gets done.
- **Classification Talk** - Get it scheduled with the Program Chair
- **Rotary Foundation** - Make first annual \$100 contribution towards Paul Harris Fellow Award. Funds Rotary's global peace and wellness programs. Expected annually!
- **Club Social Function** - Attend next scheduled one to meet Rotarians at a more personal level.
- **BRING A GUEST!** - Why not share Rotary with your closest friends and associates

RED "NEW MEMBER" STICKER on their badge doesn't come off til all 8 items are completed. Three month time frame is arbitrary - some take a whole year or more.

Conduct a "STRIPPING" CEREMONY" in front of the club when the red sticker can come off. Make it seem like an important milestone of achievement (with a little shtick!)

Appoint a "DEN MOTHER" (female) or "Good Shepherd" (male) to encourage and track their progress. You cannot rely on their sponsor to do this! This person should be part of the membership committee and should attend all Fireside Chats.



## ***Other important Retention Techniques***

### **TAKE A ROOKIE TO LUNCH!**

Encourage your club members to invite the new member out for a business lunch. But don't overdo this as it could appear to be patronizing.

T.A.R.T.L. - Take A Rotarian To Lunch

(No need to limit this to just Rookie Members)

### **WINGS AND BEER SURVEY**

Informal happy hour event with new members who have been in the club for a few months or more to explore "How Are We Doing For You?"

Great way to find out that they haven't gotten their Rotarian Magazine subscription yet!

### **ANNUAL NEW MEMBER DINNER**

Defines and bonds the Rookie Class. Hold it a few months before your big fundraiser so they know their roles and responsibilities. Might get them fired up! Hold it at a member's home or at a restaurant. Include the President, President-Elect, Membership Chair, Fundraiser Chair, and spouses all around.

### **FOCUS ON HAPPY DOLLARS AND CREATIVE FINES**

It is a unique Rotary experience and should be encouraged. Great for visitors to see and hear. Keeps it light and fun. Always do this after the guest speaker. Gets more folks to participate. Raises much more money!

### **CREATE FUN IN THE MEETINGS**

If you haven't a clue, visit some clubs in the District that do!



***On Your Mark, Get Set, GROW!***

## ***Your Immediate GOALS:***

Define Your WHY

Find a Rotary Club to EMULATE

Form Your MEMBERSHIP COMMITTEE

Develop Your Unique HIT LIST, Review it Weekly - Be Accountable

Run Your Club like a BUSINESS

Treat Every New Member like They Are ROTARY'S NEW EMPLOYEE!

25% annual net growth - MINIMUM GOAL for every small club!

15% annual net growth - MINIMUM GOAL for every other club!



***On Your Mark, Get Set, GROW!***

# CREATE A BUZZ WITH ROTARY BANNERS!

A convenient way to increase awareness at all your Rotary meetings and events!

Display your banner with a sturdy, easy-to-assemble banner stand complete with its own protective storage and carrying case.

Capture your Rotary Club with a customized banner!

Simply select six to nine of your best, high quality club photos which can be used to create your customized Rotary Club banners.

## BANNER PRICING INCLUDES FREE SHIPPING!

Standard Banner only **\$145**

**PACKAGE DEAL:**  
Standard Banner,  
stand & storage case **\$295**

Customized Banner only **\$250**

**PACKAGE DEAL:**  
Customized Banner,  
stand & storage case **\$395**



30 x 84 Standard Banner

District 7620 owns 2 Standard Banners and has made them available for clubs to borrow for their Rotary events.



30 x 84 Customized Banner



410.458.2067  DesignBug@verizon.net