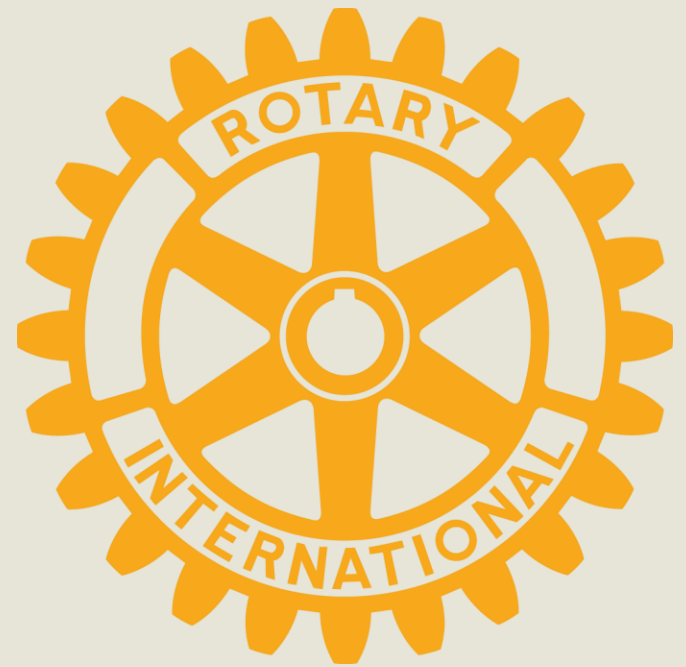


DISTRICT ASSEMBLY 2017



MEMBERSHIP DEVELOPMENT

Ray Burman

Rotary  in East Anglia



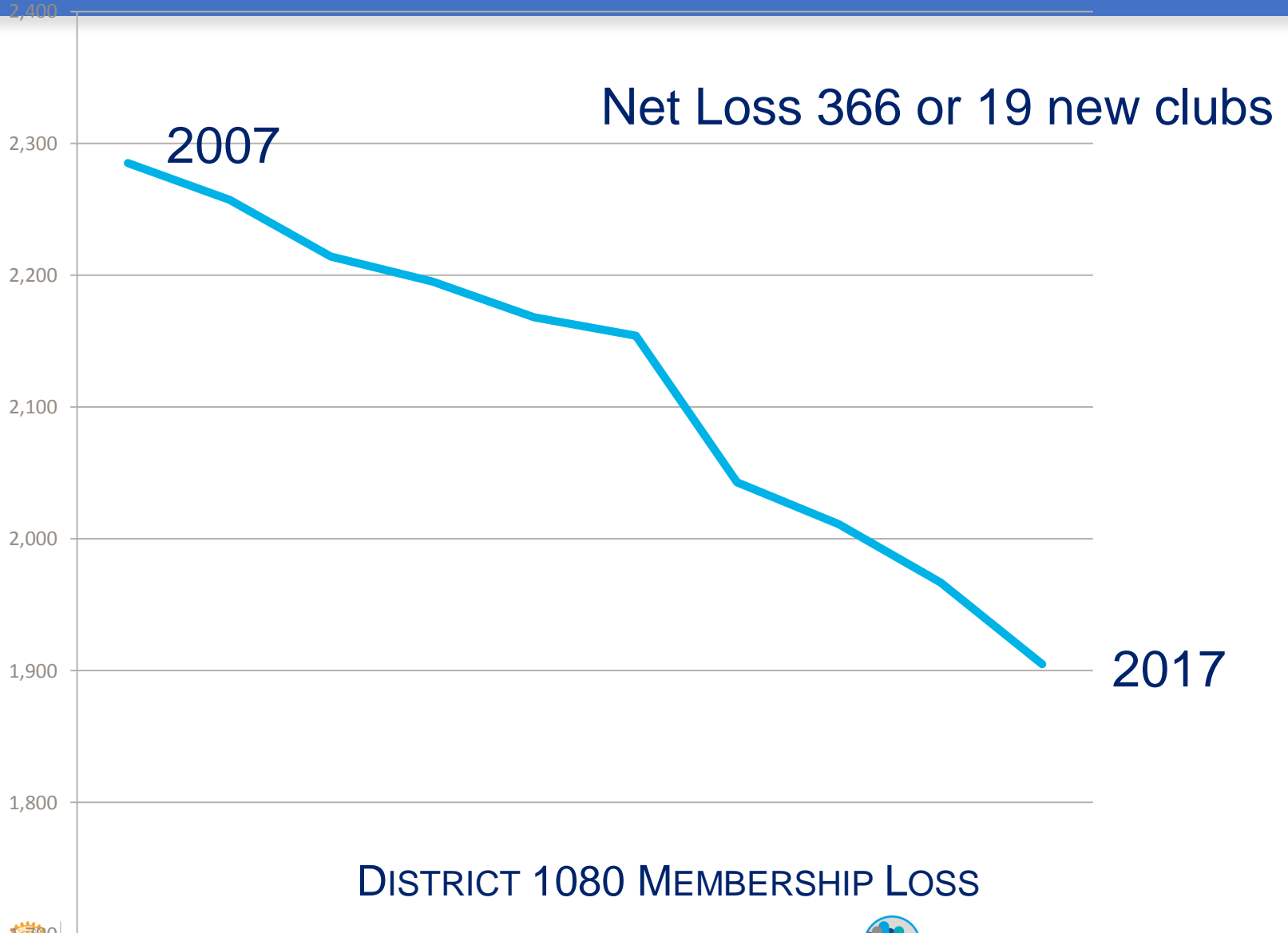
MEMBERSHIP

Henry VIII Act I Prologue:

*I come no more to make you laugh: things
now,
That bear a weighty and a serious brow,
Sad, high, and working, full of state and
woe,*



MEMBERSHIP



MEMBERSHIP

RI / DMS Membership Statistics April 2017

D1080 District Membership Changes:

2012/13		2016/17		LOSS
2154*		1929		- 6.8%

* 84 members from 3 clubs transferred out of District during 2012/13 due to redistricting = 2070 members

Note: as at 25th April 2017 there is an increase of 25 members [+13% Yr on Yr], 1 new Rotary club and 3 Rotaract clubs

MEMBERSHIP

TARGETS



2012/17 – 5% Net Gain

2016/17 – 5 New Clubs

MEMBERSHIP

Robert Lovick
District Governor 2017/18

David Simpson
District Governor 2018/19

Jonathan King
District Governor 2019/20

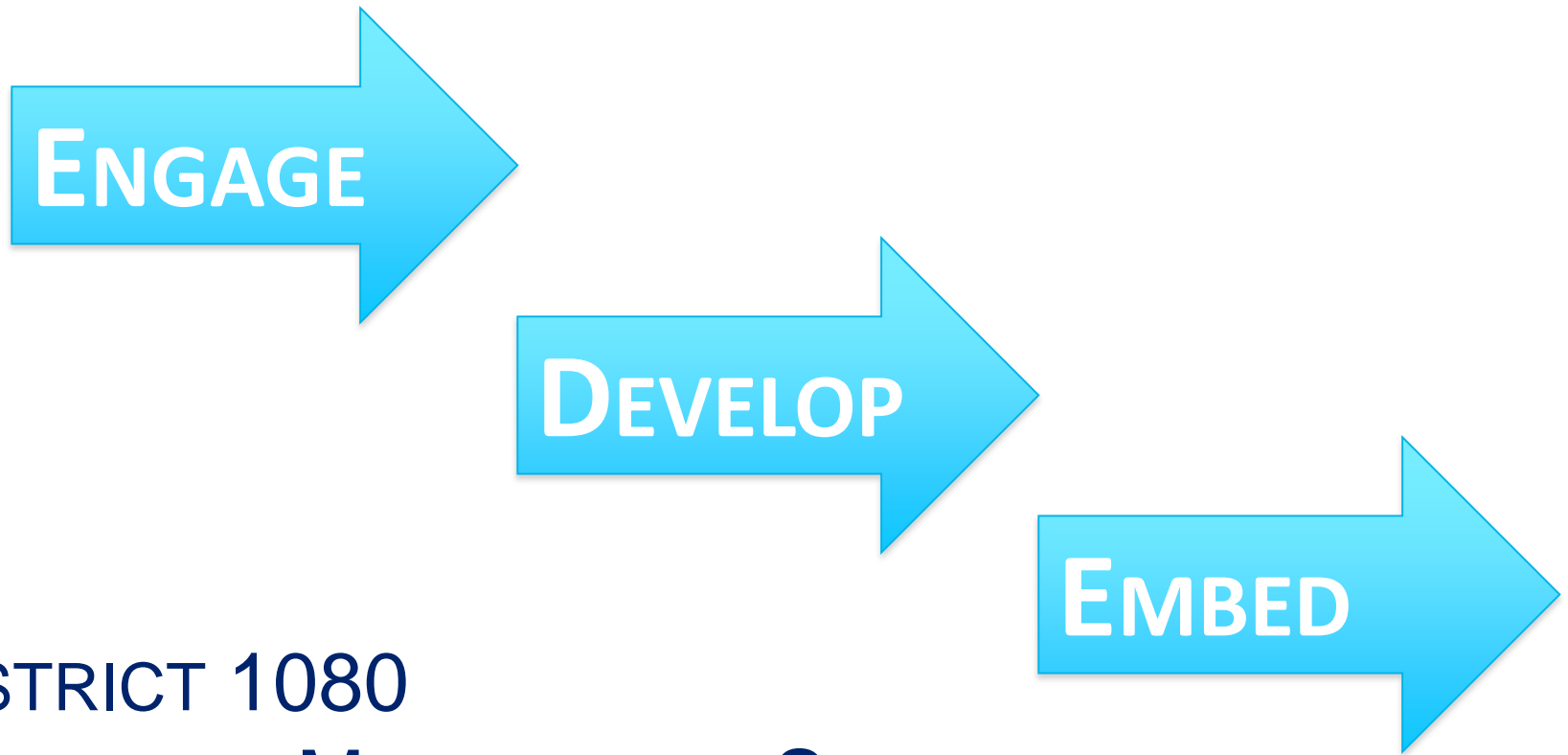
MEMBERSHIP

Here comes Edward Bear, coming downstairs now, bump, bump, bump, on the back of his head, behind Christopher Robin.

It is, as far as he knows the only way of coming downstairs, but sometimes he feels that there really is another way, if only he could stop bumping for a moment and think of it.



MEMBERSHIP



DISTRICT 1080 PROPOSED MEMBERSHIP STRATEGY

MEMBERSHIP



ENGAGE

- with club members, explore membership alternatives, new models, flexibility, help clubs to grow by supporting them until they are quite a long way 'up stream'.
- with our communities, get up close to people, be service led, *offer the gift of membership only* Rotary can offer, release that gift to others.

MEMBERSHIP

DEVELOP

- an experienced membership team to support clubs
- membership advocates who will work alongside clubs and members to help them to grow and strengthen
- a membership map of our membership 'hot spots' and our membership 'cold spots' to grow appropriately
- Beacon clubs to act as examples of best practice with 'peer to peer' support.
- a menu of diverse models of membership which can be tailored to clubs.

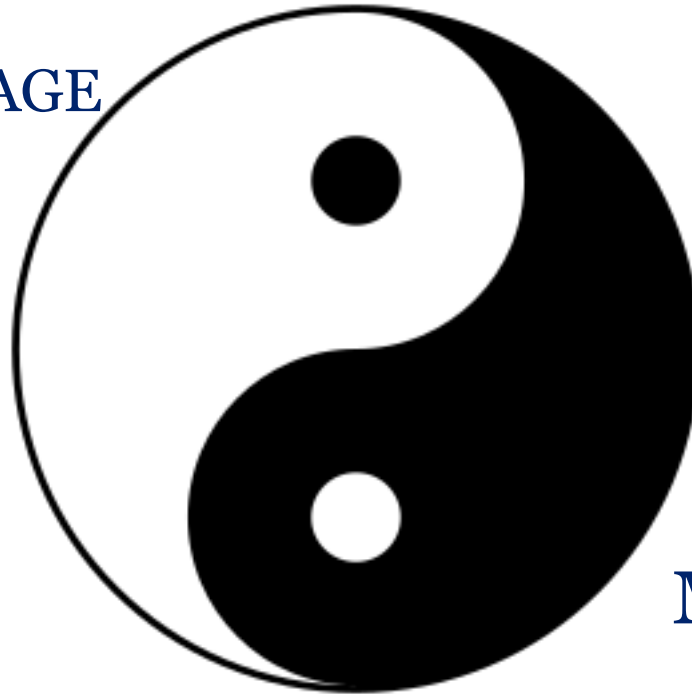
MEMBERSHIP

EMBED

- our “customer” (current Rotarians), creating membership messages, leadership and customer focused training
- identify Rotary’s “value position” as a unique selling point for our members to utilise locally to increase and retain members.
- help clubs recognise that membership satisfaction will create increased interest and demand to join Rotary.

MEMBERSHIP

PUBLIC IMAGE



MEMBERSHIP

WHAT NEXT?

Want to get involved:–

- Clubs
- Advocate

Seminars: Membership/Public Image

WHAT NEXT?

COME CHAT IN THE BREAK

CONTACT ME rayburman@me.com

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