

Club Membership Tools and Resources

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2022-2023 District Governor, District 7390

2023-2026 District Membership Chair, District 7390

Member, Rotary Club of Mechanicsburg-North



Let's Get Acquainted!

1. Name
2. Rotary Club
3. Years in Rotary
4. Who/What brought you to Rotary?
5. What keeps you in Rotary?
6. Has there been a time when you were tempted to leave, and if so, why?

ROTARY'S STRATEGIC PRIORITIES AND OBJECTIVES

INCREASE OUR IMPACT

- Eradicate polio and leverage the legacy
- Focus our programs and offerings
- Improve our ability to achieve and measure impact

EXPAND OUR REACH

- Grow and diversify our membership and participation
- Create new channels into Rotary
- Increase Rotary's openness and appeal
- Build awareness of our impact and brand

ENHANCE PARTICIPANT ENGAGEMENT

- Support clubs to better engage their members
- Develop a participant-centered approach to deliver value
- Offer new opportunities for personal and professional connection
- Provide leadership development and skills training

INCREASE OUR ABILITY TO ADAPT

- Build a culture of research, innovation, and willingness to take risks
- Streamline governance, structure, and processes
- Review governance to foster more diverse perspectives in decision-making

THREE PILLARS OF SUSTAINABLE GROWTH



BRINGING IN
NEW MEMBERS



DELIVERING VALUE
TO EXISTING
MEMBERS



STARTING AND
NURTURING
NEW CLUBS

ATTRITION AND ATTRACTION:

ATTRITION RATE

A RATE OF LOSS

% of members who leave
our club in an average year

Best in Class (USA): 8-10%

ATTRACTION RATE

A RATE OF GAIN

% of members admitted to
our club in an average year

MEMBERSHIP REALITIES & GOAL SETTING

Analyzed 6 years of membership trends from 16 Districts and 846 Rotary clubs

The likelihood of membership growth in a given year is
NOT RANDOM

Unless something changes,

- **Growing clubs** continue to grow year after year (80%+ likelihood)
- **Declining clubs** continue to decline year after year (80%+ likelihood)
- **Clubs “holding their own”** can go either way (fragile balance)

Tool #1 Data: Attraction/Attrition Membership Goal Setting Worksheet*



Membership Goal Setting Worksheet

District 7390
Mechanicsburg-North

District 7390

This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual **Attrition Rate** (3-year average): **10.3%**
 Annual **Attraction Rate** (3-year average): **4.4%**
 Annual **Net Growth Rate**: **-5.9%**

Success Targets
Attrition less than 15%
 (July 1 membership x .15)
Attraction 5% greater than Attrition

The problem we need to solve is:

- Low Retention** -- Our Attrition Rate Exceeds 15%
- Insufficient New Member Attraction** - Our Attraction Rate is less than 5% above our Attrition rate
- Neither** - We need to build on our current membership growth culture and strategies

- 3/22/24 data from My Rotary
 "Members in a Club Report"
- Active: 61
 - New: 6
 - Terminated: 3
 - Net growth: 3

Membership History	
Club Year	Members at start of year (July 1)
2023-2024 (Current Year)	58
2022-2023	65
2021-2022	69
2020-2021	70
2019-2020	84

2024-2025 Membership Goal Setting	
Starting Membership July 1, 2023	58
Current Membership 3/1/2024	59
Estimated Membership July 1, 2024	(a)
Membership Goal July 1, 2025 (July 1, 2024 Est. + Growth)	5% = 61 10% = 64
Net Membership Growth	(c=b-a)
Average Annual Attrition to Replace	7 (d)
New Members Needed (Growth + Attrition)	(c+d)

* Source: Zone Membership Coordinator Herb Klotz



Tool #1: Data Reports from My Rotary



Hello, Juliet

[View Profile](#)

**Mechanicsburg-North
(Rotary Club)**

Next Meeting
Thursday at 07:30

[View Club →](#)

District 7390

District
7390
Zone
32

[View District →](#)

Rotary Club Central »

Set club goals and track how you're doing. Monitor your progress with detailed reports.

Grant Center »

Launch and manage all your Rotary Foundation grants in one place.

Membership and Foundation Reports »

Find reports with data about membership, contributions, recognition, and more.

Brand Center »

Find logos, photos, videos, and all the resources you need to promote Rotary in your community.

Learning Center »

Learn new skills with online classes and materials created for your specific role or interests.

Rotary Showcase »

Browse successful club projects from around the world.

The Rotary Learning Center

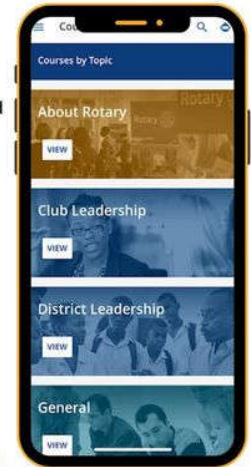
- Best Practices for Engaging Members
- Building a Diverse Club
- Is Your Club Healthy?
- Kick-start Your New Member Orientation
- Online Membership Leads
- Strategies for Attracting New Members
- Your Membership Plan
- Club membership Committee Basics
- How to start a Community Based Rotaract Club
- Mentoring in Rotary



Mobile Access

Trying to get to the Learning Center on your mobile device?

Visit **My Rotary**, then find the Learning Center under **Learning and Reference**. Follow the directions to set up mobile access.



District Membership Committee



Chair
PDG Juliet Altenburg

Group A

- Chair: PDG Juliet Altenburg (Mechanicsburg North)
- DGN Mary Brunski (Carlisle)
- Matt Wagner (West Shore)
- PDG John Anthony (Mechanicsburg North)

Group B

- Linda Spotts (Susquehanna Township)
- Scott Stevens (Harrisburg)

Group C: Chip Bayer and Tom Jones (Hershey)

Group D: Charity Welch and Carmen Calderone (Passport)

Group E: Jeffrey "Jeff" Marsico (Elizabethtown)

Group F: Shane Moser (Lancaster)

Group G

- David Corman (Uptown York)
- Gary Lauer (York-North)
- Samantha Hildebrand (York-North)
- Brenda Wilbur (Red-Lion Dallastown)

Meetings

4th Tuesday/month

Drop Ins are welcome!

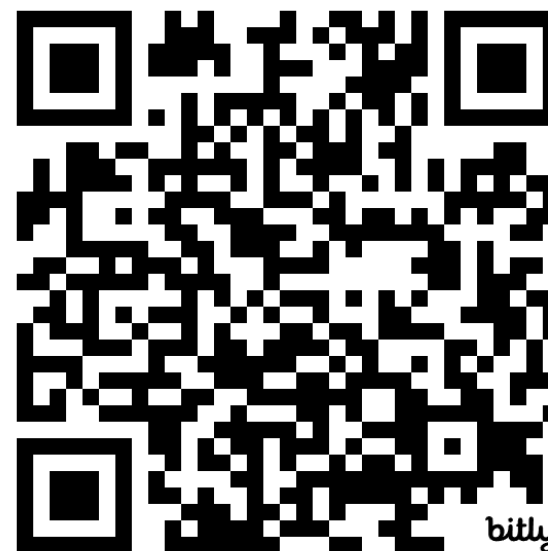
Membership Committee Services

- Sharing educational resources
 - District, Zone, RI Webinars
 - D7390 Membership Page
- Supporting clubs with membership challenges
- Conducting membership assessments
- Strategizing on ways to support clubs through District Wide Events
 - RMB
 - District Conference
 - Others
- Helping clubs with Community Outreach

Join us April 30th, 6:30 PM on Zoom Rotaract Club Models



Speaker
Abit Ragbeer, Zone 32 Rotaract Lead



District DEI Committee

Vision: To Create a diverse, equitable, and inclusive experience for all Rotarians locally and internationally.”



Chair: Vlad Beaufils

Clubs represented:

- District Passport
- Harrisburg
- Harrisburg Keystone
- Hershey
- Mechanicsburg North
- Myerstown ELCO
- Palmyra
- Red Lion Dallastown Area
- York
- York North

April Zones 28/32 DEI Education

- **April 6, 2024, 10 AM – Noon:** Train the Trainer Session hosted by Zone 28/32 DEI Committee
- **Focus:** This will be an exciting meeting where we will discuss a 5-step process for implementing DEI Discussions at Club Meetings. Materials and speaking notes will be provided.
- Register at: [Meeting Registration - Zoom](#)

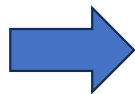
- **April 18, 2024: 7 PM- 8:30 PM** – Zones 28 and 32 DEI Committee Quarterly Conversation Session
- Topic: The Four Way Test
- Register at:
<https://us06web.zoom.us/meeting/register/tZYud-6hpzMuHtWjSlubYJ5LamjrE6kvqy1D>



Zone 32 Membership Team

District 7390

Rotary Zone 32 - Rotary Membership Coordinators



Herb Klotz
Rotary Coordinator

Home District: 7430
Covering: 7390, 7450, 7450, 7505
Phone: 484-707-9467



Ray Freaney
Assistant Rotary Coordinator

Home District: 7475
Covering: 7410, 7475, 7490
Phone: 908-903-4602



Steve Puderbaugh
Assistant Rotary Coordinator

Home District: 7870
Districts: 7780, 7850, 7870, 7930
Phone: 603-903-0439



Cindie Kish
Assistant Rotary Coordinator

Home District: 7210
Covering: 7210, 7230, 7255
Phone: 845-235-6665



Matt Adler
Assistant Rotary Coordinator

Home District: 7370
Districts: 7120, 7150, 7170, 7190
Phone: 607-765-6853



Diana Nestorova
Assistant Rotary Coordinator

Home District: 7510
Covering: 7890, 7910, 7950, 7980
Phone: 425-442-8302



Karin Gaffney
Membership Learning Lead

Home District: 7950
Phone: 978-387-5369



Kim Talbot
Innovative Club Advocate

Home District: 7190
Phone: 518-437-3535

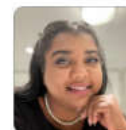
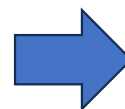


Kate Sims
DEI Chair

Home District: 7890
Phone: 860-268-5350



Hector Ortiz
AG Facilitator Lead



Abit Ragbeer
Rotaract Lead

Public Image

District Communications Platforms

- Facebook
- Instagram
- LinkedIn
- You Tube
- Service Above Self Meetup
- D7390 Website
- District Billboard Program
- District Blog

Public Image Team

- Kathi (Hanover)
- Juliet (Mechanicsburg North)
- Melissa Kopp-Smith (Passport)
- Sam Hildebrand (York North)
- Chris Altenburg



2024 – 2025 District Public Image Chair
Kathi Fuhrman

Club Support

- Social Media Platform Creation
- Website Enhancement
- Rotary LEADS Program
- Navigating RI Website Service
 - The Learning Center
 - LEADS Program
 - Brand Center
- Video Creation
 - Member Spotlight videos at PETS
 - Foundation Grant Video

Let's Grow Rotary!



Questions?