



Welcome Rotary Districts of Texas & Oklahoma

5730 | 5770 | 5790 | 5810 | 5840 | 5870 | 5890 | 5910 | 5930

July 31, 2021

Each One ~ Bring One & Establishing New Clubs

Rotary Multi-District Training Institute (RMDTI)

Membership Champions | A Focus on Membership

Andy Hagan, Assistant Rotary Coordinator
Tom Gump, Assistant Rotary Coordinator



2021-22 Rotary Coordinator Team

Region 36 (Zones 25B & 29)



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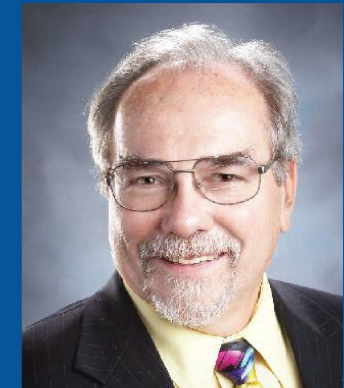
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EXPAND OUR REACH

**EACH ONE
BRING ONE**



SERVE TO CHANGE LIVES



Rotary's Action Plan: Priority 2

- Grow Rotary membership to 1.3 million by:
 - Emphasizing “**Each One, Bring One**” as the call to action for attracting new and more diverse members into our existing clubs.
-

Rotary Coordinators 2021-22 Goal 1

- Bring in at least 1 new Rotarian and encourage all others to participate in **Each One, Bring One.**

A composite image featuring two women in a mangrove forest. The left side of the image is overlaid with a semi-transparent orange filter. On the left, a woman in a red t-shirt and black leggings, wearing yellow gloves, is bending over. On the right, another woman in a red t-shirt and light-colored pants is crouching and smiling while holding a small plant. They are both engaged in planting a seedling in the muddy ground. The background shows dense mangrove vegetation and a body of water. The text 'EACH ONE BRING ONE' is prominently displayed in white on the left side.

**EACH ONE
BRING ONE**

**Be a Change Maker!
Do you accept the challenge?**

EXPAND OUR REACH
Each One Bring One

**10 MINUTES in
Small Groups**

Small Group Activity

How will you Share Rotary's impact on
your life with family, friends, colleagues to
GROW Rotary?

Time to Share in large group

EXPAND OUR REACH

TOGETHER, WE

GROW



Rotary's Action Plan: Priority 2

- Grow Rotary membership to 1.3 million by:
 - Increasing and diversifying participant base by **starting new and innovative clubs** and participant engagement channels.
-

Rotary Coordinators 2021-22 Goal 2

- Encourage each Governor to establish at least **2 new Rotary Clubs**.



GOAL: FORM TWO NEW ROTARY CLUBS!

WHY START NEW CLUBS? BECAUSE . . .

- 1. Grow Rotary Quicker**
- 2. Retain Members Longer**
- 3. Attract Younger Members**
- 4. Reach Out into Community**
- 5. Partnership Opportunities**

WHO CAN HELP ME?



- 1. District Leaders**
- 2. Phoenix 223 Team**
- 3. District New Club Development Chair (DNCDC)**
- 4. Innovative Club Advocates (ICAs) to analyze data to identify areas that can support new clubs**
- 5. Regional Membership Officers (RMOs)**

CLUB MODELS

- Traditional
- Corporate
- Cause-based
- Interest-based
- International
- Alumni- based
- Rotaract
- Satellite
- Passport

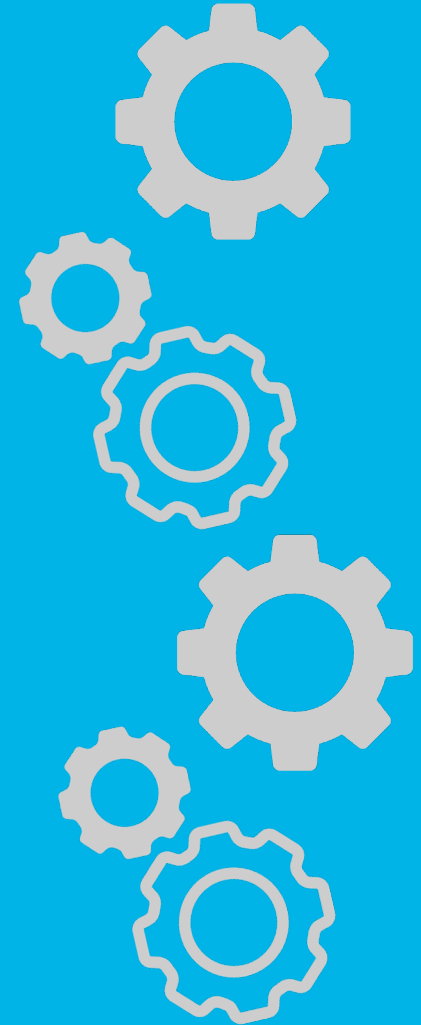
For any club model, clubs can meet in person, online, or in a hybrid fashion



MEMBERSHIP TYPES*

- Traditional
- Family/partner
- Corporate/non-profit
- Associate
- Young professional
- Service

* Reported to RI: active or honorary



HELP NEW CLUBS THRIVE

- 1. Have a Sponsoring Club**
- 2. Conduct 2-way New Member Orientations**
- 3. Give them a Cause & a Way to Engage**
- 4. Be flexible**
- 5. Add Diversity of all kinds to Build Interest**
- 6. Set Goals & Plan**
- 7. Have Fun**

SHARE PROGRESS OF NEW CLUB DEVELOPMENT

Track & Share Progress of:

- New Club Development,
- Identify Club Type &
- Formation Status

Club Name (or organizational name)	Club Type	Location	Status/Notes
Satellite Club of Houston (Lentz)	Satellite	05420 Houston, TX	Formed 10 Jan 2020
Rotaract Club of Augsburgia College	University-based Rotaract	05420 Houston, TX	Chartered 18 Jan 2020; Sponsor club - Rock Island
Rotaract Club of Hope Village	Community-based Rotaract	05420 Houston, TX	Chartered 18 Jan 2020; Sponsor club - Fritchwood & League City
Rotaract Club of Houston 40	Community-based Rotaract	05420 Houston, TX	Chartered 18 Jan 2020; Sponsor club - Humble City
Rotaract Club of Brookings, South Dakota	University-based Rotaract	05420 Houston, TX	Chartered 24 Jan 2020; Sponsor club - Brookings
Satellite E-club of Leavenworth (Delmont Borders)	E-Satellite	05420 Houston, TX	Formed 18 Feb 2020
Satellite Club of Oneokayan After Hours	Satellite	05420 Houston, TX	Formed 20 Feb 2020
Satellite Club of McKinney Sunrise Sunset	Satellite	05420 Houston, TX	Formed 5 March 2020
District 5650 Passport	Passport	05420 Houston, TX	Chartered 13 March 2020 with 20 members; Meeting weekly via Zoom, club champion DQ Tom Durr
Rotaract Club of University of Iowa	University-based Rotaract	05420 Houston, TX	Chartered 17 March 2020; Sponsor club - Iowa City IA
Rotaract Club of Lake Mac	Community-based Rotaract	05420 Houston, TX	Chartered 21 March 2020; Sponsor club - Ogish
Satellite Club of West Hills	Satellite	05420 Houston, TX	Formed 13 Apr 2020
Satellite Club of Schaumburg-Hoffman Estates	Satellite	05420 Houston, TX	Formed 5 May 2020
District 5650 Ending Human Trafficking	Causes-based E-club	05420 Houston, TX	Chartered 7 May 2020
Gentry Morgan Park and Mount Greenwood	Traditional	05420 Houston, TX	Chartered 11 June 2020 with 20 members
Greater Houston Veterans	Causes-based	05420 Houston, TX	Chartered 11 June 2020 with 20 members
Rotaract Club of Fort Worth, TX	Community-based Rotaract	05420 Houston, TX	Chartered 11 June 2020 with 20 members
Satellite Club of Long Grove/Holmes/Hawthorn Woods Eco	Causes-based Satellite	05420 Houston, TX	Chartered 11 June 2020 with 20 members
Rotaract Club of Sycamore	Community-based Rotaract	05420 Houston, TX	Chartered 11 June 2020 with 20 members
Canada International	Traditional/International Focus	05420 Houston, TX	Chartered 11 June 2020 with 20 members
Network to Empower Women	Causes-based E-club	05420 Houston, TX	Chartered 11 June 2020 with 20 members
2nd Ward, Houston, TX	Traditional	05420 Houston, TX	Chartered 11 June 2020 with 20 members
Educator club - El Campo, TX	Causes-based E-club	05420 Houston, TX	Chartered 11 June 2020 with 20 members
Human Rights club	Causes-based	05420 Houston, TX	Chartered 11 June 2020 with 20 members
District 5650 Passport	Passport	05420 Houston, TX	Chartered 11 June 2020 with 20 members
District 5440 Passport	Passport	05420 Houston, TX	Chartered 11 June 2020 with 20 members
District 5870 E-club	E-club	05420 Houston, TX	Chartered 11 June 2020 with 20 members
Friendship Exchange club	Causes-based	05420 Houston, TX	Chartered 11 June 2020 with 20 members
E-Club of Equity and Justice	Causes-based	05420 Houston, TX	Chartered 11 June 2020 with 20 members
District 5270 Veterans	Causes-based E-club	05420 Houston, TX	Chartered 11 June 2020 with 20 members
Rotaract Club of Houston, TX (Sponsor)	Community-based, community-based Rotaract E	05420 Houston, TX	Chartered 11 June 2020 with 20 members

Key
Chartered (or officially recognized in the case of satellite clubs)
Charter in process with DQ
In formation

EXPLORE ROTARACT MULTIDISTRICT INFORMATION ORGANIZATIONS (MDIO)

A screenshot of a Zoom meeting grid. The grid shows several participants in individual video windows. A large, semi-transparent banner is overlaid in the center of the screen. The banner contains the text "Rotaract Ascension MDIO" in a large, pink, sans-serif font. To the right of the text are two logos: the Rotary International gear logo and a stylized blue letter 'A' with red and white wavy lines underneath it. Below the banner, there are three distinct sections. On the left, a pink banner reads "Rotaract eClub for the Environment" next to the Rotary International logo. In the center, a white banner features the "basura cero Puerto Rico" logo, which includes a green circular arrow and the text "Basura Cero Puerto Rico". On the right, a black banner reads "Rotaract eClub for the Environment 3/4/2021 Meeting . . ." next to the Rotary International logo. The background of the grid shows participants with names like Abril Mercado Moncada, Claudia Medina, Tom Gump, Stepha Martinez, Paula Andrea, Carlos Montoya (4110), Steve Solbrack, Dick Shields, Cristian Márquez, Rotaract eClub For the Enviro..., and Clare Richards.

Rotaract
Ascension MDIO

Rotary International

Rotaract eClub for the Environment

basura cero
Puerto Rico

Basura Cero Puerto Rico

Rotaract eClub for the Environment
3/4/2021 Meeting . . .



THANK YOU!

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RESOURCES

www.rotary.org/membership

FINDING NEW CLUB MEMBERS



Clubs around the world approach member recruitment in very different ways. Customize this exercise to make it appropriate in your region.

Asking your fellow members about people they know in the community who would be assets to the club is an important step in membership growth. Prospective members are likely to rely on the experiences and opinions of their friends, family, or colleagues when considering joining an organization like Rotary.

Encourage others to invite prospective members to club meetings, service projects, and events so they can see how your club helps the community and provides opportunities to form connections and friendships. It may take a few conversations or several visits for prospective members to get a full understanding of Rotary and how they could benefit from membership. It's important to allow that time to make sure that it's a good fit for everyone involved.



Two out of every three prospective members who are referred by a Rotarian join Rotary. If a prospect can't join your club but is interested in Rotary, help Rotary grow by referring him or her to another club.

OUTCOME

Identifying prospective members and actively recruiting them will help your club:

- Develop a pool of potential candidates for membership
- Determine how to introduce prospective members to your club
- Get new members who are well vetted and more likely to stay

GETTING ORGANIZED

Set aside time for members to complete the worksheet on page 3.3 at one of your club meetings. Typically, this exercise works best at the beginning of a Rotary year, when annual membership goals have just been set, or in March, when the incoming president is planning for the next Rotary year.

CLUB TYPES, FORMATS, AND MODELS



CLUB MODEL: Finally, determine the approach or elements your club will offer. You can choose a model below or design your own.

Club model	Description	Appeals to
Traditional	The traditional club experience includes having a meal, hosting a speaker, and practicing traditions that members value; traditional clubs often have higher dues because of venue and meal costs Read about a successful traditional club.	People who want to socialize over a meal while learning about a new topic or an opportunity to serve the community
Passport	A club that allows members to attend other club meetings frequently as long as they attend a specified number of its own meetings each year Read about a successful passport club.	People who travel frequently or who enjoy trying a variety of club experiences and meeting lots of people Learn more in the Guide to Passport Clubs .
Corporate	A club whose members (or most of them) work for the same employer Read about a successful corporate club.	Employees of one organization who want to do good in their community
Cause-based	A club whose members are passionate about a particular cause and focus their service efforts in that area Read about a successful cause-based club.	People who want to connect with others while addressing a particular set of problems
Alumni-based	A club in which a majority of members (or a majority of charter members) are former Rotary program participants, or former Rotaractors or Rotarians Read about a successful alumni-based club.	People who have participated in Rotary
Interest-based	A club that focuses on a particular interest or hobby Read about a successful interest-based club.	People who want to enjoy Rotary in a specific way or focus on a shared interest or activity, such as professional development for members
International	A club whose members are expatriates or who speak a common language other than the primary language of their district, or an online club whose members are from different countries Read about a successful international club.	Expatriates who want to connect with each other using a common language, or those who want to connect with people from all over the world or want other international experiences from their club meetings



RESOURCES

www.rotary.org/membership

What's New in Rotary Leads on My Rotary: March 2021

We're always working to support your efforts to grow membership, and we're making the Membership Leads page on My Rotary easier for club and district leaders to use. You'll find several new features:

- 1 Notification emails about new candidates will provide more information, including why they want to join Rotary. A link in this email will take you **directly** to the candidate's record on My Rotary (login required).
 - 2 Notification e-mails will be sent to district membership chairs, with a copy to the governor.
 - 3 Assistant governors will receive notification emails **ONLY** when a candidate is assigned to a club in their group.
 - 4 Rotary will **automatically update** a prospective member's initial status once their record has been reviewed. All subsequent status updates need to be made by club and district leaders through My Rotary.
 - 5 Districts can add candidates **directly** to their lead lists on My Rotary. First-time users will get a pop-up tutorial introducing them to this feature.
 - 6 All Rotarians can use My Rotary to refer prospective members **to their own clubs** in addition to clubs in another community or Rotary district.
- New options for reconciling membership records:
- District leaders can select "Club admitted candidate" to indicate that the person has joined Rotary.
 - Club leaders can indicate when a candidate has become a member using a tool like ClubRunner or DactDB.
 - Remember that all records should be updated within 30 days of someone joining your club.

Tell us what you think of these updates using the new feedback feature at the bottom of your leads-related pages in My Rotary!

ENGAGEMENT:

KEY TO RETENTION

OUR BEST RESOURCES ARE
EACH OTHER!

- Impactful service projects
- Variety of activities
 - Social events
 - Leadership development
 - Mentoring
 - Professional development
 - Family-friendly
- Assess your members & listen to prospective members



TOGETHER WE SEE A WORLD
WHERE **PEOPLE** UNITE AND TAKE ACTION
TO **CREATE** LASTING
CHANGE ACROSS THE GLOBE
IN OUR COMMUNITIES AND IN OURSELVES

[Rotaryregion36.org](https://my.rotary.org/membership)

<https://my.rotary.org/membership>

