

RMB STRATEGY FOR RMB Years 2018-2019

Purpose: The purpose of RMB is to bring Rotarians back to Rotary's roots in business networking, strengthen our Vocational Service Lanes, allow Rotarians opportunities to become more prosperous and thus able to do even greater Service locally and internationally by networking not only within their clubs but across a number of clubs, help with membership development, aid retention through the value RMB adds to Rotary, and foster more occasions of good fellowship.

Strategy: CONTINUE AND REFINE

STRENGTHEN RMB ATTENDANCE IN DISTRICT 7390 BY

- Introducing new features to the RMB meeting format including addition of periodic success stories and speakers along with membership development sheets
- Using social media mainly Facebook and LinkedIn but also Instagram more aggressively in promoting and celebrating RMB within District 7390
- Developing a #RMB7390Rocks BLOG and putting it out periodically
- Regularizing meetings on a once-a-month basis on the second Thursday of each month of the year to the extent possible, which should give each Tier of the district one event a quarter
- Asking clubs to form a RMB committee and place it in their vocational lane or within the club membership committee as a special sub-committee
- Lowering costs by use of major and event sponsors to cover catering costs with a cash bar or have sponsors cover all costs, adding sponsors by outlining sponsor benefits
- Having the Central Penn Business Journal advertise RMB events in their calendar
- Having an hosting-club partner with a nearby club to increase the attendee base
- Inviting YOUTH to include Rotaractors and Interactors to RMB networking meetings
- Finding ways to entice millennials into Rotary through RMB

ENSURE UNIFORMITY OF COMMUNICATIONS TO PROMOTE RMB BY

- Taking every opportunity to educate district Rotarians about RMB (District Training Assembly, Pre-Pets, Assistant Governor training, Membership seminar, Rotary Foundation seminar, and RMB meetings)
- Using the weekly District e-newsletter to get the word out about meetings and the results of meetings
- Developing Group emails in each Tier of Rotarians who have attended previous meetings and adding new Rotarians to keep the group email lists current and using this to communicate directly with Rotarians more likely to attend RMB events
- Reaching out to Tier club presidents to ask them to promote the event and attach the event flier posted on the Tier Pics & Docs page
- Continue use of Constant Contact district-wide RMBer list to promote all events

CONTINUE RMB PRESENTATIONS ON TIMELY BUSINESS TOPICS BY

- Having a Leadership summit in conjunction with the 2019 District Conference with PDG Una Martone speaking on Servant Leadership
- Ensuring important business topics of interest to district Rotarians are identified such as a leadership case study the Cue Creek Mining Accident Response – John Bailey; skilled and unskilled labor shortage – Craig Aiello will find speaker; millennials – Rob Gallaher and integrate their presentations into RMB networking meetings

INCREASE MEMBERSHIP IN THE RMB FELLOWSHIP (RMBF) BY

- Promoting the RMBF at networking meetings
- Including links to the RMBF in District inputs to the district weekly newsletter along with requesting Rotarians to join and explaining the benefits
- Making direct appeals using the Group emails developed to reach Rotarians who have attended RMB events in the past
- Taking advantage of our newly developed Rotary Means Business District 7390 Facebook page, LinkedIn Group and if developed Instagram and the RMB BLOG to post direct appeals to join the RMB Fellowship
- Using the newly modernized RMBF website to be launched in September or October 2018 to add real value for Chapters and suggesting that it set up a directory link with sub-directories corresponding to each Chapter so that Chapter members when joining the fellowship will be placed in the appropriate sub-directory, which is organized by profession/type of business. In this way, Chapter members can search out nearby Rotarians and possibly do business with them as well as search out Rotarians businesses throughout the world

ENSURE RMB DISTRICT 7390 CONTINUITY BY

- Conducting a succession planning session at the August 2018 planning meeting
- Identifying key future leaders
- Adding new members to the Governing Board Tiers as needed