



Membership Attraction Strategies

Diversity, Equity & Inclusion | Community Collaborations

District Membership Chairs Education Session

Zones 25B & 29 Institute – Houston, Texas

September 9, 2021

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Dian Edwards, Rotary Coordinator



YOUR SESSION FACILITATORS



FARON BARR

Assistant Rotary Coordinator
Supporting Districts
5610, 5630, 5680, and 5710



DIAN EDWARDS
ROTARY COORDINATOR



MEMBERSHIP ATTRACTION STRATEGIES
DIVERSITY, EQUITY AND INCLUSION
COMMUNITY COLLABORATIONS

POLL

Are we...

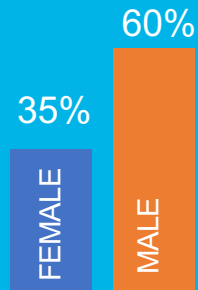
1. A service organization that has members?
2. A membership organization that does service?

PROSPECTIVE MEMBERS

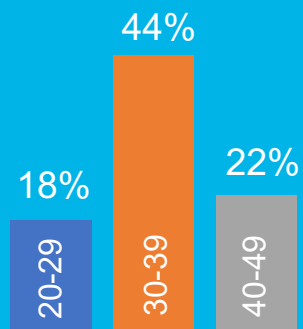
WHY THEY JOIN

- 40%** Participate in local service projects
- 31%** Participate in international service projects
- 27%** Gain personal development and training opportunities

Gender

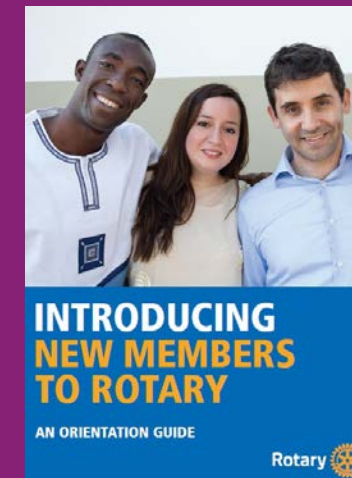


Age



WHAT YOU CAN DO

- Contact them when they express interest
- Give them a positive orientation experience
- Engage them in local and international projects



Small Group Discussion Topics

01

How and why could you use classifications to identify and attract new members?

02

How can you use social media to communicate across generations and attract new members?

03

How and why could you focus on demographics and diversity?

DEI

Recognizing that individuals from certain groups have historically experienced barriers to membership, participation, and leadership, we commit to advancing equity in all aspects of Rotary, including in our community partnerships, so that each person has the necessary access to resources, opportunities, networks, and support to thrive.



Diversity



Equity



Inclusion

Diversity is a fact. Inclusivity is an act.

OUTREACH

- Socials/ Networking
- Collaborate on fun, inclusive events or projects
- Encourage members to bring others
- Bring awareness

COMMUNITY COLLABORATION

- Socials/ Networking
- Collaborate on fun, inclusive events or projects
- Encourage members to bring others
- Bring awareness







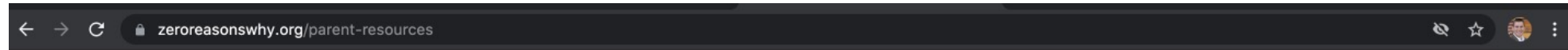


ROTARY CLUB OF LEAVENWORTH, KS



Over the Counter
Medicine Drive

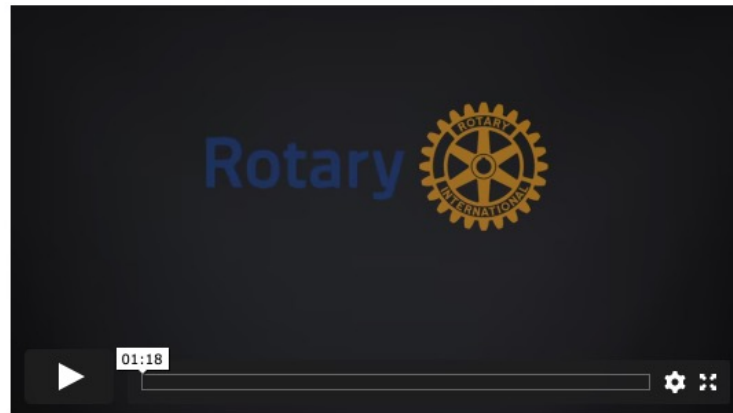
Ambassadors Rotary Club



[Teen Council](#) [Stories](#) [Community Plan](#) [Resources](#)



[Donate](#) [Get Involved](#) [Share Your Story](#)



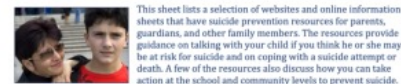
Now more than ever, as parents, we need our sound on. We need to be listening for the subtle and not-so-subtle signs that our child is struggling with their mental health. Check out the tips and resources below to help you be prepared.

This video was produced by the Ambassadors Rotary Club in support of #ZeroReasonsWhy's Build Community Support campaign initiative.

LINKS

- [How can I nurture my child's mental health?](#)
- [Learning to Help Your Child and Your Family](#)
- [Helping At Home: Tips For Parents](#)

SUICIDE PREVENTION RESOURCES FOR PARENTS/GUARDIANS/FAMILIES



Websites

Jason Foundation Parent Resource Program

ADULT AND YOUTH BEHAVIORAL HEALTH CARE MAP

Adult Behavioral Health Care Map

For emergency: 911 or go to the closest Emergency Room
For 24/7 crisis support: Johnson County Mental Health Center Crisis Line 913-268-0

IS	<h2>Inpatient Services</h2>		
What it means:			
Acute Inpatient - Short-term (3-5 days) hospitalization for individuals that are a harm to self or others.			
Treatment modalities: individual therapy/case management, medication management, groups.			
Options for Services:			
AdventHealth Shawnee Mission 913-632-2600 2401 W. 24th St., Shawnee, KS	RSI 913-956-5620 2300 N. 10th, Kansas City, KS	Truman M 816-406-5 900 W. 44th	

ROTARY CLUB OF PLANO WEST, TX

“Invite to serve, not to join.”

- Net +42 members last year
- How: diversified membership to represent community; 5+ projects monthly; RCC partnership with Douglass Community



SUMMARY

Take Aways

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- ---
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QUESTIONS?

Thank You !



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

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

<https://rotaryregion36.org>

