

ROTARY CLUB OF EAST LANSING

2018-2019 Committee Visioning Reports

MEMBERSHIP TEAM COMMITTEE REPORT

Introduction:

In today's fast-paced world and changing demographics, service clubs are experiencing membership challenges, both in recruiting (attracting) new members and retaining (engaging) current members. The reasons for this are many: Two-income families where both parents are working and attending to kids and their activities; caring for elders; aging population, etc. In addition, prospective Rotary members living in the Greater Lansing Area have many choices to choose from, as there are six (6) other "excellent" Rotary Clubs within a 12-mile radius of where we hold our weekly club meetings, at the MSU University Club.

The Membership Team cannot by itself retain and recruit new members. It needs "all" club members to help in this effort...

Team Members:

Bill Webb, Chairperson; Bob Davis, Co-Chairperson; Josh Clayton, Katie Donovan (L.O.A.), Jim Folkening, Sung Lee, Nick Lynch, Omero Iung, Joe Osypczuk, Bob Page, and John Saltzgaber. *Note: Approximately, 60 % of team members are "active" to "very active."*

Committee Description:

The committee's primary role is to develop a long-term membership plan that provides strategies and activities for engaging (retaining) current members and attracting (recruiting) new members. In short, create a plan that encourages Club Membership participation in building and maintaining a vibrant, active, Club presence in and around the East Lansing area. ***Our collective club goal is to be the best!!!*** "To be the best" the East Lansing Rotary Club must continue to improve and evolve to meet the needs of its members, both current and future, as well as the communities we serve.

To this end, the Membership Committee pledges to proactively work with club membership, other Club Committees, and the Board to coordinate engagement (retention) of current members and attraction (recruitment) of new members.

2018-2019 New Member Goals:

1. **Minimum Membership Goal (4 new members):** Maintain last year's highest Active membership count, i.e. maintain at least 70 Active Members during 2018-2019. Therefore, at least 4 new Active Members must be recruited to offset Active Members who have terminated or soon will resign. *Caveat:* This minimum number of new Active Members could increase if additional Active Members leave the Club during the remainder of this Rotary Year.
2. **Stretch Membership Goal (+ another 5 new members):** In addition to maintaining last year's maximum Active Member count of 70, attract/recruit 5 additional new Active Members.
3. Diversify club membership, including recruiting more women, people of color, and young professionals.

Activities to Achieve 2018-2019 Membership Goals

1. Continue to refine usefulness of Monthly Recruitment & Retention Update Report.
2. Retention (Engagement)
 - a. Create and promote an ongoing yearly Rotary Calendar that highlights *Social and Community Engagement "Opportunities"* for members and their spouse, significant other, acquaintance, friend, or, potential Rotarian to attend, feel part of, support, *and enjoy*.
 - a. Social Engagement "Opportunities" - a series of **Night on the Town** activities (e.g. Wine Tasting Night, International Dinner Night, Theater Night, Craft Beer Night, etc.) and;
 - b. Community Engagement "opportunities", (e.g. Weekend Survival Kit packing, Patriarche Park Clean-up, etc.)
 - b. Assist club members who wish to propose and sponsor a new club member(s).
 - c. Continue to have each new member provide membership with a 5-6 minute informal, verbal "Get 2know me Bio".
 - d. Continue supporting informal 2Facts and a Fib membership introduction activity or alternatively, current members can provide an informal "Get 2know me even better Bio".
 - e. Designate a specific Purpose/Goal for "Happy Bucks". Change the goal/purpose quarterly, semi-annual or, whatever. And accept I.O.U.s. based upon honor system.
 - f. Bring back "Joke of the week".
 - g. Continue to provide timely new-member orientation to all newly-inducted Rotarians. (Membership Team is reviewing all

- orientation, recruitment, and retention materials as to relevance, clarity, consistency, duplication.)
- h. Coordinate with Club Treasurer to create a mechanism to easily follow-up with Rotarians who have dues arrears to avoid “collection issues”. In addition, explore feasibility of allowing members to pay monthly.
 - i. Coordinate with Club Attendance to create a mechanism to easily follow-up with Rotarians who are not attending on a “reasonably” regular basis.
3. Recruitment (Attraction)
- a. Encourage member Rotarians to sponsor an individual who they know, or know of, who by their actions exhibits a “service before self” mentality.
 - b. Review existing member classification and potential local employers, both large and small, to identify membership prospects with an emphasis on recruiting more women, people of color, and early career/young professionals. Strategically, focus on specific businesses, non-profits and job categories.
 - c. Work with Public Image/Communications Team to explore feasibility of implementing a social media presence, e.g. using Twitter, Fb, Instagram, etc. to promote the club, and its brand. (Wikipedia: A “brand” is a name, term, design, symbol, or other feature that distinguishes an organization or product from its rivals in the eyes of its customers. *(or prospective Rotary Members)*). And, explore other potential joint efforts.
 - d. Explore feasibility of providing mentoring/coaching to select new members.
4. Miscellaneous:
- a. Participate in District-wide 6360 new Engagement (Retention)/Attraction (Recruitment) efforts.
 - b. Review and write/re-write several membership processes, practices, policies, e.g. Proposed New Member Process, to ensure ease of use, application, consistency, relevance, and clarity.
 - c. The Membership Team wholeheartedly agree with President Mark (Henne) that weekly meetings need to be more “engaging” and “fun”.

Financial and/or Board Policy Needs:

1. Request \$350 for 2018-2019 Rotary year to carry out 2018-2019 mandate and activities.