

Rotary Club of the Triad

MEMBERSHIP DEVELOPMENT PLAN

2008-2009

Contents:

Membership and the Rotary Club of the Triad

Membership/Attendance Committee

Goals

Recruitment of New Members

Recruiting Campaigns

Additional Recruiting Activities

Orientation for the New Rotarian

Retention and Keeping Quality Members

Triad Rotary Red Badge Program, 08-09 (attachment)

Triad Rotary Attendance/Make-ups, 08-09 (attachment)

Triad Rotary – Local Make-up Opportunities (attachment)

Rotary Club of the Triad

President Blair Rankin

Membership Chair Richard Kerr

September 1, 2008

MEMBERSHIP AND THE ROTARY CLUB OF THE TRIAD

The Triad club was chartered thirty years ago in June, 1978. Of the 24 charter members, five are still with the club. Current membership is 38, representing a 27% decrease from the club's all time high of 52 members in June, 2001. Of those 52, twenty-three remain members.

In the past five years the club has had a net decrease of ten members; a 20% loss. At that rate, within ten years the club will be down to its original level of 24 members. This continual decline in overall membership is unacceptable and not in the best interests of the club.

During the 1990s and the early 2000s, the general goal of the club was to be in the 50-60 membership range. It was felt this was an effective number to fulfill our Rotary mission and provide the unique fellowship offered by that size club; not too big, not too small. (Obviously, each club must find its own membership niche with which it feels comfortable.)

It is the intention of the Rotary Club of the Triad to reaffirm its goal of being in the 50-plus membership range. As such, this plan represents a beginning... both to maintain current membership, to add a minimum of four new members by June, 2009, and to achieve a membership level of 50 Rotarians by June, 2013 (five years).

MEMBERSHIP/ATTENDANCE COMMITTEE

The Membership/Attendance Committee under Richard Kerr has responsibility for general implementation of the Membership Development Plan.

GOALS

Membership (based on current membership of 38)

1. Induct a new member under age 40 by 01-Nov-08.
2. Achieve a net increase of one member by 01-Apr-09.
3. Increase membership by four, to a total of 42 by 30-Jun-09.
4. Reduce the average age of membership by three years by 30-Jun-12 (four years). Current average age is 54, goal is 51.
5. Increase membership by twelve, to a total of 50 by 30-Jun-13 (five years).

Attendance

1. Achieve overall attendance of 70% or better any three months from 01-Jul-08 through 03-Mar-09 (does not have to be consecutive).
2. Achieve a yearly attendance average of 75%.

RECRUITMENT OF NEW MEMBERS

Committee Awareness

1. Ensure that the Membership/Attendance Committee is aware of effective membership recruiting techniques.
2. The membership chair will attend The Rotary Foundation, Membership and Youth Services Seminar, 24-Sep-08.
3. New members are charged only \$100 quarterly dues their first year (normal is \$180).

Club Awareness

1. Educate and familiarize the club on membership, recruiting and retention.
2. The 26-Aug-08 club meeting was about membership and led by the membership chair.
3. The August issue of the club bulletin, The Triad Trumpet, had an article about membership.
4. Members are aware of how to propose a new member and what to say to a prospect.
5. Members are encouraged to wear their Rotary pins at work every day.
6. Recognition is made of those members sponsoring new members.
7. Membership applications are available on the club website.

Diversity of Membership

1. Encourage diversity of membership and promote a balanced membership.
2. Recruit new members from cultural/ethnic backgrounds that better reflect our local population.
3. Welcome younger members to the club.
4. Conduct a classification survey to target those business and professional classifications underrepresented in the club.

Membership Expectations

1. Before any sponsor sends an application to a potential member, the sponsor will explain the expectations of membership;
2. ... Attendance policy,
3. ... Fees,
4. ... Requirement to participate in club activities,
5. ... The Rotary Foundation and recommended commitment levels,
6. ... Potential leadership positions that he/she eventually will be filling,
7. ... Leadership training available through Rotary International,
8. ... The Red Badge Program.
9. Provide copies of the Rotary Basics handout to prospective members.

RECRUITING CAMPAIGNS

There will be two major recruiting efforts that fit within each other: A “Six Month Membership Drive” will be conducted 01-Sep-08 through 01-Mar-09. Within that drive will be a more targeted recruiting campaign of four months, November-February, entitled “Club in a Club.”

Six Month Membership Drive ... (01-Sep-08 through 01-Mar-09)

1. Promote competition between members to bring in the most new members.
2. Provide an incentive program based on the number of new members any current member can bring into the club during the six month period. This applies to members actually inducted.
3. ... 2 new members – sponsor gets one month free dues,
4. ... 4 new members – sponsor gets one quarter free dues,
5. ... 6 new members – sponsor gets two quarters free dues,
6. ... 8 new members – sponsor gets three quarters free dues,
7. ... 10 new members – sponsor gets one year free dues. The time period for this ten member incentive will extend to 30-Jun-09.

Club in a Club Recruiting Campaign ... (November-February)

1. In this campaign, recruiting is the responsibility of the total club, rather than individuals bringing a potential member. Club in a Club was successfully used in 2007-2008.
2. November: All members submit names of prospective members.
3. December: The names are presented to the board and then to the club. After proper review and consideration, a targeted list is approved.
4. January: Each prospective member is sent a formal invitation from the president to attend a special "interest" meeting (i.e., a social event) to learn about Rotary.
5. February: At the meeting (separate from a regular, weekly meeting), prospects are told about Rotary and the expectations of club membership (similar to orientation). It is conducted in a positive, non-pressured atmosphere.
6. Those interested are invited to attend meetings and get to know the club. If they decide to join, a special induction ceremony is held.

ADDITIONAL RECRUITING ACTIVITIES

Bring a Guest Day

At a special meeting, such as the day of the District Governor's visit, Rotarians are urged to bring guests to learn about Rotary and spread the message. Membership is not the primary goal, but rather to enable guests to better understand, "Why Be a Rotarian?"

RAH-Rush Parties

Using the already established Rotary After Hours (RAH) club socials, members invite prospective members to social events outside the regular club meetings.

Alumni Luncheons

Plan a club meeting for past members to come back and consider rejoining the ranks of Triad Rotary.

Past Participants in RI Programs

Encourage members to recruit alums of Rotaract, Youth Exchange, Ambassadorial Scholarships, Group Study Exchange.

ORIENTATION FOR THE NEW ROTARIAN

PowerPoint Presentation

Continue and improve the current new member orientation process; a detailed PowerPoint presentation explaining the history and scope of Rotary (internationally and locally) along with the expectations and responsibilities of being a club member.

Red Badge Program

Implement the Red Badge Program for newly inducted members. (See attachment detailing the program.)

RETENTION AND KEEPING QUALITY MEMBERS

“It’s a Great Day to be a Rotarian!”

Use this phrase as a continuing theme throughout the year and at every meeting.

Why Be a Rotarian

Reemphasize the worth and importance of the individual Rotarian; through attendance and fellowship at club meetings, participation in club events/projects and informed financial support of The Rotary Foundation.

Stay in Touch – The Three Misses Rule

Personally contact any member who misses three consecutive meetings without a make-up or approved absence.

Keep Them Interested

Focus on maintaining a high level of enthusiasm through participation in weekly programs and Rotary activities.

1. Make meetings fun: do 50/50 raffle, Silver Dollar Handshake Award, have members rotate tables once a quarter (seat by teams, alphabetically, birthdays, random drawing, etc.).
2. Promote informative and entertaining programs; have the program chair contact responsible members four weeks prior to their program date.
3. Conduct 3-4 Rotary After Hours (RAH) events (club socials).
4. Organize committees with each member assigned to one or more.

5. Educate members on how to access their personal Rotary Foundation accounts (“member access”) and how their contributions impact the Annual Programs Fund.
6. Encourage members to join Rotary Fellowship and Rotarian Action Groups; explain what these groups are and how they could be of interest to members.

The Importance of Attendance

1. Emphasize that attendance and the fellowship involved are keys to Rotary.
2. Educate members about attendance requirements for RI, the district and the club.
3. Explain the process for doing make-ups and the importance of submitting them in a timely manner.
4. Notify members who have an absence, but are still eligible to do a make-up, to do so using the E-club make-up online.
5. Distribute a handout detailing attendance/make-up requirements and the locations for make-up opportunities. (See attachment.)

Triad Rotary Red Badge Program, 08-09

The Red Badge Program allows new Triad Rotarians the opportunity to get to know their fellow Rotarians and more quickly become part of the club, the district and Rotary International. It encompasses a three month period during which the new member, under the guidance of a mentor, will have varied opportunities to participate in Rotary fellowship and activities. A temporary red marker will be placed on the member's name tag during the period.

The program requires the completion of a minimum of seven of twelve activities within the first three months after induction. Five of the activities are mandatory. The mentor will monitor progress and report successful completion to the membership chair. At that time, special recognition will be made by the club as the red marker is removed.

The Red Badge activities are as follows: (7 of 12 to be completed; * denotes mandatory)

1. * Attend a board meeting.
2. * Help the sergeant-at-arms greet people at two (2) meetings.
3. * Attend a committee meeting.
4. * Participate in a club project or fundraiser.
5. * Give a 3-5 minute talk about your profession.
6. Do a make-up (attend another Rotary club).
7. Have perfect attendance of one month (four weeks straight).
8. Attend a District 7690 event.
9. Attend a meeting of another Rotary club (not as a make-up).
10. Present the invocation at a club meeting.
11. Propose a new member (counts as two Red Badge activities).
12. Sit at the head table with the president.

Additionally: Anyone who achieves perfect attendance for all three Red Badge months (with only one make-up); will have their club dues waived for one quarter (\$100).

Triad Rotary Attendance/Make-ups, 08-09

Attendance and the fellowship involved are keys to Rotary. (The following is based, in part, on the Club Constitution, Articles 9 and 12.)

ATTENDANCE REQUIREMENTS:

- The attendance standard for District 7690 is 70%. For the Rotary Club of the Triad, the goal is 75%. All club attendance is reported monthly to the district.
- Any Triad member missing 3 meetings in a row without a board approved excuse or make-up reported, will be personally contacted by the club.
- Board action shall be final in all matters of attendance.

MAKE-UPS: (Report all make-ups to the club secretary or sergeant-at-arms)

- Must be made within 14 days before or after the regular meeting.
- Attend a meeting of another club (ask them for an attendance card). If present, but the club is not meeting, a make-up is still granted.
- Attend certain district or RI meetings.
- Participate in a club sponsored event or service project, as club board authorized.
- Attend a club board or committee meeting.
- Participate in an E-club meeting on the internet.

EXCUSED ABSENCES:

- The absence is approved by the club's board.
- The sum of the member's years of membership and age equals 85 or more.

Triad Rotary - Local Make-up Opportunities

MONDAY

Furnitureland – String & Splinter Club	12 noon
Crescent (Greensboro) – Greensboro Realtors Building	12:30 pm

TUESDAY

Greensboro Airport – Cardinal Country Club	7:00 am
Guilford – Starmount Forest Country Club	12:30 pm
Winston-Salem – Benton Convention Center	12:30 pm
Jamestown – Jamestown Town Hall	6:00 pm

WEDNESDAY

Kernersville – First Christian Church	7:00 am
Archdale-Trinity – Archdale United Methodist Church	12 noon
Greensboro – Coliseum Special Events Center	12:30 pm
Randolph (Asheboro) – AVS Banquet Centre	12 noon
Thomasville – Women’s Club	12:05 pm

THURSDAY

Gate City (Greensboro) – O. Henry Hotel	7:00 am
Willow Creek – High Point Country Club	7:15 am
High Point – High Point Country Club	12 noon
Stratford (Winston-Salem) – Forsyth Country Club	12:30 pm

FRIDAY

Deep River – Tex and Shirley’s Family Restaurant	7:15 am
Asheboro – AVS Banquet Centre	12 noon
Reynolda (Winston-Salem) – LJVM Coliseum	12:30 pm
Summit (Greensboro) – Starmount Forest Country Club	12:30 pm

