

MEMBERSHIP SEMINAR ON NOVEMBER 7TH GENERATES A HOST OF GOOD IDEAS

If you thought the skit at the beginning of the Foundation / Membership Seminar on November 7th in Wisconsin Dells was exciting and creative, you should have been 1 of 24 participants energizing the break-out session on Membership. Rotarians from all corners of District 6250 who consider themselves “membership enthusiasts” listened to the kick off cheer “**25-45-Facebook-Retention-the Future of Rotary is in Your Hands**” led by Tom Mickelson, Membership Development and Retention Committee, Chair. Area Membership Coordinators, Mari Anne Warren, Greg Curti, Rita Clavadatscher, Regina Millner, and Joey Marshall (sitting in for Richard Kenney) and other participants echoed the cheer and led small table group discussions prompted by activity handouts that symbolized case studies. Case studies included discussions about Recruitment in the morning and Retention in the afternoon.

Recruitment Sessions

The Recruitment Sessions were kicked-off with a stellar presentation by Chuck Hanson, District Governor Nominee and also Chair of the District 6250 Club Vision Facilitation Committee. The new District 6250 Visioning effort, delivered at the request of an individual club, has, among other outcomes, a tremendous impact on enhancing and enriching membership development and retention because it sharpens the focus of the club and makes it a more attractive option of volunteer service for local leaders, young and old, of a community.

Retention Sessions

The Retention Sessions focused on new club formation, membership committee formation and retention using a unique book club approach.

Highlights

A few examples from the small group table discussions follow in an attempt to highlight some of the unique ideas emerging from the Membership Seminar.

Activity - Identify 25-45 year old prospective members.

- Talk to the parents of youth during sporting events.
- Join a community network on Facebook and Twitter.

Activity – Introduce 25-45 year old prospective members to Rotary and your club. using elevator speeches.

- The best place to be on Tuesday mornings at 7 AM is at Marty’s where you can impact lives through projects in our community, nationally, and internationally. It is also a fantastic way for you to network and make business connections.

- Rotary is a group of men and women committed to giving back to their local and international community. Ur projects include scholarships, Main Street Flowers, orphanages in Peru, and so much more. Would you like to learn more and join me for lunch?

Activity – Invite 25-45 year old prospective members to a membership event.

- Invite 25-45 year old prospective members to a family picnic at a Rotary Park or Rotary Garden with a work party activity preceding the picnic and presentations / discussions about Rotary following the work party. Provide child care.
- Host an event that lasts less than 2 hours with a simple meal or heavy snacks, discuss what Rotary is all about and have a local engaging speaker or comedian.

Activity – Induct new members.

- Invite family members, frame the certificate and have a formal Rotary pin presentation.
- Have local newspaper coverage and announce the new member on the club web-site with bio.

Activity – Starting a New Club.

- Consider starting new clubs in the La Crosse, Madison, Janesville-Beloit and Fennimore-Dodgeville-Mineral Point Areas of District 6250
- Continue discussions about starting Spanish speaking clubs like those recently chartered in Milwaukee and Chicago.

Activity – Setting - up a Club’s Membership Committee with related duties and responsibilities described in Job Descriptions.

- Job descriptions for a Club Membership Committee Chair and Committee Members were handed out and discussed. Participants revised and improved upon the job descriptions.

Activity – Education – A Century of Service – The Story of rotary International .written by David C. Forward.

- This fantastic documentation of the evolution of Rotary I n now available in paperback. It was suggested that a club could design an approach to study (like a book club) this paperback. The 22 chapters could be broken up into 7-8 study sessions, each session lead by a past club president. This approach could be open to any club member or customized for the 25-45 year old age group.

Submitted by Tom Mickelson, Chair
District 6250 Membership Development and Retention Committee