



Member Tips

Growing Rotary Membership



Membership
Newsletter of
Zones 27/28

September, 2007

Just what you need, another newsletter

Actually, it *is* just what you need, a newsletter which boils down great membership growth ideas from all over the Rotary world into bite size stories. We, the Zones 27/28 membership team, are launching this newsletter to assist *you*, the busy Rotarian, with practical information on growing and retaining membership in your clubs and districts. We will make this letter available in two formats, compact PDF and Microsoft Word, on the zone website: <http://www.zones27-28.org>. If you read articles that you want to pass along in your club or district publications, feel free to cut 'n paste.

Meet Your Membership Team

Rotary International President [Wilfred Wilkenson](#) has organized teams of senior Rotarians throughout the world to provide district leadership with membership development support. These teams are organized around Zone boundaries with each zone having a named Regional Rotary International Membership Coordinator (RRIMC) and one or more Rotary International Membership Zone Coordinators (RIMZC).

The mission of this group is to provide district leaders with support in developing membership programs. The team can help to develop district-wide membership seminars, speak at PETS, District Assemblies and District Conferences and provide a large library of forms, handouts and other printed materials.

Here is your Zones 27/28 team for the 2007-08 Rotary year.

Zone 27	RRIMC	Terry Mueller, PDG	6201 N. Wyndwood Dr. Crystal Lake, IL 60014	815-459-2176 roterry@sbcglobal.net
	RIMZC	William "Bill" Rust, PDG	4701 Clark Ave. White Bear Lake, MN 55110	651-429-1913 brust@rustarchitects.com
<i>Districts 5640, 5950, 5960, 5970, 6000, 6220, 6250, 6270, 6420, 6440, 6450</i>				
Zone 28	RRIMC	James "Jim" Ives, PDG	1130 Livernois Troy, MI 48099	248-588-7005 jives@att.net
	RIMZC	Dennis Dinsmore, PDG	PO Box 273 Clio, MI 48420	810-687-7870 dennis@dinsmoregroup.com
	RIMZC	John "Jack" Young, PDG	3303 Twain Circle Brunswick, OH 44030	440-877-1900 jack1villa@aol.com
<i>Districts 6290, 6310, 6330, 6360, 6380, 6400, 6540, 6600, 6630, 6650, 7090, 7280, 7300, 7330</i>				

Organizing Clubs for Membership Growth

A survey of district membership chairs recently confirmed that the two most frequent causes of loss of membership are weak club leadership and weak club programs. Thus improving club leadership and organization can directly improve membership recruitment and retention.

Several years ago Rotary developed a new Club Leadership Plan aimed at addressing club weaknesses. The plan recommends implementation by involving all club members in the development of a long range plan and the simplification of the club structure. A 16 page implementation manual is available for free download at rotary.org. Search for publication 245-EN, "Club Leadership Plan".

Included with the manual is a recommended set of club bylaws which greatly simplifies the club organizational structure. The traditional organization around the Four Avenues of Service has been replaced with a structure based upon essential club functions. Under the new leadership plan only five

committees are required: Membership, Public Relations, Club Administration, Service Projects and Rotary Foundation. Clubs are, of course, free to organize additional committees and sub committees as necessary.

Presently, adoption of the Club Leadership Plan is optional but recommended. We anticipate that every club will be expected to adopt the plan within the next few years.

The 25 Minute Membership Survey

It is safe to say that every Rotarian has friends, colleagues and family members who would make good Rotarians but have not been asked. To help clubs develop a list of prospective new members, RI offers the "25 Minute Membership Survey." A copy of the survey is attached to the end of this newsletter or may be downloaded from the Zone website, <http://www.zones27-28.org>. The purpose of the survey is engage members to think about the names of neighbors, colleagues, service providers (doctors, lawyers, accountants, etc.) and other people who we all encounter every day.

A club meeting is set aside for taking the survey, with typically 25 minutes allowed for completion. Members are encouraged to provide names of potential members without regard to whether they think the prospect will have time for Rotary. The members should also be reminded that the club is seeking potential quality members, not just numbers.

The Club Membership Committee along with the President should meet soon thereafter to review the survey forms and begin inviting the prospective new members to a meeting. Try the survey soon; you will be amazed at how many prospective new members are out there.

Membership Satisfaction Questionnaire

There is an old adage in business that goes "It is easier to keep an old customer than to find a new one." The same can be said for Rotary clubs. It is easier to retain a member than to recruit a new one. Retention begins the day a member joins the club with a dignified induction and continues with a solid orientation.

Another part of the retention effort concerns the established members and their attitudes toward the club. The Membership Satisfaction Questionnaire is a useful tool for generating a club report card. This 4 page questionnaire is intended to help the club board to get a sense of how current members perceive their club so that strengths can be built upon and weaknesses can be corrected. Again, a copy of the survey is attached to this newsletter or may be downloaded from the Zone website, <http://www.zones27-28.org>.

The questionnaire is constructed to allow club members to candidly express their attitudes about a whole range of satisfaction indicators, from leadership effectiveness to program quality. Members take the survey anonymously but it is suggested that a summary of results be shared with the club.

Often it is more of a challenge to deal with a weakness than to identify it. Solutions often come from frank discussions during club assemblies. That is why we recommend that the survey results be shared with all the members in writing prior to the club assembly so that members will have time to formulate their questions and ideas.

We Want To Hear From You

Do you have a membership-related question or idea? If its of interest to you, it will be of interest to others. Share your questions and experiences with us for publication in future issues. Contact the newsletter editor, Dennis Dinsmore, dennis@dinsmoregroup.com.

Next Month – A first look at Rotary International's new web site to be unveiled October 1, 2007. The new site will be filled with lots of articles, tips and downloadable material for membership growth and retention.



Appendix 10: Sample 25-Minute Membership Survey

Survey Instructions for Club Leaders

- Meet with club membership committee before you conduct the survey. Agree on a plan to get the proposed new members into the club as soon as possible.
- At the club meeting, distribute copies of the survey to each table.
- Be sure everyone has a pen or pencil.
- Explain that the club is seeking quality members.
- Advise club members to list people, even those who might not seem available for membership because of other commitments. Read aloud the questions slowly, giving everyone plenty of time to write an answer.
- After club members complete the survey, ask them to circle the names of all those who would make quality members of Rotary.
- Have club members pass the completed surveys to one person at each table, and have someone immediately collect and hand to you while you continue explaining the plan to increase membership in the club.
- After the session, meet with the club's membership committee and president. Make copies of the surveys for the membership committee and keep the originals for club records. Refer to them in the future.
- Remind the club leaders that the club has a definite plan to get as many of these quality people into the club as the club desires, starting immediately. Point out that immediate follow-through is the best guarantee of success.

Membership Survey

Your Name _____

Your Phone _____

Date _____

Standing at the front of your house, facing the street:

Neighbors across the street:

Male _____ Occupation _____

Female _____ Occupation _____

Neighbors to your right, as you face the street:

Male _____ Occupation _____

Female _____ Occupation _____

Neighbors to your left, as you face the street:

Male _____ Occupation _____

Female _____ Occupation _____

Neighbors to the back of your house:

Male _____ Occupation _____

Female _____ Occupation _____

Other neighbors you know:

Male _____ Occupation _____

Female _____ Occupation _____

Male _____ Occupation _____

Female _____ Occupation _____

Male _____ Occupation _____

Female _____ Occupation _____

Name of your immediate supervisor (if you have one):

Name _____ Job title _____

Name of his or her immediate supervisor (if he or she has one):

Name _____ Job title _____

List names of your:

Physician _____ Dentist _____

Banker _____ Minister _____

Attorney _____ Chiropractor _____

Veterinarian _____ CPA _____

Your best friend in this town _____

Occupation _____

Person you admire most in this town _____

Occupation _____

Most pleasant person you know in this town _____

Occupation _____

Person (not named above) you would most like to see in this club:

Name: _____

Occupation _____

Others you would like to have in this Rotary club:

Name _____ Occupation _____

Name _____ Occupation _____

Name _____ Occupation _____

Name _____ Occupation _____



Appendix 9: Membership Satisfaction Questionnaire

Membership Satisfaction Questionnaire

This survey is intended for use by the club. All club members should complete it to help assess member satisfaction with club activities and projects. Please return your completed form to the club secretary. All responses are confidential.

Do you feel welcome in our Rotary club? Yes No

If no, why not? *(check all that apply)*

Compared to me, other members are *(check all that apply)*:

Older Younger Different gender Different ethnicity

Other _____

I haven't made an effort to meet other members.

Club members haven't made an effort to interact with me.

Other _____

Do you feel comfortable sharing concerns with club leaders? Yes No

If no, why not? *(check all that apply)*

Club leaders have so many responsibilities; I don't want to burden them.

Club leaders have their own agenda and aren't interested in other ideas.

I haven't been a member long enough to feel comfortable approaching club leaders.

I don't want to be perceived as a complainer.

Other _____

How would you rate the level of our club's involvement in the following types of activities?

	Excessive	Adequate	Insufficient	Not Aware
Membership development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Member orientation and education	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local service projects	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
International service projects	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Club public relations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fundraising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Rotary Foundation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fellowship	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Have you participated in club projects and activities? Yes No

How did you become involved? I volunteered I was asked

Please indicate your involvement in the following types of activities:

	Currently Involved	Would Like to Be Involved
Membership development	<input type="checkbox"/>	<input type="checkbox"/>
Member orientation and education	<input type="checkbox"/>	<input type="checkbox"/>
Local service projects	<input type="checkbox"/>	<input type="checkbox"/>
International service projects	<input type="checkbox"/>	<input type="checkbox"/>
Club public relations	<input type="checkbox"/>	<input type="checkbox"/>
Fundraising	<input type="checkbox"/>	<input type="checkbox"/>
The Rotary Foundation	<input type="checkbox"/>	<input type="checkbox"/>
Fellowship	<input type="checkbox"/>	<input type="checkbox"/>
Other _____	<input type="checkbox"/>	<input type="checkbox"/>

How would you rate your level of satisfaction with your participation in club activities and projects? Very satisfied Satisfied Dissatisfied

If dissatisfied, why? (check all that apply)

- | | |
|--|---|
| <input type="checkbox"/> Insufficient knowledge | <input type="checkbox"/> Lack of resources |
| <input type="checkbox"/> Personality conflicts | <input type="checkbox"/> Lack of support from other members |
| <input type="checkbox"/> Cost | <input type="checkbox"/> Insufficient family involvement |
| <input type="checkbox"/> Personal time conflicts | <input type="checkbox"/> Other _____ |

How would you rate the following costs associated with membership in our club?

	Excessive	Reasonable	Inadequate
Club dues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Weekly meetings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Club fines/assessments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Voluntary contributions to service projects	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Voluntary contributions to The Rotary Foundation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Do you enjoy our weekly meetings? Yes No

Please rate the following aspects of our weekly meetings:

- | | | | |
|--------------------------|-------------------------------------|---------------------------------------|---------------------------------------|
| Amount of Rotary content | <input type="checkbox"/> Excessive | <input type="checkbox"/> Adequate | <input type="checkbox"/> Insufficient |
| Length | <input type="checkbox"/> Excessive | <input type="checkbox"/> Adequate | <input type="checkbox"/> Insufficient |
| Program organization | <input type="checkbox"/> Good | <input type="checkbox"/> Poor | |
| Location | <input type="checkbox"/> Convenient | <input type="checkbox"/> Inconvenient | |

If inconvenient, suggested location: _____

Meeting time Convenient Inconvenient

If inconvenient, suggested time: _____

Which of the following aspects of our meeting place do you find unsatisfactory? (check all that apply)

- | | |
|---|---|
| <input type="checkbox"/> Service | <input type="checkbox"/> Décor/atmosphere |
| <input type="checkbox"/> Meal quality | <input type="checkbox"/> Meal variety |
| <input type="checkbox"/> Parking availability | <input type="checkbox"/> Safety |
| <input type="checkbox"/> Other _____ | |

Which of the following changes would improve our club meetings? *(check all that apply)*

- Better speakers
- More focus on fellowship
- Increased variety of program topics
- Increased emphasis on vocational information
- More involvement of family
- Better time management
- More service opportunities
- More leadership opportunities

How would you rate the amount of our club's fellowship activities?

- Too many
- Right amount
- Too few

How would you rate the amount of Rotary information in our club bulletin?

- Excessive
- Adequate
- Insufficient

Which of the following words would you use to describe the club bulletin? *(check all that apply)*

- Interesting
- Boring
- Informative
- Uninformative
- Useful
- Limited

Is there anything else you'd like to see changed?

What response does your spouse/partner/family have to your involvement in Rotary? *(check all that apply)*

- Feels proud of my involvement
- Thinks Rotary takes too much of my time
- Wants to know more/be involved
- Thinks Rotary is too expensive
- Wants to meet/interact with other Rotary spouses/partners/families
- Other _____

Thank you for taking the time to complete this questionnaire and for your commitment to improving our club.