

STRENGTHENING CLUBS THROUGH MEMBERSHIP

DISCUSSION LEADER GUIDE – FRIDAY, 1:30 TO 3:00

At the end of this session, participants will:

1. Recognize that the highest priority club should have for membership growth is to increase member retention.
2. Recognize the importance of treating members like customers so they want to stay, listening to our customers (members), and determining members' satisfaction and needs.
3. Recognize that engaging members affects membership and club effectiveness
4. Identify effective membership strategies. Share ideas for communicating with and engaging current, potential, and new members.
5. Understand the format of the "Member Satisfaction" survey reports and identify how to use the information for the benefit of the club.

Note to discussion leaders:

This session is intended to be Facilitated Instruction. Walk the Presidents–elect through a conversation about Rotary's customers (club members) and the survey. The objectives will be achieved by engaging the Presidents–elect in a conversation of broad questions.

A critical piece of this session is for the Presidents–elect to understand the report structure and feel comfortable looking at the data and reaching conclusions about the results. *This session is NOT intended to review each question on the survey.* Instead, focus on a few key results so participants understand how to read the data, interpret it, and use it productively with their club.

Key background points:

- Since 2007, clubs in North America lose more members than they bring in. In the US and Canada, nearly 44,000 new members join Rotary each year, but nearly 51,000 members *leave* Rotary each year. The problem is not one of finding new members - the problem is keeping members.
- To achieve long-term, sustained growth, Rotary must focus at least as much attention on how to keep our current members as we do on finding new members.
- Rotary's "customers" are our members - in order to sustain or grow Rotary, we must attend to the needs, interests of our club members.
- The Club President should consider their role using the lens of the club's "Customer Service Manager" - the leader who facilitates and implements practices to keep members involved and ensure member satisfaction.
- Key language (a subtle, yet powerful change):
 - ~~recruiting~~ members: replace with attracting members
 - ~~retaining~~ members: replace with engaging members

Resources:

- Member Satisfaction Survey: Interpreting the Results
- Survey Detailed Results
- Survey Summary of Results
- Survey results for each club will be sent to each PE prior to PETS - they will be asked to bring these documents with them.

Strengthening Clubs Through Membership

Minutes	Time	Process Steps	Teaching Method
5 MIN	1:30 – 1:35	Introduction & welcome. Remind participants of evaluation process. Fill out your survey sheets (located in the center of the Program Book) and keep them for the Survey Monkey evaluation that will be emailed to you within a week.	
5 MIN	1:35 – 1:40	<p><i>What is the easiest way to create long term membership growth in your club?</i></p> <p><i>Think of this differently, “what is the greatest barrier to long term growth in our clubs?”</i></p> <ul style="list-style-type: none"> • membership loss <p>Three key elements to membership growth:</p> <ul style="list-style-type: none"> • attract new members • keep current members • start a new club <p>As club leaders, your job is the first two: attracting new members and, more importantly, engaging current members.</p>	Discussion
10 MIN	1:40 – 1:50	<p>Clubs in North America are losing members</p> <p>If this was the trend line for your business, what would you do?</p> <p><input checked="" type="checkbox"/> Look for answers: try / do something new.</p> <p>Membership has been a top priority for Rotary.</p> <ul style="list-style-type: none"> • emphasis on asking people to join • 44,000 new members annually (in North America) • 51,000 current members leave annually (in North America) <p><i>Why do our clubs lose members?</i></p> <p>Most members may use these reasons to explain why they leave Rotary. The real reason is that membership is not as high a priority as these issues</p> <p>The 1st step to addressing membership is to define members as our customers. When you do so, it changes how we view our members and run our clubs.</p> <p>If members are our customers, how should we treat them?</p> <p><input checked="" type="checkbox"/> Listen to them</p> <p>By listening to our members (customers) before they leave, we can make changes to our club (product) that will increase their satisfaction with the service they receive, decreasing the likelihood that they will leave.</p>	<p>show chart</p> <p>Discussion</p> <p>Chart responses</p> <p>Discussion</p>

Strengthening Clubs Through Membership

Minutes	Time	Process Steps	Teaching Method
30 MIN	2:20– 2:50	<p>What is your role, as club president, in this process</p> <ul style="list-style-type: none"> • Cultivating loyalty (a member’s desire to stay). <ul style="list-style-type: none"> • New members (how they are welcomed and involved) • Existing members (Satisfaction, Purposefulness, Recognition? Education?) • Improving customer service? (club/committee meeting structure, service/fundraising activities, communication) • Serve members so they want to be engaged in your club • Promote the benefits of belonging to Rotary? Belonging to your club? <p>What happens when you satisfy your customers (members)?</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> members (customers) don’t leave <input checked="" type="checkbox"/> satisfied members naturally attract potential new customers (members) 	Report out
8 MIN	2:50 – 2:58	<p>Individually, ask each participant to <u>write</u> (for their use)</p> <ol style="list-style-type: none"> 1. One action they will take as their club’s “Customer Service Manager” 2. One action (positive change) they will recommend their board/club considers implementing <p>Share examples, as time permits</p>	Individual activity (action plan)
2 MIN	3:00	<p>Evaluations. Fill out your survey sheets (located in the center of the Program Book) and keep them for the Survey Monkey evaluation that will be emailed to you within a week.</p>	