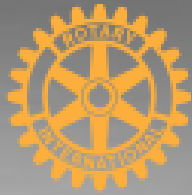


Rotary  
Club of Cincinnati



# Membership Engagement and Development Best Practices

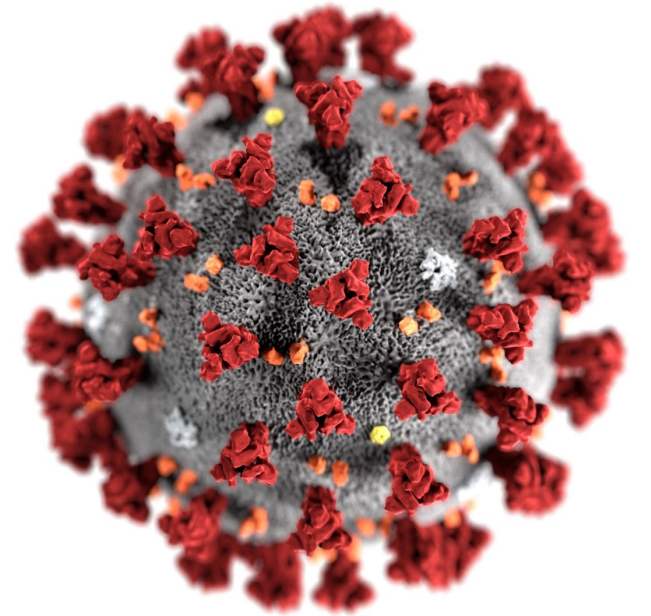
*An Interactive Discussion to Help You Succeed*

# Today's Plan

- Share best practices
- Spur interactive conversation
- Create 2 takeaways to implement in 2021-22 and beyond
- Have fun!



Membership is difficult. Covid or not.



# How has your club fared thru Covid?

- We gained members.
- We lost 5% or less of our members.
- We lost 5-10% of our members.
- We lost 10-20% of our members.
- We lost more than 20% of our members.



Rotary  
Large Club Conference



Cincinnati  
The QUEEN City  
experience  
IDEAS | PERSPECTIVES | CONNECTIONS

# We're Not Alone



**Kiwanis®**

227,000 ➔ 162,000

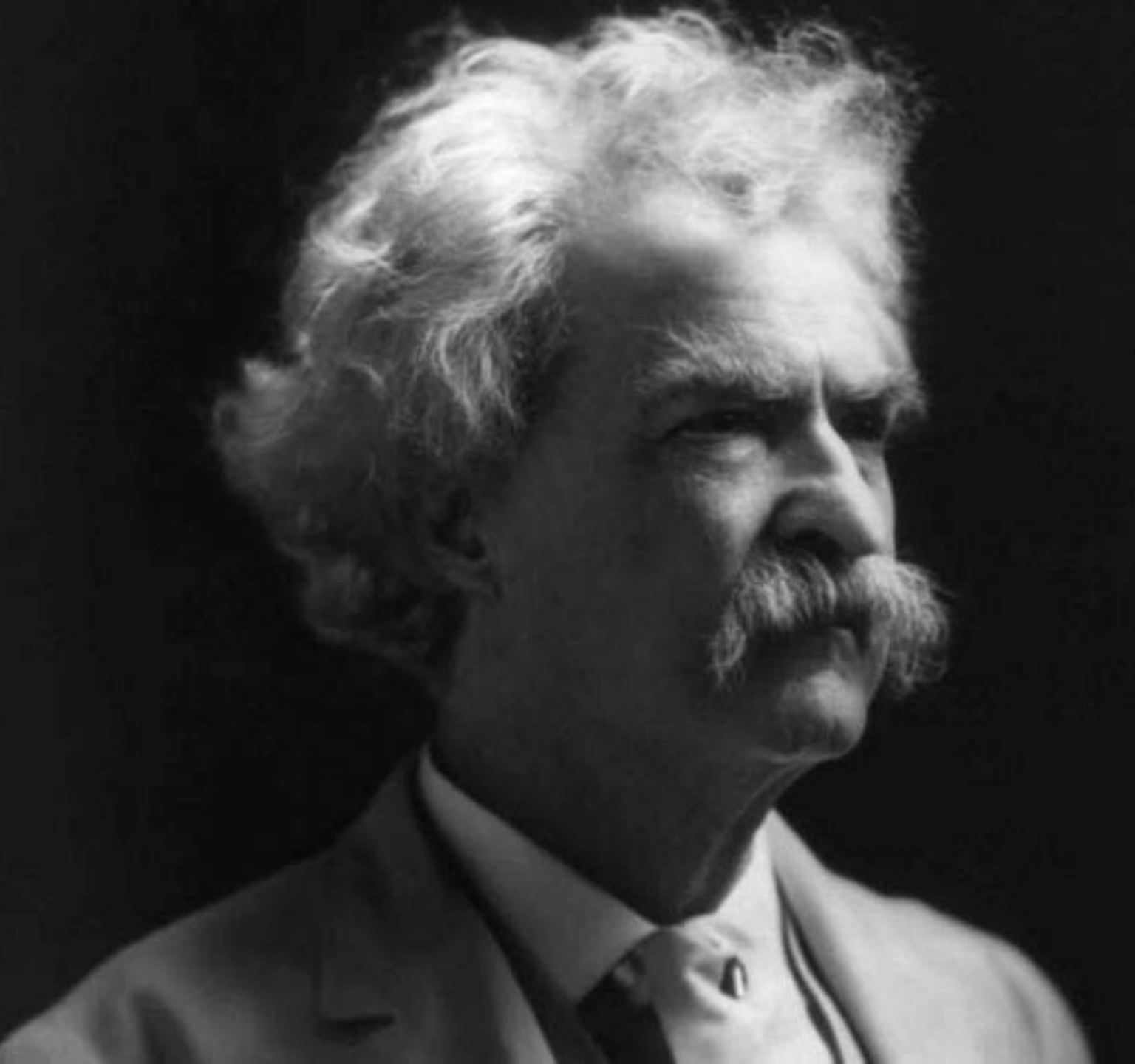


**Optimist**  
INTERNATIONAL

190,000 ➔ 60,000



365,000 ➔ 272,000



“There is no such thing as a new idea. It is impossible.

We simply take a lot of old ideas and put them into a sort of mental kaleidoscope. We give them a turn and they make new and curious combinations.

We keep on turning and making new combinations indefinitely; but they are the same old pieces of colored glass that have been in use through all the ages.”

- Mark Twain

# “Best” Practices



# Simplicity





# Membership Engagement / Customer Service

## *People*

- Organized for success
  - “Customer service minded” Chair; passionate about customer service
  - Leadership continuity – multiple year term?
- Segment your member customers
  - Women, YP’s, General, Corporate, Past Presidents
- Create targeted engagement opportunities
  - Club 17: Women in Rotary, Corporate Member Roundtable, YP Group
- Board Support
  - 100% active support in membership engagement



# Membership Engagement / Customer Service

## *People*

- Member Recognition
  - Recognition for their work, community, family success
- Member Profiles
  - Video is powerful
  - Social Media
- Leadership Development and Succession Plan
  - Automatic engagement by nurturing future leaders to take your place



# Membership Engagement / Customer Service

## *Action*

- Service Projects
  - “There is nothing better for engagement than a bunch of Rotarians banding together and providing service to those in need”
  - Hands on Service Projects – consistent calendar
  - Signature Local Project – every 1-2 years
  - International Project
- Social events
  - Monthly opportunities for in person social connection, especially after the pandemic



# Membership Development / Sales

## *People*

- Leadership
  - Make sure your Chair is passionate about sales
  - Continuity year to year
- Committee organization for success
  - Focused Subcommittees
    - YP's
    - General members
    - Corporate Members
    - Etc.



# Membership Development / Sales

## *Action*

- Sales Tools
  - Membership brochure? Does your website “sell” membership value? Do your membership options attract new members?
- Campaigns
  - Creative concept to communicate around; “The Power of 1”
- Event Marketing
  - Events tied to attendee demographics
    - YP focused event at a local brewery, not an older member venue
  - Events tied to service
- Social Media
  - Select Chair who has experience

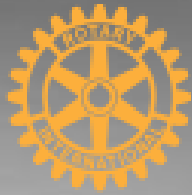


# Additional Resources

- Facebook groups
  - <https://www.facebook.com/groups/getthewordoutnow>
  - <https://www.facebook.com/groups/RotaryMembershipIdeas>
  - <https://www.facebook.com/groups/344907436048743>
  - <https://www.facebook.com/The-Rotary-Club-of-Morriset-412037592181226>
- RI resources
  - My Rotary
  - Brand Center
  - Exchange ideas/discussion groups
- Other Club Presidents, President-Elects



Rotary  
Club of Cincinnati



Thank You!