

Zoom Webinar Notes

*Andy Vanhook - Harrisonburg
 Questions should be posted to <u>Q&A</u>
 Comments should be posted to <u>Chat</u>
 Language specific <u>Closed Captions</u> available





JEREMY HURST RI Director 2022-2024 Rotary Zones 33/34

<u>Session 4</u> Creating Clubs for Today



Session 4: Creating Clubs for Today



Success Story

- Karen Pollard
- Crescent Rotary
- Greensboro, NC



ACTIVE SERVICE MEMBERSHIP

- Max n
 - Unpredictable sche ule
 - Limited Dispose include
 - Servant's Heart
 - Participated in nearly every service project

ACTIV SERVICE MEMBZYYJ • Charlie

- Started New Crsir
- Difficult to Attend 2'
- Wants to Stay Involveu
- Stayed active only because of this option

ACTIVE SERVICE MEMBERSHIP

• Features

- Flexible Pricing
- Flexible Schedule
- Pay a la Carte for Meals
 - or Skip Eating & Attend
- GROWS membership <u>AND</u> improves ENGAGEMENT



Is your Club model too inflexible?



INFLEXIBLE QUALIFIERS

1. Meet for a meal • Usually, lunch 2. On a weekday 3. Every week 4. Located in city center Takes 1.5 hours + travel 5. Abide by rituals

- Pledge, invocation, song, 4-Way Test, etc...
- 6. Speaker



CHANGING CLUB STORY

- Triage
- Lost Passion

RenewedRewarded

When something doesn't fit make it fit



CHANGING CLUB STORY

- Triage
- Lost Passion
- RenewedRewarded



NEW PRODUCT

- Rysheeka Bush
- 2024-25 District Governor D-7750



NEW PRODUCT

- More Flexible
- Less Time Commitment
- Lower Cost



GROWING CLUBS

- Not Weekly
- After Hours
- Meal Optional
- Service Centered
- Mix of:
 - Meetings
 - Networking
 - Socials



MEMBER TYPES

- Corporate
- Family
- E-Member
- Active Service

ACTIVE SOCIAL MEMBERSHIP

• Jessic

- Integrate in C nmi t
- Build Social Co.
- Building fellowship and more integrated in community

ACTIVE SOCIAL MEMBZ 44 • Brian

- Active & En, 9
- Strict Diet
- Regularly Attends Bound

e

> President Nominee

ACTIVE SOCIAL MEMBERSHIP

• Features

- Build Networks
- Lead Social & Fundraising
- Active not "RINO"

Flexibility allows Rotary to <u>GROW</u> and Rotary members to <u>ENGAGE</u>





- Review Inflexible Qualifiers
 - Flexibility = Inviting

Offer Options

Start-Up Materials Available

www.RIZones33-34.org/Zone-33-Innovative-Club-Advocates





QUESTIONS



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ZONE 33 PUBLIC IMAGE 3RD THURSDAYS SERIES: LEARNING & FUN

OFFICE HOURS: TUES, NOV 22, 2022 | 6PM-7PM JOIN US FOR 10 MINUTES OR THE WHOLE HOUR. THE Z33 PI TEAM IS READY TO ANSWER QUESTIONS, BRAINSTORM, CHAT BEST PRACTICES & MORE! **Rotary**

Public Image Zone 33

LEVERAGING EMAIL FOR COMMUNICATIONS

November 28 6 PM EST elevaterotary.org

Rotary PEOPLE OF ACTION

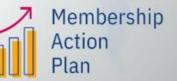
<u>Register Now</u>

Rotary MAP Session 5:

BITE-SIZED WEBINAR December 12, 2022 6 PM Eastern 7 PM Atlantic 5 PM Central



VCT



CONTACT: Zone 33 Rotary Coordinator

Terry Weaver
Rotary Zone 34 Coordinator
Miles Demost

Mike Darragh

ROTARY MAP SESSION 6: BECOME AN IRRESISTIBLE CLUB

CONTACT:

Terry Weaver

Mike Darragh

Zone 33 Rotary Coordinator:

Zone 34 Rotary Coordinator:



GET THE TOOLS TO:

- Spot What's Not Working
- Attract a Broader Audience
- Excite and Inspire Members

Register Now

BITE-SIZED WEBINAR January 9, 2023 6 PM Eastern 7 PM Atlantic 5 PM Central





Membership Action Plan