

# Welcome to...

## *Extreme* **MAKEOVER** SMALL CLUB EDITION

Membership Seminar  
for Rotary District 7620

Monday, September 16, 2013





# it's GO-TIME.

it's when you get off the couch.  
when you walk the walk.  
when you sit up and tell yourself it's time...  
time to make a difference  
in your community and the world.

Rotary members are a diverse group of business and professional leaders who volunteer to support education and job training, provide clean water, fight hunger and more. Check out over 60 clubs in Maryland and D.C. by visiting [MdDCRotary.org](http://MdDCRotary.org) to find a club in your neighborhood today.

Find a Rotary Club near you: [MDRotary.org](http://MDRotary.org)



# NO MORE EXCUSES!!!







## **FROM MUMBO JUMBO TO MEMBERSHIP *MOJO***

Dear Fellow Rotarian:

Membership growth is key to every successful Rotary Club. RI research shows that every club loses an average of 10% of its membership each year. With economic strains effecting all types of businesses and family budgets, it is ever more important to fine tune your marketing efforts. There are literally hundreds of people in your community interested in giving back to their community, locally and globally, but they don't know how or where to start. Rotary could be the answer they are looking for! It was for me – and it was for many of the recruits I have brought into the Rotary family, many of whom have become close friends and business associates.

This booklet will give you a clear and concise road map to creating and sustaining a successful membership recruitment and retention program within your club. You will learn how to form and run a successful membership committee, prepare a Hit List of prospects, identify your Backyard 100, make the appropriate Invite, handle Objections and diligently Follow Up. You will also learn about the importance of the Fireside Chat, the 3 Month New Member Checklist and the "Stripping" ceremony – all critical to indoctrinating new members to hopefully become life-long Rotarians!

It is not rocket science, but it does take focus and commitment on the part of just a few of your dedicated club members to achieve positive results. Many clubs that have adopted this GROW program have achieved remarkable results in a relatively short period of time. And we now have a track record of small, struggling clubs that have achieved 50-100% growth in members in less than one year! IT CAN BE DONE!

Your District leaders are here to help. Membership Coordinators, in conjunction with your Area Governor, will assist you in developing and implementing any and all facets of this training in your club. Do not hesitate to ask for guidance and encouragement at any time. Good Luck!

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Peter Kyle  
District Governor, District 7620  
C - 443-924-7214 [peter.kyle@gmail.com](mailto:peter.kyle@gmail.com)

## Agenda

### **“Extreme Makeover – Small Club Edition” Membership Training Seminar**

Beltsville Sheraton – September 16, 2013

Darrell Nevin, D7620 Membership Chair [coachnevin@gmail.com](mailto:coachnevin@gmail.com) 410-963-5671

- Welcome – Introductions
- Rotary Reality Check
- Current Club Membership Count
- Rotary “Qi” Words
- Why are you here? Maybe it is because...
  - ...Size Matters
  - ...Image Matters
  - ...Growth Matters
  - ...Naysayers Don’t Matter
  - ...Who Matters
  - ...Invite Matters
  - ...Objection Matters
  - ...Follow-Up Matters
  - ...The Fireside Chat Really Matters
  - ...The 3-Month Checklist Really Matters
- OPEN HOUSE Fantasmagoria
- Other Retention Techniques
- Your Immediate Next Steps

## Rotary Reality Check

40% of all 33,000 clubs worldwide have fewer than 25 members

25% of all 33,000 clubs worldwide have fewer than 20 members

***50% of D7620 clubs have less than 25 members; 1/3 are under 20!!!***

Since 1998, 75% of all Districts have more clubs, but less members!

Total membership in North American Zones 22-34 (U.S., Canada and Caribbean) has declined from 450,000 to 360,000 thru FYE 2012

Newly chartered clubs add 2,500 new members on average per year; yet net growth per year still -4,500 on average per year.

***D7620 added Annapolis Evening in 2011 and Dupont Circle in 2012. Two Provisional Clubs in the works: Federal City (DC) and Howard West***

50% who leave their club were Rotarians for less than 3 years!!! More than half leave because the club is no longer relevant to their lives.

### Reasons Rotarians Leave Rotary:

Death	5.0%
Attendance	5.0%
Club Closed	.5%
Relocated	7.5%
Business Transfer	6.5%
Business Pressure	<u>11.6%</u>
	36.1%

Changing Demographics (search "U.S. Demographics" [www.rotary.org](http://www.rotary.org))

- \* 50% of U.S. population growth in 2005-2006 was Hispanic
- \* U.S. Population in 1960 was 85% white; in 2000 it was 47%
- \* In 1900 50% of U.S. Population was under 23 years old
- \* In 2000 50% of U.S. Population was under 35 years old

***WHAT ROLE WILL YOUR CLUB PLAY IN REVERSING THIS?***

***WHAT DO YOU PLAN TO DO ABOUT THIS?***

# SIZE MATTERS

Shrinkage Is Guaranteed – 10-12% Loss on avg. every club, every year

To Not Grow is a “Disservice Above Self” to your Community’s ever growing need for Rotarian projects, services and fundraising

Why 30 Members is the Magic Minimum:

- More Hands...Means More Equitable Distribution of Work, Smoother and Seamless Transition of Leadership
- More Hands...Means More Hands-on Community Service Opportunities, a greater Local Impact
- More Hands...Means More Money to Serve the Needy
- More Hands...Means More Money to fight for World Peace, Global Health
- More Hands...Means More Prestige
- More Hands...Means More Money for District mgmt. & PR efforts

# IMAGE MATTERS

Defining our Product – It's THE MEETING!!!

- ◆ The Room – does it look like a Rotary meeting? Is it isolated enough so that interruptions are minimal? Are club banners on display?
- ◆ The Agenda – Stick to the schedule. Orderliness of the meeting flow is important for guests and visitors to see.
- ◆ Timeliness - Start exactly on time! End on time as much as possible. Business people and professionals value their time.
- ◆ The Weekly Program – a speaker every week is a MUST.
- ◆ The Banner Display – Order one for your club!
- ◆ Respect for Women and Minorities – Do guests and visitors see a variety of members? Are they an integral part of your meeting?
- ◆ Hugs vs. Shrugs – Does the guest feel welcomed and eagerly introduced to others? Do members go out of their way to say hello and show interest in the visitor?

*What is your Product's Image to a Visitor?*



# **Running A Successful Rotary Meeting REALLY MATTERS for Guests and New Members**

Suggested Format

**GREETER** – Wears the GREETER button. Welcomes guests, visiting Rotarians and the Program Speaker. Brand New members should assist during first few weeks in the club to “greet” existing members as they arrive. Important that Greeter be a different Rotarian every week! Share the responsibility with everyone in the club. Greeter is also the same person that speaks the GRACE, so it is important that this responsibility be rotated amongst everyone in the club.

**BELL, PLEDGE of ALELGIANCE, SONG** – marks the traditional start of the Rotary meeting. (the song is optional)

**GRACE** – read by choice of GREETER that day. Should never be the same person every time as any guest or new member should feel that the club is non-sectarian. So rotating the responsibility is one way to be sure no one is offended or put off by any one particular religious bent.

**CHOW** –

**PRESIDENT’s WELCOME** – signals the start of the meeting, welcomes everyone, says a few words of import if necessary, then introduces the club secretary.

**SECRETARY** – asks for introductions from Guests first, then Visiting Rotarians, then Make-ups. Guests should be introduced by the Rotarian that invited them. Guest should stand up and say a few words. [applause!] Visiting Rotarians are asked to introduce themselves and what club they are from. Secretary then asks for members to declare any make-ups for the previous week. [Reason: for guests to see the breadth of other clubs, locally and internationally as many do make-ups on vacation or business trips! Some may relate a brief story of their experience. IMPORTANT for guests and new members to hear this!]

**CLUB ANNOUNCEMENTS** – some from the President, but most should be from the members related to up coming committee meetings, events, etc. IMPORTANT for guests and new members to hear what’s going on and the breadth of member involvement.

**FOUNDATION MOMENT** – a one minute summary of an aspect of the Rotary Foundation, either related to a project, Polio Plus, how a little bit of money from a lot of people can do great things in the world, Every Rotarian Every Year, how donations end up funding local projects, etc. Can be read from the Rotarian Magazine. Person doing the FM should be rotated every week, again to share responsibility and to gain variety. IMPORTANT not only for guests to hear this, but for NEW MEMBERS to learn more about the Foundation and OLD MEMBERS to be reminded that the important work the Foundation does is at the heart of who we are as Rotarians. Another chance every week to add information and relevance to the Rotary experience!

**VOCATIONAL MOMENT** – a one minute summary of an aspect of a member’s profession, not their business or an advertisement to get new business. This is to be informational about their profession. Rotated every week so each member gets a chance to share news or tips about their

profession. Guests, new members and old members might learn something new, hopefully relevant or intriguing about that profession.

**MEMBERSHIP MOMENT** – a one minute summary of the importance of growing membership in Rotary. Should be handled by the Membership Committee, possibly every other week. Can share stories of sharing Rotary with others, stats on trends in membership, value-driven reasons people join Rotary, relevance in someone's life, etc. Geared toward guests and members as a reminder to always be inviting someone to attend their meeting and that what we have as Rotarians is certainly attractive to others!

**PROGRAM** - President or Program Chair makes formal introduction of the guest speaker. ALWAYS a program speaker EVERY WEEK unless holding a club assembly. Guest speakers are a critical part of creating relevance for guests and new members! Variety should include some programs from local non-profits, gov't agency officials, business people doing good in the community, authors, entertainers, etc. Ideas are endless. Be creative! Mix it up. Variety and creativity keeps members interest upbeat. Members are more likely to share Rotary with others if a "good program" is forthcoming.

Let speaker know approximate time limit. Leave time for Q&A. Important to stay on schedule, but up to President's discretion if speaker should be allowed extra time.

**SERGEANT AT ARMS** – Might be the most important role in a good Rotary meeting! Collects Happy Dollars and metes out fines. ALWAYS done after the speaker. Why? Because it allows members to acknowledge and compliment the speaker! Suggestion: segregate these funds from other club funds and identify a specific charity or program those dollars are used for, such as a Community Emergency Fund for citizens in dire need of heat, food, shelter. Can be coordinated with local Social Services agency. Sgt. at Arms or President should announce this purpose at every meeting prior to collecting Happy Dollars. Gigantically more money can be raised this way!

**HAPPY DOLLARS** – always after the speaker, never before! Praise for the speaker leads others to cough up a buck, including guests and visitors. A critical component for guests to see something very rare in their business and professional life: why people are HAPPY! Excellent opportunity for fun, creativity and surprises! Dollars to praise kids, anniversaries, successes, vacations, sports teams, etc. Suggestion: ring the bell if someone drops in a ten or twenty spot!

**FINES** – a great way for the Sgt. at Arms to identify embarrassing moments from the meeting, tease people (Carson - yes! Rickles - no!), and add gentle barbs and laughter to the end of the meeting. Great for guests to see business people not taking themselves too seriously, and yet still doing seriously good work in the community and around the world. A very unique combination!

**GROUP FINES** – where the Sgt. at Arms identifies something about everyone in the room to single out those who don't fit the requirement, such as people wearing purple after the Ravens season was over (probably from a Sgt. who is a Redskin or Steelers fan!) Another important opportunity for creativity and fun. Thousands of examples available upon request!!!

**50/50 RAFFLE** – A lot of clubs do this to raise money at every meeting. A good idea, but the drawing should always be at the very end of the meeting, conducted by the Sgt. at Arms. Adds some excitement at the end of the meeting as people always love being a winner, no matter how small the award.

# GROWTH MATTERS

The MEMBERSHIP COMMITTEE – 3-5 is best; Newbies? YES!  
Enthusiasm is more important than Rotary knowledge!  
Meet every week to reinforce commitment and accountability

The BACKYARD 100 – they are just waiting to be asked!

The HIT LIST – one list of prospects per club – must be written –  
revised weekly – share with all – use Google Docs or Drop Box  
***Let's start yours right NOW!!!***

The HIT PARADE – weekly committee review is critical to  
accountability, follow up, avoiding neglect and indifference

Meet at a Happy Hour, not before or after your meeting! It is a target-rich environment and solidifies your commitment every week to being responsible, focused and accountable to your GOAL and your TEAM!

Take advantage of the great Humanity in Motion PR products from the RI website – “When you start with Rotary, good things happen!”  
***D7620 PR campaign – have you seen it yet?***

Rotary OPEN HOUSE – extremely effective way to showcase your club and Rotary's impact on your community and the world around us. It “sells” value at a very high level!

What is your club's unique VALUE EQUATION – let's define that right NOW!!!

***VALUE trumps COST every time!!!***

ROTARY CLUB OF

## FORMER MEMBERS TO SOLICIT

11

# HANDLING THE NAY-SAYERS IN YOUR OWN CLUB

“I Don’t Wanna Be a Larger Club!”

“I Like Everything Just the Way It’s Been!”

“We’ll Lose our Esprit d’ Corps if We Grow!”

What Do You Hear? IGNORE IT!!!

Identifying and Dealing with the **Malaise of Inertia**

Identifying and Dealing With the **Malaise of Fraternal Thinking**

How Just a Few New Members Can Transform the Psyche of Your Club, Raise the Energy Level, and lo and behold, bring along those reluctant naysayers!



# WHO MATTERS

F.R.A.N.K. – Friends, Relatives, Associates, Neighbors, Kids

Who's New in Town?

Guest Speakers

Chamber of Commerce Members, Leadership Class, Business  
Networking Groups – Ask your Banker! They know everyone!

Happy Hours! Might that be your Target Market?

What Classifications Does Your Club Need/Want? Let's List Them  
Right NOW!!!

***Consider hosting an **Open House** to promote Rotary to many invited guests at once, the way Sykesville did (+21 new members in 5 months!), which was then copied by Mt. Airy (+8), Catonsville (+6), Woodlawn-Westview (+7). Learn from those who have done it successfully!***

## **Speakers and Attendees:**

*Rotary 7620 District Governor—Claude Morissette*

*Rotary 7620 Assistant Governor—Edco Bailey*

*Sykesville Rotary Past President—Virginia Harrison*

*Sykesville Rotary International Service Chair—Christine Hughes*

*Carroll County Hospital—Jenny Gambino*

*Springfield Hospital Center—Fred Hitchcock*

*Transitions Health Care—Donna Burnett*

*Teresa Perrera—Director of Development, Change, Inc.*

*Diane Cordani—Family & Children's Services of Central MD,  
Domestic Violence Program*

## **Sykesville - South Carroll Rotary Club Open House**



**Wednesday,  
January 18, 2012  
5:30 - 7:30 pm**

**Date: 01/18/2012**

**5:30—7:30 pm**

**Cobblestone Tavern & Grille** 1438 Liberty Rd., Sykesville, MD

Come out and meet the members of the Sykesville-South Carroll Rotary Club and mingle with other local business professionals. Learn how Rotary is involved, both locally and internationally. Light hors d'oeuvres will be served. Please join us for an evening of fun, fellowship.

**R. S. V. P.**

Russell Grimes—443-690-6330

Rochelle Schneiderman—410-812-2539

Dawn Wittfelt—443-244-7799

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### **The 4 Way Test:**

*Of the things we think, say or do:*

1. Is it the truth?

2. Is it fair to all concerned?

3. Will it build good will and better friendships?

4. Will it be beneficial to all concerned?

## SYKESVILLE SOUTH CARROLL ROTARY CLUB

### Open House

- **Formalize the structure of our club**
  - Prepare Organizational Charts for:
    - Rotary Club; and
    - Foundation Board
  - Mission Statement: Identified how our club worked in the community; why it was important for them to be a part of our club; includes the history of our club; dollars raised in the community and a sense of urgency to serve the greater good of our community
- **Organized Club Committee Structures**
  - Membership; Public Relations; Club Administration; Service Projects; Rotary Foundation
  - Identified strong committee candidates who could execute and achieve goals
  - Set specific meeting times for committees
  - Organized the membership Committee to create a continuity of leadership in the Membership Committee by including:
    - President
    - President Nominee
    - President Elect
    - Immediate Past President
    - Other Club Members
  - Coordinate committee meeting times with membership and Public Relations
  - Move the monthly board meeting to be more functional – Carroll Community Bank
- **Organized the clubs 1<sup>st</sup> New Member Social**
  - Invited the District Governor and District Membership Chair as guest speakers
  - Asked for a commitment from each member to invite 10 people
  - Over 75 in attendance resulting in 16 new members
  - Instituted a guest sign in log with contact information – incorporated into the Backyard 100
  - Created a Press Release subsequent to the event
  - Personal follow up email and phone call after the social by the Membership Committee
  - Instituted a “Fireside Chat” with prospective members allowing for specific Q & A
  - Formally inducted new members in a club ceremony
- **Organized the clubs 2<sup>nd</sup> New Member Social**
  - Promoted the event as our 2<sup>nd</sup> Annual New Member Social
  - Utilized Social Media to invite prospective members – Facebook: Evite
  - Asked for a commitment from each member to invite 5 guests
  - Over 35 in attendance resulting in 7 new members
  - Instituted a guest sign in log with contact information – incorporated into the Backyard 100
  - Created a Press Release subsequent to the event
  - Personal follow up email and phone call after the social by the Membership Committee
  - Instituted a “Fireside Chat” with prospective members allowing for specific Q & A
  - Formally inducted new members in a club ceremony
  - Asked for a commitment to serve on a club committee

# Sykesville South Carroll Rotary Club

## July 1, 2012 to June 30, 2013

### Membership

**Membership**  
New Member Development  
New Member Orientation  
Member Retention

**Chair – Russ Grimes**

**Vice Chair – Mike Yanchoris**  
Dawn Wittfelt; Mark Milby  
Teresa Elliott; Sandy  
Bertamini

**Meeting Dates – Every Thursday  
Morning; 7AM Starbucks**

### Club Administration

#### Club Service

Education & Club  
Historian - **Todd**  
Sergeant at Arms – **Larry**  
Club Badges - **Huber**  
50/50 & Happy \$-**Duke**  
Classification  
Club Directory-**Dawn**  
Fellowship & Social  
Events-**Dawn, Viargnia**  
Finance & Audit-**Gene, Todd**  
**Dan, Mike**  
Secretary-**Rochelle, Lewis**

**Chair – Mike Yanchoris**  
**Vice Chair – Larry Helminiak**  
Dan Grone; Virginia Harrison  
Todd Brown; Gene Gillispie  
Dawn Wittfelt; Huber Smutz  
Duke Harrison; Lewis Wimmer;  
Rochelle Schneiderman

**Meeting Dates 2012/2013**

### Public Image

**Public Image**  
Newsletter  
Website  
Social Media  
Communications

**Chair–Amy Giannakoulas**  
**Vice Chair – Sue Jaeger**  
Teresa Elliott; Johnny Morgan  
Kristen Duncan, Dawn Wittfelt;  
Neil Forthman

**Meeting Dates 2012/2013**

### Service Projects

#### Community Service

**Fundraising Events**  
**Chair – Dawn Wittfelt**  
**Vice Chair – Kristen Duncan**  
Doug Metz; Frank Robert; Bill  
Hudson; Neil Forthman; Nancy  
Parker; Becky Hahn; Sue Jaeger;  
Jay Block; Bruce Reamer; Sandy  
Bertamini

#### Community Service Projects

**Chair – Brian Haight**  
**Vice Chair – Nancy Parker**  
Fred Hitchcock, Todd Brown  
Virginia Harrison; Buzz Baker  
Ellen Baker, Bill Gawel

#### International Service

Int'l Service Projects – (can also  
include Foundation Projects)

**Chair – Christine Hughes**  
**Vice Chair – Mark Milby**  
Dawn Wittfelt; Becky Hahn  
Mike Yanchoris; Bill Gawel

#### Vocational Service

Literacy Projects

**Chair – Doug Metz/Buzz Baker**  
**Vice Chair–Cindy Pehl/Ellen  
Baker**

Jay Block; Richard Howes,  
Rusty Johnson; Rochelle  
Schneiderman;

#### New Generations Service

Interact, Rotaract  
RYLA, Youth Exchange

**Chair – Becky Hahn**  
**Vice Chair – Teresa Elliott**  
Dawn Wittfelt; Fred Hitchcock  
Nancy Parker; Elizabeth Milby

**Meeting Dates 2012/2013**

### The Rotary Foundation

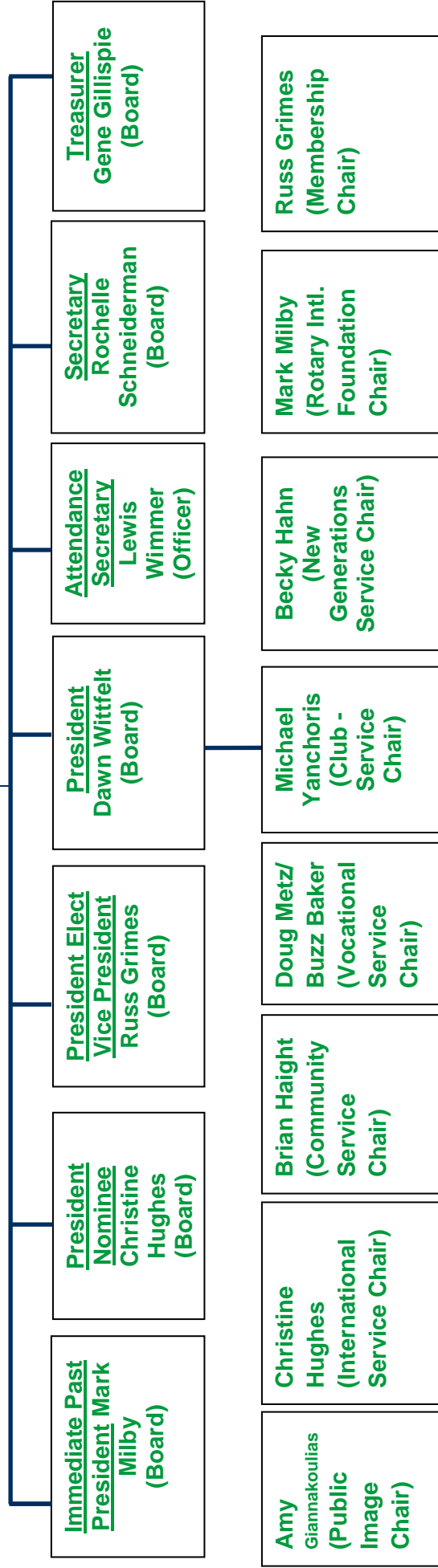
**Rotary Foundation**  
Annual Giving  
Permanent Fund  
Polio  
Grants  
Ambassadorial -  
Scholarships  
Peace Fellows  
Group Study -  
Exchange  
Recognition–Awards

**Chair – Mark Milby**  
**Vice Chair – Dan Grone**

Richard Howes; Jerry  
Rescigno; Rusty Johnson

**Meeting Dates  
2012/2013**

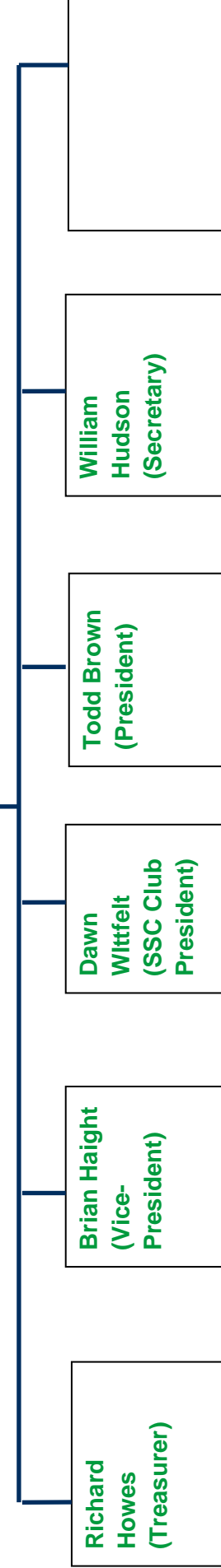
# Sykesville South Carroll Rotary Club Board & Officers – 7/1/2012 to 6/30/2013



## Sykesville South Carroll Rotary Foundation

### Board

July 1, 2012 to June 30, 2013





# The INVITE MATTERS

“Join Me for \_\_\_\_\_” (a Meal, not a Meeting!)

We are HUMANITY IN MOTION! Tell one....tell everyone!

*2012-2013 Theme: **PEACE THROUGH SERVICE***

*2013-2014 Theme: **ENGAGE ROTARY, CHANGE LIVES!***

Casual Conversation: “How do you Give Back to your Community?”

“Come have lunch with me. Meet my Rotary friends.”

Individual or Mass Mailings: R.I. Postcards, Invite Letters (like Club Extension Initiatives), Be-My-Guest Cards

Social Media Initiatives: *Website, Facebook, Twitter, Meet Up*

Do not underestimate the POWER of these important tools to reach your target audience. Create a more modern image of Rotary, and improve your confidence and conversion rate!

*Have you seen RI's Facebook page?*

*Have you seen D7620's Facebook page?*

*Have you seen RI's new and vastly improved website?*

*Does your club Tweet?*

*Do you follow other clubs that do?*

*Do you follow @rotary or @John Hewko?*

# **OBJECTIONS (DO) MATTER!**

No Time (until they understand and experience the VALUE)

No Money (until they understand and experience the VALUE)

Not Interested (until they understand and experience the VALUE)

Boss Doesn't Care (until they understand and experience the VALUE)

Spouse Says: "Don't You Dare!" (ain't touching that one!)

Defining Their VALUE EQUATION:

***What's in it for them?***

***What was in it for you?***

***When did you really become a Rotarian?***

***SHARE YOUR STORY!!!!***

# **FOLLOW-UP MATTERS**

Walk-away Materials are a must – Personalized club and RI brochures, Rotarian Magazine back issues, lend them an R.I. DVD, etc.

Who's gonna call? Email? Snail Mail? Do it with a marketing plan in mind! The Hit List tracks assignments; the weekly membership committee meeting assures accountability

FRIENDS OF ROTARY Email List – start it, maintain it, stay in touch with all visitors, speakers, past members, prospects not ready to join yet. Send them your weekly newsletter, promotions to your events, fundraising requests, etc.

ROTARIAN MAGAZINE – only \$12.00 per year! Order it for key prospects. Collect back issues from members – hand to visitors!

Impressive Cover stories lately: Gates, Parton, Turner, Tutu, Goodall

Keep them on the Hit List forever – Life circumstances can change in 6 or 60 months

Don't ever give up! But don't dwell on anyone! If your Hit List is large (at least covering the Backyard 100) and actively managed (committee meets at least every other week), it's okay to declare:

**“NEXT!”**

# The FIRESIDE CHAT

*Thee* most important hour in Rotary

Lunch with Prospect, Sponsor, President and Membership Chair

Reviews Requirements vs. Expectations

Initiates Training about Rotary and your club before they join

Introduces the 3-Month New Member Checklist

## The 3-MONTH CHECKLIST

- ♦ **Be the Greeter** at the front door for at least 2 consecutive meetings after induction along side regularly scheduled Greeter who can assist with introductions
- ♦ **Serve on a Committee** – Find a match for your service interests
- ♦ **Do A Make-Up** - Attend another Rotary Club meeting; expand your network
- ♦ **Attend Board of Directors meeting** – Learn how the business of Rotary gets done, who the leaders are, how much they care.
- ♦ **Classification Talk** – Get it scheduled with the Program Chair
- ♦ **Rotary Foundation** - Make first annual \$100 contribution towards Paul Harris Fellow Award. Funds Rotary's global peace and wellness programs. Expected annually!
- ♦ **Club Social Function** – Attend next scheduled one to meet Rotarians at a more personal level. Invite spouses.
- ♦ **BRING A GUEST!** –Share Rotary with your closest friends and associates. Invite someone who doesn't look like you!

Why it is so Important for Retention

Den Mother/Good Shepherd Tracking Role A Must

“Stripping” Ceremony Makes Matriculation Fun – Most want that red sticker off their badge ASAP! {*cue the music, please!*}

Time Frame is Irrelevant, But Sooner is Better!

## What is the three month checklist you ask?

There are a few things that that you need to do in the next 3 months, all of which our club believes are important in helping our new members get to know everyone and also to help them get a better understanding of what being in Rotary is all about. The items on the checklist are all designed to help you quickly and comfortably get involved in club activities, get a better understanding of Rotary (including its structure, the meetings and our charitable goals) and to get to know all of the club members.

### Below is a brief outline of what each of the items on the checklist mean and why each is important

- ☐ **Fill out the Member Data Form** – When you fill this data sheet out, we can put the information into our data bases, both the club and district. This allows Rotarians to communicate more effectively in doing the work of Rotary. Please submit an electronic photo of yourself to Mark Milby at [markmilby@katewwdb.com](mailto:markmilby@katewwdb.com) so that it can be uploaded onto our websites.
- ☐ **Be the Greeter** - When each club member and guests arrive at the meeting, the club always has a greeter standing at the doorway to welcome everyone. Club members rotate this among themselves throughout the year. New members are asked to be a greeter 2 times in their first 3 months. The first time you greet you should do so alongside a club member already scheduled as the greeter to help with introductions. Ask someone on the membership committee about being a greeter and we'll get you scheduled. Please be sure to wear your name badge as well as the "greeter" badge.
- ☐ **Serve on a Committee/Volunteer for Service** – There are active committees in our club plus several club service activities that need your help. See the Club President or Membership Committee Chair to see which club member is in charge of at least one committee and at least one club service activity that you are interested in and sign up to help!
  1. **Membership Committee** - This committee develops and implements plans for the recruitment and retention of members including club fellowship activities.
  2. **Club Public Relations Committee** - This committee develops and implements plans to provide the public with information about Rotary and to promote the club's service projects and activities.
  3. **The Rotary Foundation** - This committee develops and implements plans to support The Rotary Foundation through both financial contributions and program participation.
  4. **Club Service Activities** – Throughout the year, there are a variety of activities that require help from the club members in order to ensure success. Some examples would include social events, fundraising events, and anything that focuses on the success and fellowship of the club. Sign up to help whenever possible!
  5. **Community Service Projects Committee** - This committee develops and implements educational, humanitarian, and service projects that address the needs in our community.
  6. **International Service Projects Committee** - This committee develops and implements educational, humanitarian and service projects that address the needs in communities in other countries. These projects are done in partnership with another Rotary club in another district somewhere in another part of the globe.



7. Vocational Service Committee – This committee plans and promotes projects that foster vocational development within our communities. Members demonstrate high ethical standards within their respective classifications.
  8. New Generations (Youth) Committee - This committee plans, promotes and implements youth oriented activities, includes promoting interest in related programs developed at the district and Rotary International level.
- 
- ☐ **Do A Make-Up** - This means that you seek out another club and attend their meeting. Clubs vary widely from one to another, both in terms of personality and how their meetings are organized. You can find the time and locations for the other clubs, both in and outside Carroll County by going to our District Website at <http://www.rotary7620.org/> and click on to the tab “Where Clubs Meet” on the left side of the home page. No need to call the other club. Just show up!(You may need to pay for your meal).
  - ☐ **Attend Board of Directors meeting** - By attending a BOD meeting you’ll learn plenty. See how the planning and open discussions of the Board result in not only great fun and informative weekly club meetings but also how the club seeks to honor the spirit of Rotary’s mission by undertaking various service projects during the year. Just show up!
  - ☐ **Classification Talk** – This is your chance to shine in front of the club (or completely embarrass yourself). Actually, either way, the club always looks forward to a new member’s classification talk. You’ll have about 20 minutes to tell us everything we need to know about you (and some things we don’t need to know). You can do this in any manner you wish. Some new members have used a power point presentation, others dress up in costume. Some new members share funny stories about themselves while others spend the time talking about their careers and family. There aren’t really any rules. This is where the club members really get to know you in a more personal way. Whatever you choose to say or do, just remember to have fun. It takes time to get on the club speaker calendar which is periodically emailed out on a spreadsheet so make sure you schedule this early. Contact a membership committee member and we’ll help you get it scheduled.
  - ☐ **Attend a Club Social Function** – Club social event happen throughout the year. Watch your email, listen at the meetings and look in the club newsletter for the next social coming up and try to join us. It’s the greatest way to continue to get to know the other club members on a more personal basis and for them to get to know you!
  - ☐ **Bring a Guest** - Just as you were brought to our club for the first time probably as a guest (unless you contacted us directly), it’s important for you to try and bring guests to the club meetings. There is no need to tell us ahead of time. Some guests turn into new members and the lifeblood of a successful club is growth in membership. For that reason, this is on the checklist. Friends, relatives, co-workers and neighbors are all welcome!!
  - ☐ **Learn about The Rotary Foundation** - Go to the Rotary International Website: <http://www.rotary.org/en/Pages/ridefault.aspx> and surf the website and learn all kinds of things that Rotary is doing in the world. You can spend hours exploring about the work that Rotarians are doing around the globe. Our club prides itself on having 100% participation each year from our members in donating to the Rotary Foundation. Our suggested minimum annual donation is \$100. Once your accumulated donations total \$1,000, you’ll be recognized as a Paul Harris Fellow.

*Rotary Club of*  
***Sykesville-South Carroll***  
*Club #5896 District #7620*

## **New Member Orientation**

### **Rotary Club Goals and Objectives**

- **Mottos: “Service Above Self” & “He Profits Most Who Serves Best!” (examples)**
- **Alternative Motto: “Relax! It’s Just a Club!” – Have Fun!**
- **Mission Statement, Object of Rotary, 4-Way Test (handouts)**

### **Club History** – 71 Years of service to Sykesville & Carroll County

- **Chartered on April 25, 1941 by Dr. William H. Lawson, a local physician**
- **Sykesville-South Carroll RC was sponsored by the Westminster RC**
- **First service club in southern Carroll County**
- **Gatherings were held at St. Paul’s Church in Sykesville for 29 years**
- **Sponsored the Damascus RC in 1956**
- **Produced two District Governors**
- **Donated over \$100K in community projects over its history**
- **Donated over \$75K to The Rotary Foundation over its history**

### **Club Organization** - Leadership Model lead by the club’s Board of Directors

- **Club Administration – Club Service Avenue: functions of club operations**
- **Public Relations – club image, goodwill messages, and recognitions**
- **Membership – new member growth, retention, and club extension**
- **Service Projects – Avenues of Service:**
  - **Community Service**
  - **Vocational Service**
  - **International Service**
  - **New Generations**
- **The Rotary Foundation**

**Avenues of Service** - Active participation in one or more Avenues of Service is **expected** (projects are on going and can changed at any time, while new projects can be introduced)

- **Club Service (Club Administration) – Social Events, Membership Coordination, Program Development, Fundraising Events**
- **Vocational Service (Service Projects) – High School Career Development Opportunities, Dictionary Project, Promotes High Ethics within Classifications**
- **Community Service (Service Projects) – Charitable Events, Community Partnerships, Rotarian Helping Hands**
- **International Service (Service Projects) – Orphanage in Tanzania**
- **New Generations (Service Projects) – Interact and Rotaract Clubs, RYLA, HS Scholarships, Youth Exchange, High School Scholarships**

**Social Activities** - coordinated by Club Service Avenue Director

- Gatherings in social settings with spouse and sometimes with children
- Attendance **expected** at as many social events as possible
- Excellent fellowship opportunities for new members
- Crab Feast, Frederick Keys ball game, Halloween Party, Thanksgiving Dinner, Christmas Breakfast at Fairhaven, and more to come!

### **Fundraising** - Active participation in Fundraising activities is **expected**

- Bingo Nights - our largest source of revenue
- Cruise Raffle – take a journey on a cruise ship
- Lotto Raffle – chances on playing the lotto Pick 3 Game
- Other major fundraisers are in the planning stages

### **The Rotary Foundation** - Empowerment Arm of Rotary International

- Minimum \$100 contribution annually **expected** – 50% comes back to District for funding local projects in Central Maryland/Baltimore/Washington DC; the other 50% to fund projects internationally in the following six focus areas:
  - Peace & Conflict Resolution/Prevention
  - Disease Prevention & Treatment
  - Water & Sanitation
  - Maternal & Child Health
  - Basic Education & Literacy
  - Economic & Community Development
- Paul Harris Fellow: \$1000 lump sum or \$100 per year over 10 years or any combination of dollars & years.
- Other Foundation Programs include: Ambassadorial Scholarships, Polio Plus, Group Study Exchange; Youth Exchange, Peace Fellows

### **Rotary Club vs. Club Foundation** – Both work hand in hand by our members

- **Sykesville-South Carroll Rotary Club** operates and handles all administrative matters of the club (dues to District, RI, breakfast fees, and administrative costs). The club is served by a board of directors.
- **Sykesville-South Carroll Rotary Foundation** is a certified 501(c)3 non-profit, handles all fundraising income, expenses and distributions to charities. It is focused mostly on local giving. It is served by club members that are a separate board of directors than that of the club's.

### **Financial Obligations**

- \$183 quarterly dues comprised of: \$143 meals, \$40 Rotary International, District 7620 dues, and *Rotarian* magazine (amounts may vary slightly).
- 50/50 tickets, Happy Dollars, and Fines (and we say that with a smile).
- In order to raise the funds that we so generously provide to charities and projects, each club member must fully support the fundraising activities of the club. Without the support of members raising hundreds of dollars in sales and sponsorships, our fundraising activities would not be a success. Varying degrees of support for each fundraiser are determined by the type of fundraiser.

## Attendance

- **Expected** at every meeting
- **Required** - 60% of total, at least half at your home club
- Make-ups - Attend other club within 2 weeks of absence (before or after)

## What to Expect at Induction Ceremony

- Name Badge and Pin at induction (new member red stickers **required**).
- New Member Packet provided by District 7620.
- New member's Info Sheet w/ Photo and an updated phone list given to all club members at new member's induction.

First 3 Month Checklist **Required** for New Member - Refer to your checklist  
(Den Mother/Good Shepherd does the checking!)

- Greeter for 2-4 weeks after induction; assist regularly scheduled Greeter at front door by 7:00 a.m.; meet and greet members as they arrive; wear Name Badge and Greeter button.
- Attend at least one club Board of Directors typically held on the 3<sup>rd</sup> Tuesday after the regular club gathering.
- Select and serve on at least one Avenue of Service Committee.
- Attend at least one other Rotary Club meeting in the district, preferably with new member's sponsor or a club official/member.
- Make at least a \$100 Rotary Foundation contribution or pledge toward the Annual Giving program in fulfilling Rotary's "Every Rotarian, Every Year"
- Give classification talk
- INVITE SOMEONE TO JOIN ROTARY WITH YOU!!!

## Club Information and Resources:

Club Mailing Address:  
P.O. Box 188  
Eldersburg, MD 21784

### Websites:

District 7620: <http://www.rotary7620.org/>  
Rotary International: <http://www.rotary.org/en/Pages/ridefault.aspx>

District Governor: Bob Parkinson (Lexington Park Rotary Club)  
Area Governor: Mark Milby (Sykesville South Carroll Rotary Club)

**Revised: November 26, 2012**

# Other Retention Techniques

**Take a Rookie to Lunch!** – just like you would your new employee at the office, right? Makes the connection personal.

**Wings and Beer Survey** – informal “How Are We Doing For You?” You’d be surprised what you’d find out. Don’t avoid it - Embrace it!

**Semi-Annual New Member Dinner**– defines and bonds the Rookie Class. Held as pot luck at a member’s home. Invite newest members and their spouse. Informal structure. Important for Leadership Team to be there (PE, Lane Directors, Committee Chairs). No more than 1-2 minute presentations from each about what’s going on in their sphere of Rotary!

**Top-notch Program Speakers Every Week** - creates value the new member and guest usually can’t get anywhere else!

Create **Fun** Meetings – if you don’t have a clue, visit some clubs in the District that do! You **MUST** have a Sgt.-at-Arms. You **MUST** have Happy Dollars and Fines. It is a unique value that new members and visitors don’t get anywhere else in their business life! Particular attractive to younger prospects. Happy Dollars and Fines **MUST** be at the end of the meeting – why? Because it creates an excellent opportunity for members to acknowledge the guest speaker’s presentation! Far more money is collected that way, too!

**Creative Fines** – pins and badge fines are passé. Gentle ribbing is best. Johnny Carson, yes – Don Rickles, no!

# **Your Immediate GOALS:**

Define Your WHY

Find a Rotary Club to EMULATE

Form Your MEMBERSHIP COMMITTEE

Develop Your Unique HIT LIST, Review it Weekly –  
Be Focused, Committed, Responsible, Accountable to your TEAM

Run Your Club like a Business, Treat Every New Member like They Are  
Rotary's NEW EMPLOYEE!

Consider holding an OPEN HOUSE – send your committee to another  
club's open house to see how it is done. Consult with club's that  
have done it successfully.

25% annual net growth – MINIMUM GOAL for every small club!

\*\*\*\*\*

**DG Peter Kyle has embraced a Membership Coordinator program in which every AG will select an MC for their area clubs whose sole responsibility will be to assist those clubs that want help with membership. This will effectively double our staff in the field and make it easier on all small clubs to design and implement effective membership growth strategies using the GROW system taught in D7620.**

**Next GROW Seminar Date: Saturday, February 8, 2014**  
***Bring your committee members – share your success stories!!!***



# CREATE A BUZZ WITH ROTARY BANNERS!

A convenient way to increase awareness at all your Rotary meetings and events!

Display your banner with a sturdy, easy-to-assemble banner stand complete with its own protective storage and carrying case.

Capture your Rotary Club with a customized banner!

Simply select six to nine of your best, high quality club photos which can be used to create your customized Rotary Club banners.

## BANNER PRICING INCLUDES FREE SHIPPING!

Standard Banner only **\$145**

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Standard Banner,  
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Customized Banner only **\$250**

**PACKAGE DEAL:**  
Customized Banner,  
stand & storage case **\$395**

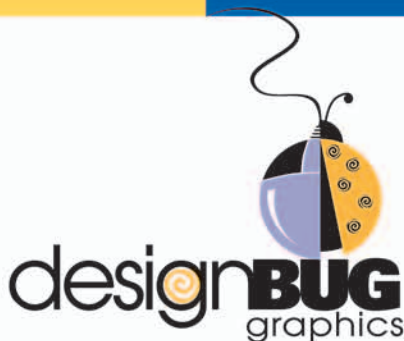


30 x 84 Standard Banner

District 7620 owns 2 Standard Banners and has made them available for clubs to borrow for their Rotary events.



30 x 84 Customized Banner



410.458.2067  DesignBug@verizon.net