



# **District 7475 Membership**

**April 23, 2018**

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**Membership Chair**

## Expected Outcome

- Having a better understanding of
  - District's membership status
  - District's membership action plan
  - Steps for growing membership
- Motivated to grow membership
- Ready to get a head start in achieving and exceeding next year's goals

# Membership Status

Membership	2016-17 Net	July 1, 2017	April 1, 2018	Year-to-date Net
7470	<b>-28</b>	1124	1114	<b>- 10</b>
7510	<b>-33</b>	1000	998	<b>-2</b>

## Demographics

- Female: 33%
- Under 40: 2%

# Why Grow Membership?

More Rotarians means...

More ideas, talent, skills, energy, resources

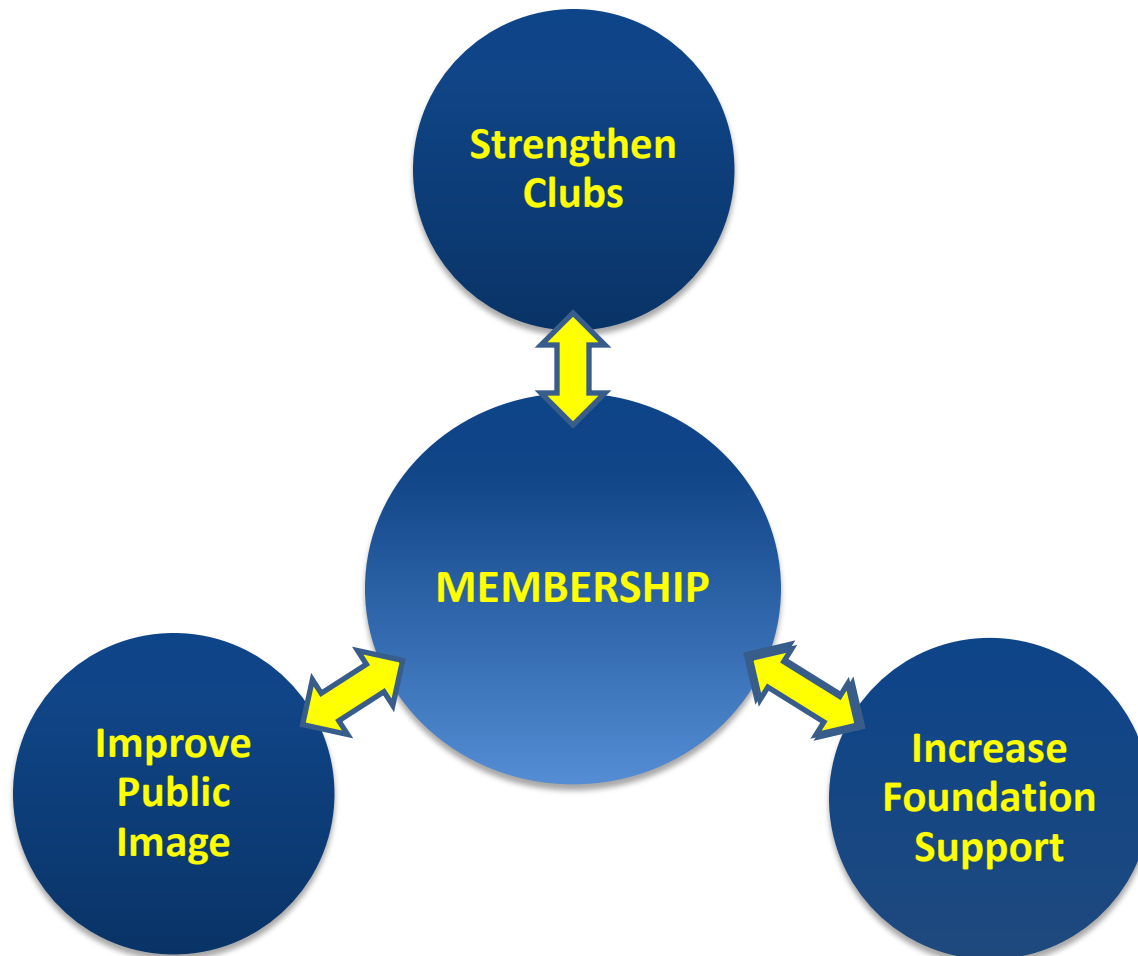
Raising more funds locally

Increased TRF contributions



Making a bigger difference locally & globally!

# Important Role of Membership



# Accountability

- Growing membership is every Rotarian's responsibility
- Club Presidents: Lead this important effort and help shape the future of Rotary
- District Leadership Team (Membership Committee along with AGs): Facilitate and support clubs, find opportunities to collaborate and enhance synergy

# 2018-19 Membership Action Plan

- Inspire and empower district clubs to grow membership
  - Provide training: Membership attraction and engagement; being a vibrant club; improving public image; etc.
  - Improve communication
  - Provide resources and support
  - Manage RI and district leads
  - Celebrate successes

# 2018-19 Membership Action Plan

(Cont.)

- Increase collaboration and networking opportunities to grow membership
- Leverage service opportunities to grow membership
- Expand innovative and diversity initiatives (e.g., Rotaract, Younger professionals, Women, etc.)
- Engage in new club development and club revitalization
- Build effective committee structure by having motivated, action- and results-oriented champion(s) for each initiative



# Growing Membership

- Make it a top strategic priority
- Have goals and commit resources
- Build strong membership committee
- Make policy changes to remove obstacles
- Create attraction and engagement plans
- Be a vibrant club
- Boost public relations efforts
- Have strong execution and follow-through
- Celebrate successes

# When do I start?

- Right NOW!

## District 7475 End Hunger 3.6

- Meeting an urgent and profound basic need in our local communities
- Providing the public, people of all ages, with a hands-on Rotary humanitarian service experience
- Demonstrating our “Service Above Self” spirit
- Setting a great example of leading and uniting the community in making a difference
- Inspiring, engaging and cultivating prospective Rotarians, and growing Rotary through service
- Transforming the Rotary brand into a tangible, life-impacting, well-recognized household name in our district and beyond

## Rotary Habitat Partnership

- New initiative for all district clubs to collaborate with local Habitat affiliates on affordable home building, repairs and ReStore
- Leverage sustainable service opportunities
  - Attract younger prospective Rotarians
  - Enhance outreach to our communities
  - Boost public relations and media coverage
- Currently in place for 53 clubs with 3 Habitat affiliates; available for all clubs by July 1st