

VIBRANT CLUBS

THE Key to Growing Membership

THE Key to Making a Difference in Your Community

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Based on Pacific NW 2020 PETS presentation

Purpose

1

Define what makes a Rotary Club **vibrant**

2

Describe how to improve **club vibrancy**

3

Identify ways to **improve member experience**

4

Review the **new flexibility** provided to Clubs by RI

Why Did You Join Rotary?

	Join	Stay	
Service	22.5%	26.3%	
Friendship	16.8%	26.1%	←
Networking Opportunities	13.7%	10.4%	
Positive Global Impact	13.7%	17.3%	
Training Opportunities	7.8%	5.3%	
All the Above	23.7%	12.5%	←

Membership Fact: RI

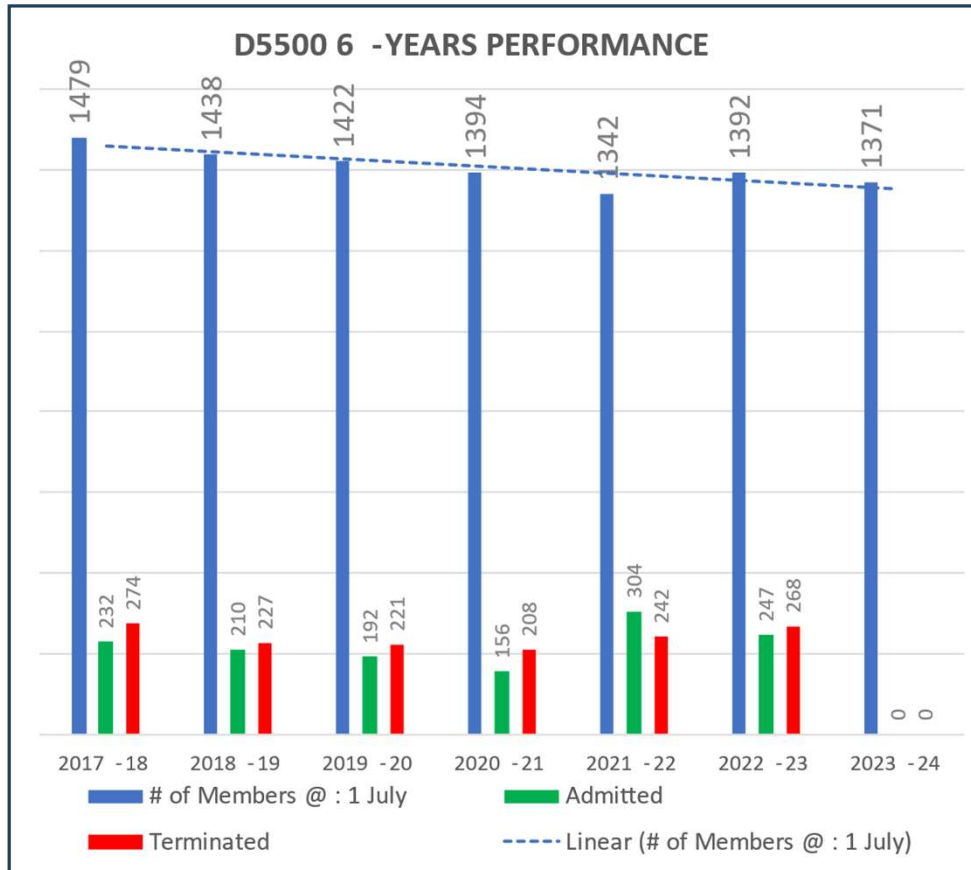
For over ten years our global membership has been at **1.2 million**

Every year **100,000** join ...

... and every year **100,000** leave ...



Membership Fact: D5500

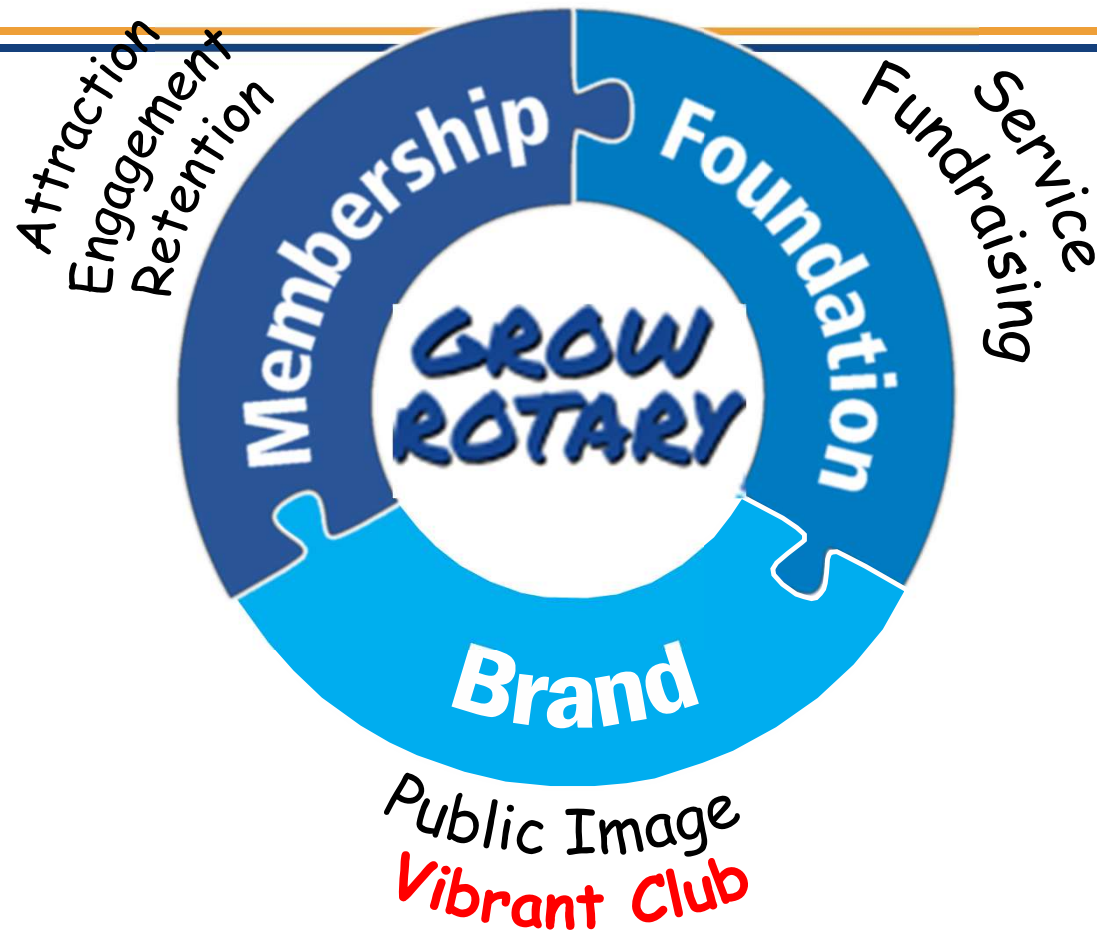


- 1371 July 1 Members
 - -21 members from 2022-23
- Largest year for attraction when no new clubs were formed
 - 247 members / 18%
- One of the largest year ever for resignations
 - 268 members/ -19%
- Retention is the District's biggest membership challenge.
 - 50% leave in three years
 - 12% leave in less than one year

Linking Membership, Brand & Foundation



Vibrant Club vs. Grow Rotary Model



What is a Vibrant Club?

- Conducts frequent & meaningful projects
- Is Relevant in its community
- Reflects its members interests
- Has a unique identity and advertises it
- Tries new ideas
- Is Fun!



Vision - Engaging - Fun

Your Club Experience

At one point you were a guest & potential member:

- What were Your Impressions of the club?
- Why did you join?
- Why do you stay?



Objective Assessment of Your Club



- Is your membership truly **active & engaged**?
- Is your **club service** what your community and members want?
- What is the effectiveness of your **leadership team**?
- What is your **public image** in the community?
- Do your members contribute to **The Rotary Foundation**?

Take Off the Blinders!

All Organizations Must Re-invent Themselves

Vibrant

- Apple
- Disney Plus
- Amazon
- Tesla
- IBM/Kyndryl



TESLA

kyndryl.

Failed /Failing

- Blockbuster
- Cox, DirecTV, Dish, etc
- Sears / K-Mart
- “Detroit” autos

Your Club ????

What Features of These Organizations Would Improve Your Club?

- Disney
- Apple
- Amazon
- Tesla

Club Culture “Imagineer” - You Are Not Alone

Find a *Creative Club Culture Imagineer*:

- Build a task force to help innovate
 - Not just your top members. An opportunity for marginal members to have input.
 - Solicit community input
- Identify new ideas & ways to get there
- Help guide your Club

Vibrant Club – Set Your Vision

- **Craft a Compelling Vision**
 - Use the Imagineer task group
- **Set Long Term Goals to Realize the Vision**
 - Identify short term goals to ensure you are on your way
- **Educate Leaders and Prepare for the Future**
 - The journey to Vibrancy is not overnight and requires maintaining

Engagement is Key!



Engagement is:

- *Knowing your Members*
- *Reaching Out to Members*
- *Discovering their service passion*
- *Giving them voice*

Vibrant Clubs – Engage

- **You must get beyond the planning stage!**
 - **Communicate the vision & plan**
 - **Develop Relationships**
 - Internal & with your community
 - **Engage Membership**
 - Club leadership sets the direction, but all members must assist
 - **Execute!**

Rotary — from Good to Great

“Greatness is not a function of circumstance. Greatness, as it turns out, is largely a matter of conscious choice, and discipline.”

Jim Collins, Author, *“Good to Great”*

Your Club — from Good to Great

“**Vibrancy** is not a function of circumstance.

A Vibrant club, as it turns out, is largely a matter of conscious choice, and discipline.”

Jim Collins, Author, *“Good to Great”*

Membership (*Retention*) is Our First Priority

- Members allow us to do our work
- People join Rotary for friendship and service
- **Vibrant** clubs retain members
- **Vibrant** clubs also attract members

RESULT: INCREASED MEMBERSHIP

- Attract
- Retain
- Sustain vibrant clubs
- Strengthen the club experience



Vibrant clubs attract & retain at greater levels

Rotary International Has Laid the Groundwork for Club Vibrancy



Barry Rassin
RI President
2018 - 2019

- Promoting a new **“Public Image/Brand”**
- Innovating **“Club Meeting”** Design
- Creating **“Rotary Membership”** Flexibility
- Seeking new Transformational practices

Vibrant Clubs – Flexibility

- **Assess what's working? What isn't?**
- **Identify traditions – then create new experiences**
- **Revitalize your club by adopting new approaches**
- **Course correct, when needed, but not so quickly**
 - **Give it some time**
- **Update by-laws & rules to reflect your club's needs**

Membership in Rotary - Flexibility

- Clubs determine own member requirements
 - **Flexibility DOES NOT Mean We Should Not Recruit the Best People**
- Examples:
 - **New membership types:** corporate, family or associate
 - **Rotaractors** can be Rotarians
 - **Active Under 40** members with reduced dues
 - **Centurions** (age & membership length) pay no dues

Club Meetings - Flexibility

- Only requirement is to **meet twice per month**
- Structure your meetings to **suit your members' needs**
 - Traditional weekly Rotary meetings
 - “Happy Hour” meetings
 - Community service project meetings

Caution: Flexibility is a two-edge sword.
Infrequent meetings and excess “flexibility” can confuse & discourage members

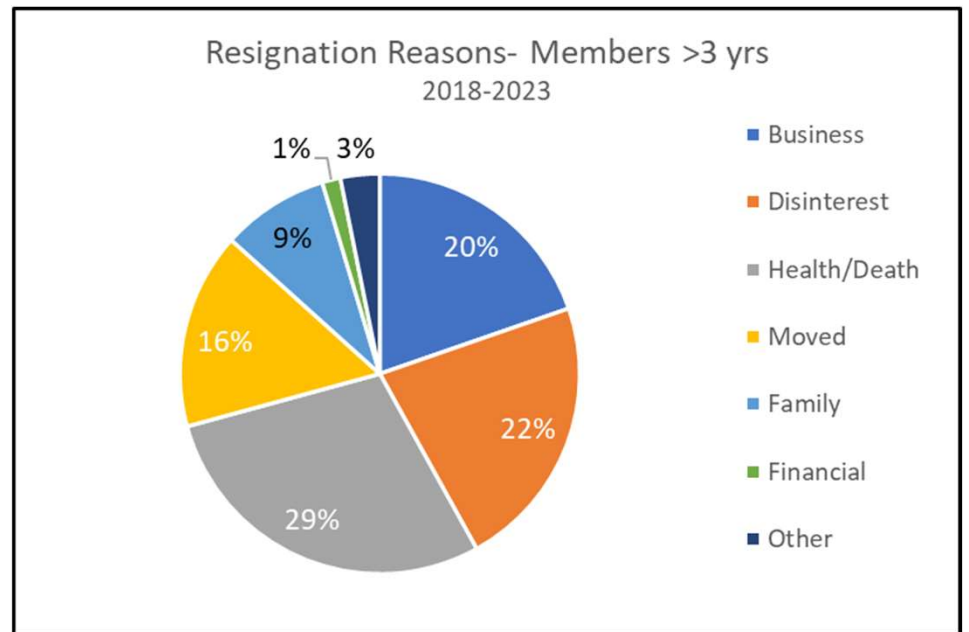
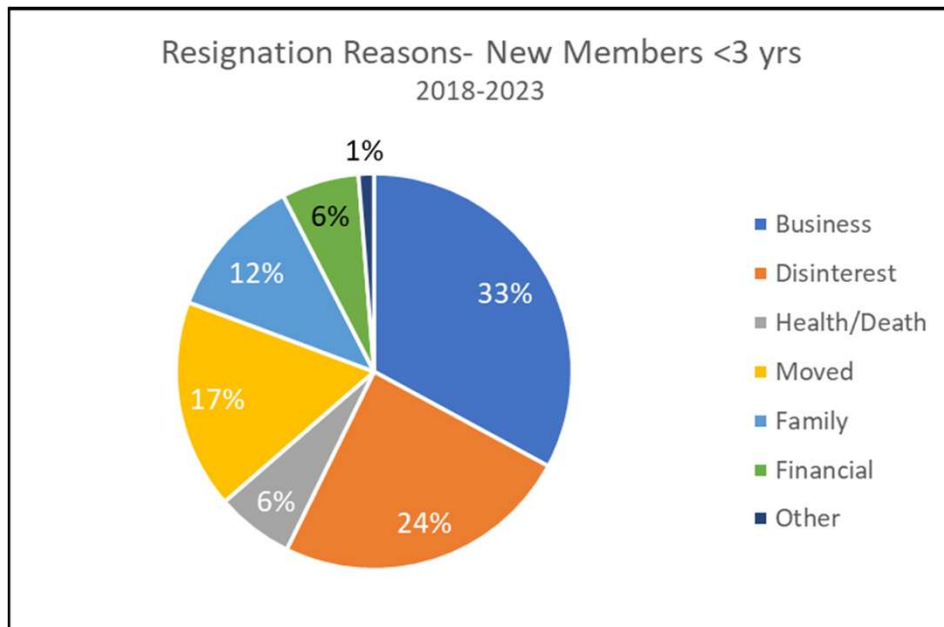
Why Change?

- Make Rotary more attractive to everyone
- Identify and meet your members' needs
- Improve club effectiveness
- Increase fellowship, fun and overall club experience
- Attract new members & retain existing members

Membership: You Are Not Alone

- Find a strong ***Membership Chair*** and help them build a strong committee.
- Membership resources can also help guide your Club.
- Potential members are attracted to Vibrant clubs.
- Existing members stay in clubs that are vibrant.

Why Members Leave



Same Reasons-Same Order