



## District 7390 Learning Assembly Membership Panel

### Facilitator

PDG Juliet Altenburg,  
Mechanicsburg-North

### Panelists

Tom Jones, Hershey  
Joe Eby, Lancaster South  
Kristin McDermott, Red Lion-Dallastown  
Elliott Zucker, West Shore



# Attracting New Members & Keeping Members Engaged

## **Opportunities and Challenges in Larger Clubs**

Tom Jones, HRC President Elect & Membership Committee Member, District  
Membership Committee Vice-Chair

# Opportunities & Challenges in Larger Clubs

- Opportunities

- Lots of members to do what's needed to attract new members and keep them engaged
- Diverse backgrounds among members, with connections within the community and access to resources

- Challenges

- Complacency – “ We’re a big club, so things will take care of themselves”, or “We’re a big club, so someone else can do it/will do it”.
- Inertia – “We’re a big club, so things are working. Why change anything?”
- Demographics (the aging curve).

# Attracting New Members to Larger Clubs

- Post-Covid, HRC needed to take a hard look at how to connect with more people in a changing community.
- Potential questions relevant to ALL Clubs of all sizes (hot topic in District Membership Committee meeting this past week).
  - Attract new members who want to do what we are already doing?
  - Offer new options to attract members looking for a different experience?
  - Or, do we focus on starting completely new clubs to meet the needs of people looking for a different experience?



# Ideas at HRC: Attracting New Members

- Ask everyone to provide at least one name of someone to invite to a meeting...and ask again, and again!
- Rotary Means Business & Community Mixers (including for profit and non-profits, anyone else interested in coming); promote community networking.
- Starting an alternate meeting (less frequent, different location(s) including business places of existing or potential members, different time, focus on family/intergenerational service projects and social events.
- Increased visibility on social media for EVERYTHING with which the HRC is involved.

# Keeping Members Engaged in Larger Clubs

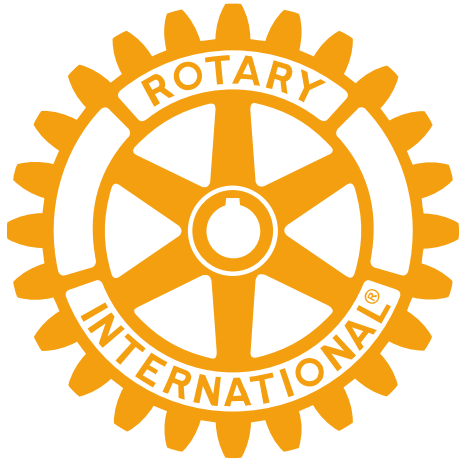
- Post-Covid, HRC needed to take a hard look at how to get new members involved in the functions and activities of the Club (and reinvigorate the level of engagement of long-term members).
- Potential questions relevant to ALL Clubs of all sizes:
  - How best do you convey the message that if everyone (who is able) is active in “running the club” (conducting meetings, planning and carrying out functions and activities, etc...), no one is overburdened.
  - Is engagement something that should be/needs to be incentivized? By recognition?



## Ideas at HRC: Engaging Members



- Assess members to find out what they like/don't like (including club functions and activities)
  - ❑ HRC undertook one to one interviews (still in progress) rather than a group survey.
- Employment bulletins sent by email to convey open positions and roles.
- Direct one-to-one “ask” rather than generic announcements, with an effort to match background interests and experiences with specific club needs.
- Work in progress for HRC: service events and social activities that can involve family members instead of having to choose between family time and “Rotary time”.



# **MEMBERSHIP ENGAGEMENT**

**Joe Eby - Membership Chair, Past President (2005-06)  
Rotary Club of Lancaster-South**





# WHAT WE DO TO ATTRACT

- Ask/Invite to be a guest – be persistent, but not overbearing. Follow up, follow up . . .
  - During the club meeting, introductions as guest and who invited them
- Consistently bring up membership development at each club meeting and always discussed during board meetings – how are we doing YOY.
- Prospective Members
  - Provide updated Club and RI information – keep it simple, 2 pages (front and back)
  - Application
  - Timely approval and induction – promote the induction, make it a highlight of the club meeting with the new members and their sponsors
  - New Member Packet
  - Committee assignments – what are their interests, early involvement is key
  - Order Rotary swag – polo shirts and hats, name badges – make sure this is timely as well

# HOW WE ENGAGE – OUR CLUB PRIORITY AREAS OF IMPACT

## • **1. Club Environment & Culture**

- Attractive meeting place, good breakfast, interesting programs/speakers
- Meet two Wednesdays each month + social hour every 3<sup>rd</sup> Thursday
  - Holiday party each December – nice venue w/ entertainment
- Active Club – committee structure – support club admin, service opportunities, fundraising and philanthropy
- Monthly board meeting via Zoom - board member structure, succession plan, share minutes and financials with members
- Twice a year – “360 review” of club, member involvement is key
- Budget and audit review discussed annually with club membership
- Fellowship, networking, build camaraderie, welcoming conversations
- Communication – club website, social media, newspaper, ClubRunner (internal)

# HOW WE ENGAGE – OUR CLUB PRIORITY AREAS OF IMPACT

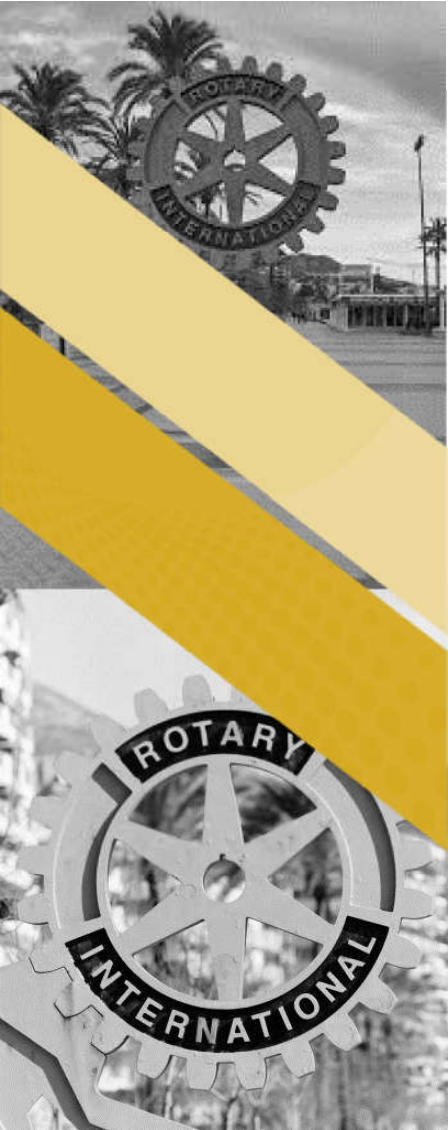
## • 2. Students/Youth

- Support Penn Manor, Lampeter-Strasburg and Solanco districts
  - Support the largest Interact club in USA (L-S) – Interact club officers invited to club meetings, involved in our service projects and fundraisers and vice-versa, our club maintains close contact with Interact advisors
  - Student of the Month – 3 local high schools - students, their families and HS Principal are invited to club meetings
  - Administrators representing each school district are active club members
  - Annual scholarships – member involvement when able to present checks at award ceremonies
  - RYLA
  - Entrepreneurship & career mentoring programs – in development for 2025

# HOW WE ENGAGE – OUR CLUB PRIORITY AREAS OF IMPACT

- **3. Food Insecurity**

- Support 3 local food banks – monetary and hands on service
- Support other related events for food banks
  - Golf outing – assist with carts, golf bags, registration
  - Auction/Luncheon – assist with parking, directions, registration



**District Membership Assembly**  
**Medium Club Presentation – Member Attraction**

**Rotary Club of Red Lion - Dallastown Area**

# Leadership

## Brenda Wilbur

- Co-President
- Former President for the 2022-2023 year

## Frank Herron

- Treasurer



## Kristin McDermott

- Co-President
- Former President for the 2023-2024 year

## Joy Martin

- Secretary
- President Elect



## Growth

**We have grown! What has been the “Secret Sauce?!”**

- **Field Trips – content – social media**
- **Communication – weekly text message**
- **Corporate memberships – 5 to 7**
- **Increased community engagement**
- **Attraction and member engagement**
- **SOTM – parents**
- **Happy hour**
- **Increased visibility**



# Meetings

## What they were:

- 4 lunch time meetings a month (Thursdays at noon)

## What they are:

- **First Thursday: Field trip at noon**
- **Second Thursday: Happy hour from 5:00 - 6:30pm**
- **Third Thursday: Students of the month at noon**
- **Fourth Thursday: Speaker or club business at noon**
- **No meeting if there is a 5th Thursday**





## Field Trips



- Vary between Red Lion and Dallastown businesses
- Creates content for social media
- Supports our local businesses
- SO FUN - we have high member engagement.
- Challenge: time can be a challenge




# Communication



## Weekly text message reminders about:

- **Weekly meeting topics**
- **Upcoming club events**
- **Shout outs**



What's  with our club this week?

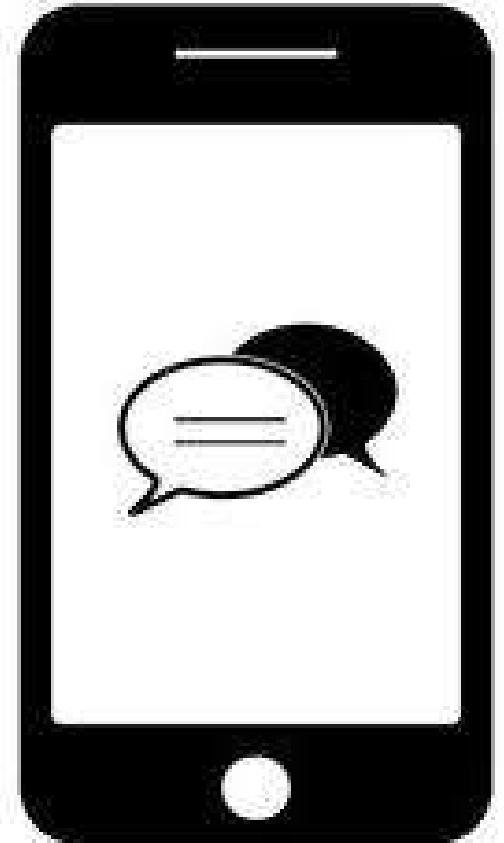
Join us Thursday at noon at Southside at LWCC. We will be hearing from Dallastown Cat Packs (which is a weekend backpack program that provides supplemental food to families in need in Dallastown Area School District). Please RSVP by Wednesday at 9am so we can get a headcount for lunch.

Please bring a bag of  candy to be tossed at the Halloween  parade.

Also, as of now, we have 2 volunteers for our Road Clean Up Crew on 11/2. Please check your calendar and see if you can spare 2 hours on a Saturday morning. Thanks!

Better Together!

B and K



## Corporate Memberships

**Approx. 7 have joined in the last 2 years**

- **Both school districts (has led to increased district engagement with SOTM, and interact now at both high schools)**

**Challenge: Making it clear who is a member and who is a guest, if more than one person from the corporation attend at the same meeting**



## Increased Community Engagement

- **Field trips**
- **Fundraisers for our non profit corporate members**
- **Once a month at Community Reach**
- **October - Halloween parade, Dallastown/ Red Lion football game**
- **Building Bridges Jeep Ride and festival**

**Challenge: Board member burnout**



## Attraction to our Club

### Member engagement and retention have gone hand in hand

- Recognizing birthdays
- Club FB page
- Member gifts: car magnets

**Challenge:** It is great that we have improved member attendance, but it has put a strain on our lunch budget, LOL...a good problem to have though for sure!



## Students of the Month

**SOTM-parents are invited, which helps to spread the word about our club, creates content and shows more familiar faces in the community**

**Challenge: no SOTM parents have joined, however, 7-8 interactions and gives increased visibility**



## Happy Hour

**5:00 – 6:30pm - In place of lunch time meeting**

- **Meant to provide an alternative meeting time, social time, and to attract younger members perhaps**
- **Our median age has come down**
- **We look different!**

**Challenge: lowest attended meeting overall**



Rotary Club of Red Lion - Dallastown Area 23

# Visibility

Resounding theme of what we do to make our club more attractive - we have a person dedicated to taking pictures and posting them to FB





**WE ARE BETTER TOGETHER!**



Thank you!

# MEMBERSHIP

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ENGAGEMENT AND  
ATTRACTION



# INTRODUCTION

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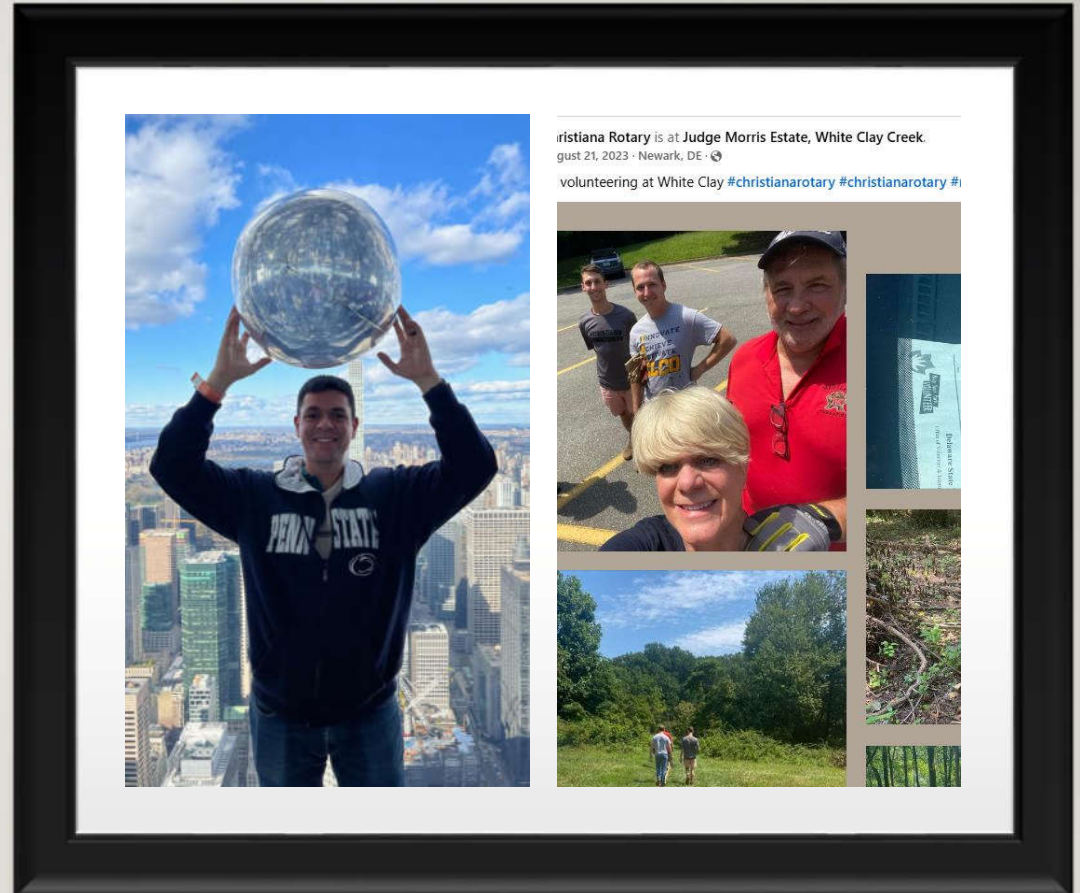
- Harrisburg, PA native
- Attorney
- New Rotary member (July 24')
- Cat dad



# MY PATH TO ROTARY

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- High school
  - Danilo (DJ) from Ecuador
    - Current member of Rotary District 7450 (Philly)
- Aunt Grace
  - Christiana Rotary President 22'-23'
- Community involvement
  - A desire to do more



# ATTRACTING NEW MEMBERS

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- **Outreach Strategies:**
  - **Social Media:** Utilize platforms like Facebook, Instagram, and LinkedIn to share stories and promote events.
  - **Community Events:**
    - **Flags for Heroes**
    - **Camp Hill StormFest 2024**
    - **Bottled water sale at Negley Park**
  - **Personal Invitations:** Encourage current members to invite friends and colleagues, emphasizing personal connections.
- **Value Proposition:** Clearly communicate what Rotary offers:
  - **Networking opportunities**
    - **Rotary Means Business**
  - **Leadership development**
  - **Community service projects**



# ENGAGING CURRENT MEMBERS

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- **Foster Community and Belonging**
  - **Regular Meetings:** RWS meets most 1<sup>st</sup> and 3<sup>rd</sup> Thursday of the month
  - **The Blue Box:** Voicing your gratitude or displeasure
- **Recognition and Appreciation**
  - **Spotlight Members:** Feature members in newsletters or at meetings to highlight their contributions and achievements.
- **Professional Development Opportunities**
  - **Guest Speakers:**
    - Provide new members a platform to educate the Club about their profession and themselves
    - Find interesting lecturers to stimulate conversation spanning multiple fields
      - Roxanne Kamin from the Astronomical Society of Harrisburg



# CONCLUSION

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- Rotary is what you make it.
- To attract new members, play to your strengths
- Give new members an opportunity to be heard
- The best referrals are word-of-mouth

**THANK YOU!!!!**

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