



District Team Training Seminar  
Membership Update

Winter 2014

Other than wiping out  
Polio.....

Membership is  
our

#1  
Priority!!

# District Continues to Make Strides!

2013

(Thru December)

**-73** Members

2988

2014

(Thru December)

**-8** Members

2980

# What is your #1 Priority Again? 😊

# Clubs are Having Success!

- Over half of our Clubs have YTD Membership totals from -1 to +33 (34)
- New Madison After-Hours Club starts with 37 members!
- Sauk Prairie Area Club up 36%
- Tomah up over 10%!
- Reedsburg-Western Sauk County up over 30%!
- Medford up almost 10%!
- Fitchburg-Verona up almost 17%
- Small Clubs seeing success!

What is your #1 Priority  
Again? 😊

# New Clubs soon coming on-line!

- Platteville Club is being reinvigorated and re-established
- New After-Hours Club being developed in Chippewa Valley area (Eau Claire, Chippewa Falls)

# New Initiatives!

- Rotarians with Disabilities Club being investigated in La Crosse at Riverfront.
- Possible After-Hours clubs in Beloit/Janeville, Menomonie areas.
- On-Line resources -
- Corporate Memberships
- Family Memberships
- Other On-Line tools coming soon!



What is your #1 Priority  
Again? 😊

# End-of-Year Membership Drive

- Between October and June 30, each Club was asked to realistically estimate how many net new members they will add.
- Majority of clubs were reached.
- Total estimate for District = 193 New Rotarians! 😊

# Keep Membership Up-Front in your Club!

- Make your clubs attractive to New Members.
  - Network
  - Professional Development.
  - Community Visibility
- Make your clubs relevant to your Members.
  - Rotary IQ
  - Personally invite them to be involved.
  - Be purpose Driven.

# Questions and Answers