

**NC PETS**

**Strengthen Clubs: Creating an Environment to Engage all Members**

**CURRICULUM GUIDE**

**Friday, March 13, 2015**

**2:40 – 3:40**



**Preparation:** Have the first slide on the screen. Distribute worksheet & feedback form prior to the session beginning. As you arrive (Rotarians will be in the room), remind people they should be seated with new people and introduce themselves.

**Slide 1: *Title* (1 minute) …** Introduce yourself, your club, other Rotary affiliation

Invite folks to be present for this session. There are many distractions, you get to CHOOSE how you deal with them … please turn off electronic devices to minimize distractions. (They have heard this message in two prior sessions so you may want to share that you know that)

**Reminder** … while we do not have an icebreaker this time (it was modeled in the prior session), if you haven’t made introductions at your table, be sure to do that when we get into our activity. This is a good reminder of the value of introductions at your club. An icebreaker every so often ensures that members get to know each other, helps visitors/prospective members feel welcomed and engages all members. This simple activity contributes to retention and engagement.

**Slide 2:** ***What to expect*** **(1 minute)**

Share expectations for the session … we’re going to tap your experiences, you will leave with at least THREE commitments that you feel will strengthen your club one in each of these areas,

Engagement Recruiting Growth

We’ll learn what is going on

We’ll brainstorm what would be beneficial

You’ll have an opportunity to make a commitment to positively impact membership

**Slide 3: *Engaging members (15 minutes)***

There is evidence that members leave Rotary (as well as jobs, other organizations, etc.) because they are not engaged, do not feel needed or valued. How do you engage members?

**Individually …** record on worksheet things you think your club does (or you would like to do) to engage members in **“#1. Engaging Members”** … “things your club is doing” **(1-2 min)** They may ask for or you may want to offer an example

**“Popcorn style” Sharing** … Invite folks to share things that engage members (ask for NO repetitions). Emphasize while you we’ll **record ideas on Flip Chart so folks can capture** (ask host or other to scribe). As you hear ideas, record “things that would benefit your club” PASS the MIKE!  **(3-5 minutes)**

**AFTER POPCORN … (1-2 minutes) Summarize or share things that may have been omitted**

Learning about members’ passions … could conduct a survey gather that data

Does someone invite a new member to coffee/lunch to learn more about their passion? Once you learn about it, what is done with that information? How do you get them engaged where they have passion?

Do you have a new member orientation? Any “continuing education” for seasoned members?

Are new members invited to join a committee shortly after they are inducted?

Do you suggest members consider club leadership?

How do you communicate what is going on in the club with members?

Do you conduct a member satisfaction survey?

When members leave, do you conduct an “exit” interview?

Are members personally invited to attend club and/or district events?

**Make the point:** one of the unique things about Rotary is that innovation is encouraged … try a new idea

**So let’s INNOVATE … Brainstorm Possibilities for ENGAGING Members:**

remind of rules for brainstorming …

NO JUDGMENT

NO bad idea

NO limitations

ALL ideas have equal value

OUT of the BOX thinking … wild and exaggerated ideas

At each table Brainstorm **most outlandish, exaggerated, innovative ways to engage members** …

**2 minutes** **GO!**

**SHARE & RECORD** Flip Chart: Record one from each table; each table shares in **30 seconds** most impactful idea they generated … (3-5 minutes)

**Slides 4: *Engaging Members: Personal Invitation*** *(****3-5 minutes)***

Make the point DELIBERATELY that personal invitations make a significant difference … it supports ensuring that people engage, that they feel noticed and that what they bring to the table is valuable

Reinforce the ideas that involved personal invitation from the prior items … or invite folks to share how they offer personal invitations

**Engagement ACTION STEP**: ASK each person to **record individually** ONE action step s/he will take to engage members more deliberately in 2015-2016 (1-2 min)

Reminder … record in **ACTION STEP** block on worksheet

**Slide 5: *They came, they served, they stayed (3 minutes)***

They came, they served, they stayed is what we want to create …

Emphasize that 1:1 invitation re growing members & engaging members is most effective

You can offer your own story here or share the story that RI Past President Ron Burton tells

Past President Burton as a high school student in Norman, Oklahoma, was a member of the Key Club, a youth service organization sponsored by Kiwanis. Because of this, Ron always thought that he would become a member of Kiwanis someday. However, no one from Kiwanis ever asked him to become a member. Instead, someone from the Rotary Club of Norman invited Ron to join Rotary and the rest is history.… Personal invitation matters

Surveys show that many people join Rotary for networking

Once a member, they get hooked on service

When engaged, they stay for fellowship

Think about your member attrition or retention rate … worldwide, retention is a major issue … Rotary inducts as many new members that they lose members annually.

How can we close the back door?

A few impediments to retention may be lack of engaging members (new or seasoned), Misalignment with member passion and club focus, others you can suggest

**Individually** Record on worksheet **“#2. Member Retention”** your club’s most significant impediment to retention (1-2 minutes)

**Slide 6: *Consultant for 30 Seconds (*10 minutes)**

**VERIFY** that each person has recorded an impediment to retention on the worksheet (allow time if needed)

**We’re going to play “Consultant for 30 Seconds”**

Be sure your name is on your worksheet … Put on your “consultant hat” …

Consultants are advisors, problem solvers; You are going to come up with “solutions” for each other

Pass your worksheet to the right … based on the impediment noted, the “consultant” records the first solution to the impediment that comes to mind **(30 seconds each)**

Rotate around the table **(total 5 minutes MAX.)**

Ask a few to share **(3 minutes)**

Based on … What novel ideas arose? What other suggestions were triggered?

What does this tell us about reaching out to others for assistance?

Who will you “engage” in your club re membership engagement / retention / growth?

Could be the same or different people for each

Make the point that it is important to ask for assistance from other club / district leaders in all areas … you are the leader, cannot do it ALL or ALONE! Engage your members!

**Record** the “action solution” you will take in the coming year based on solutions offered! (1 minute)

**Slides 7:** ***Growth* (*Recruiting) Initiatives.*** **(10 minutes)**

**Let’s dig in to growing members …**

**REFLECTION – WRITE** (1 minute)

Invite Rotarians to Write (silently) on the worksheet **“#3. Membership Growth”** “things our club is doing” to GROW membership in their own club

Suggest they consider what members to their club AND what **barriers to attraction** may exist

**SHARE with TABLEMATES** (4 minutes)

Ask individuals to share with each other at tables the “things our club is doing”

Emphasize that each person has 30 seconds … **BE SURE ALL HAVE AN OPPORTUNITY TO SHARE**

As you listen, you may want to note on your worksheet, “things our club will benefit from doing”

**SHARE / RECORD on flip chart (ask host or other to scribe)**

**Things club DOING**: Ask 3 tables to share “most impactful idea” they heard with full group … limit to 30-45 seconds (3 minutes MAX.)

**Be sure starting new clubs is mentioned … research shows that the most significant growth occurs by chartering new clubs**

**Concluding … ask each person to record what one action step s/he will take re growth (1 minute)**

**Slide 8: *Committing (5 minutes)***

Ask each individually to be sure they have at least one action for each area on the worksheet,

Growth Engagement Retention

Make the point that a commitment written and spoken is 90% more likely to happen

Ask each person to share 1 commitment with a partner

Ask for a few (as time permits) to share their commitment with the group.

**[If you are pressed for time, omit this step]**

**Slide 9: *ReCapping (7 minutes) Be sure to pass the mike***

The bullets on this slide are “animated” … you need to click for each one to appear

Click once and ask **What questions remain? / What else do you need?**

Once this seems satisfied, click again...

**What was impactful?**

“Popcorn Style” … Ask for participants to share most impactful / helpful thing from this discussion

**Pass the mike**

**Click again … request feedback forms are completed / collect them**

**Slide 10: *Resources* (1 minute)**

District leaders / experts

RI

[www.Rotary.org](http://www.Rotary.org)

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