

District 1080 Membership

Graham Cook

OUR FUTURE

- Rests on our Membership
- Without Membership we can do nothing.

- The need for Clubs to place Membership at the top of their agenda
- To take preference over everything else
- The need for Clubs to be ever pro-active in this regard
- To nag your members incessantly about finding new members and thinking of ideas for new members

- We have to become Publicity aware - Rotary is not Marketing but Marketing is Rotary
- The general public remain profoundly ignorant of who we are and what we stand for
- Not conducive to increasing Membership
- Lets take advantage of the mediums of Face Book, Twitter and our own web pages

- We need to be constantly thinking of ways to attract new members
- Hold Information Meetings - invite people to come and learn about us - make it an enjoyable social event
- We need to spread the word - to be ever talking about Rotary to friends, neighbours, work colleagues and everybody we come into contact with
- To tell them that we are greatest service club movement in the world

- The bigger the Club - the more it can do in the Community and promote an active and keen membership
- We need to think about consolidation as opposed to expansion
- If Clubs consider merging - could one become a satellite of another?

- We also need to look to retaining the membership we have by making our Club attractive to all
- Younger members could be attracted by a satellite of the Club
- Emphasis on informality at the same time retaining the Rotary ethos
- Meetings could be either at lunchtime or in the evening to suit the needs of members

- Corporate and/or Associate Membership
- All ideas which could promote and increase membership

We are here to assist Clubs with Membership by

1. Talking to you about all the various ideas that exist to promote membership
2. Telling you about the ideas of other Clubs that have worked
3. Providing you with the materials that would assist you in your search for Members
4. Assisting you with funding in this regard

- We live in exciting times for Membership
- A host of initiatives in place to promote the movement
- Positive thinking in this regard will get positive results

LETS ALL START
BRAGGING ABOUT
ROTARY

THANK YOU