**TRI DISTRICT MEMBERSHIP SEMINAR – OCTOBER 21, 2018**

**BREAKOUT SESSION**

**ENGAGING MEMBERS AND ORIENTATION PROGRAMS**

**DISCUSSIONS SUMMARIZED**

**1. What are ways clubs can involve members who avoid projects, activities, and leadership roles?**

* Know your club
* Member interests
* Mentor
* Be flexible
* Personal approach
* Involve
* Encourage growth
* Fellowship

2**. What if a club’s activities don’t reflect the skills and interests of your members?**

* Focus on members’ abilities
* Connect club to activities
* Jobs that fit members
* List activities and skills needed
* Try to support new ideas
* Be flexible have socials

**3. How can clubs engage members who are at different stages of their membership?**

* Board members need to talk to members who resist attending
* Additional service projects are difficult
* Meet with new potentials about the history of the club
* Do survey annually regarding service projects
* Mentoring newer members
* Reach out to those who haven’t attended recently.
* Programs – better – get ideas from members
* Disciplined meeting structure – start and end on time
* Try to break up cliques at tables – different seating
* History moment by older members – get them involved
* Older members mentor new members
* Fireside chats
* Luncheon experience – engage in activities
* Require to be greeter
* One on one – ask newer member to moderate
* 3-4 members join to pick a project
* Reach out to absent members
* Older members can talk about what attracted them and why they stay
* Track attendance, if miss 3 meetings call – do not mention rotary Over…

-2-

**4. How can clubs recognize members for their efforts?**

* Paul Harris
* Perfect attendance award
* Use social media to recognize members participation
* Announcements
* Thank you notes
* Photos to recognize participation
* Call people out (positive) at meetings
* Use of pins
* Rookie of the year
* MVP
* Perfect attendance
* Pay for a meal for the person
* Donate to foundation in the name of that person

5. **What did you learn from the last member who left your club and what changes has your club made as a result?**

* Prefer associate membership – not an RI membership
* Use corporate membership
* Cost is too high
* Job change
* Include meals as dues
* Exit survey
* What was the value of Rotary to them
* Make sure the venue is accessible
* Be on time
* Have time to socialize
* Make it fun – trivia, local history, happy $$$

**6. How can you promote or change your’ club’s meetings to get members excited about coming?**

* Better programs
* Be one time
* Have social time
* Fun time
* Fines and happy bucks
* Make fines fun

**7. What information should be covered with prospective members, compared with new members?**

* Full disclosure early on
* Give new member kit
* Explain what the club does
* Keep it simple – don’t overwhelm
* Talk about how the club gets involved in the community
* Ask what their interest is

-3-

* Ask what Rotary can offer them
* Outline obligations
* Find out what new members expect from the club
* Find projects that fit the membership or members

**8. How can you help your clubs ensure that their new member orientation programs engage their new**

**members?**

* Have orientation program
* Fire side chat
* Ask why they want to join rotary
* Don’t make it too formal
* Make it personal
* Make a connection to the new member
* Find out what they are interested in
* Find a Rotary task for them
* Leaders have to engage new members

**9. How should a mentoring relationship work with new members?**

* Red badge/blue badge program
* Checklist for new members
* Classification talks
* Fireside talks
* Lunch with mentor and sponsor
* Use senior members for their experiences
* Sponsor may or may not be the mentor
* Membership and retention development committee
* Mentorship
* Meet at lunch
* Assign to a committee
* Offsite orientation with spouse

**10. In what ways can you encourage clubs in your district to get new members involved?**

* Community service projects
* Find passion of individual members
* Support
* Communicate
* Share ideas from other clubs
* Encourage 3 years or more members to volunteer at the district level

**11. How can you encourage club leaders in your district to make Rotary fun for new members?**

* Beers, cheers, and gears – fun club
* Every other month meet for fellowship time at a local restaurant

-4-

* Combine events with other clubs in the district
* Meet at a fitness club and work out
* Try to get members to know each other quickly
* Service project in lieu of a regular meeting
* Have new members organize service projects
* Give a choice to try to keep members engaged
* No forced fun
* Socials
* 5th week social

**12. What new member orientation success stories have you heard that you can suggest to clubs in your district?**

* Expectations need to be discussed and upfront
* Ask why are you here
* Respect older members while creating a climate for new members
* You can waste people’s money but not their time
* Assign mentors

**13. Other comments**

* Try corporate memberships
* What does success look like – try to pattern
* Cost is an issue
* How do we define a good member – good topic for discussion at a club assembly
* Some can afford to pay but not able to work, some can’t afford to pay but can work
* Reevaluate the club’s success as a feel good about what you do with the resources available! Flexibility and create different events to accommodate – more and varied members schedules

Respectfully submitted,

Mike Davanzo