

District 7620: Growing our Membership



A Step by Step Approach

1

Generating & Closing Leads

Using traditional approaches

- Open houses, personal friends
- Club events & service projects
- Local media, word of mouth

In addition, testing new approaches

- New types of memberships
- Social media & digital pilot
- Managing leads in DACDB

2

Growing Clubs & Exploiting New Flexibility

Creating clubs & using flexibility



- Satellite clubs (8+ members)
- New clubs (20+ members)
- Flexibility in meetings

Nurturing new members



- Greetings, making contact
- Assignment of mentor
- Session on Rotary basics
- Blue to red badge program

Organizing club flagship events



- Externally focused
- Family/community oriented

3

Retaining & Growing Members

Engaging members

- Service projects (esp. locally)
- Committee assignments/lanes

Taking advantage of District events

- RLI & other training events
- District conference & Rotaract events
- Others (such as visit to other clubs)

Rotary
is local
before
global

Follow the Basics (Membership Life Cycle), But One Size Does Not Fit All!



Example of District of Columbia:
4 clubs with different identities

- Capitol Hill
- Dupont Circle
- Federal City
- Washington, DC

But the
global
benefits
the local



**People of Action
Communicate
the Impacts of
Your Club, Your
District, & RI**

Example: Contributions of District 7620

- 115,000 hours of external service
- \$1.5 million in donations (not including endowed club foundations)
- Innovative local/global projects

Useful
material
online

Selected Resources

Rotary International Website

- Membership resources
- Branding center
- Rotary Voices & Service in Action

District 7620 Website & Social Media

- Membership under "District Links"
- Social media (Facebook, others)

Individual District 7620 Rotarians

- Darren Nevin's compilation
- Blogs (Ken, Quentin, others)
- Rotarian Economist short books