



Attracting Younger Professionals

2014 ROTARY INTERNATIONAL CONVENTION



PRESENTER INFORMATION

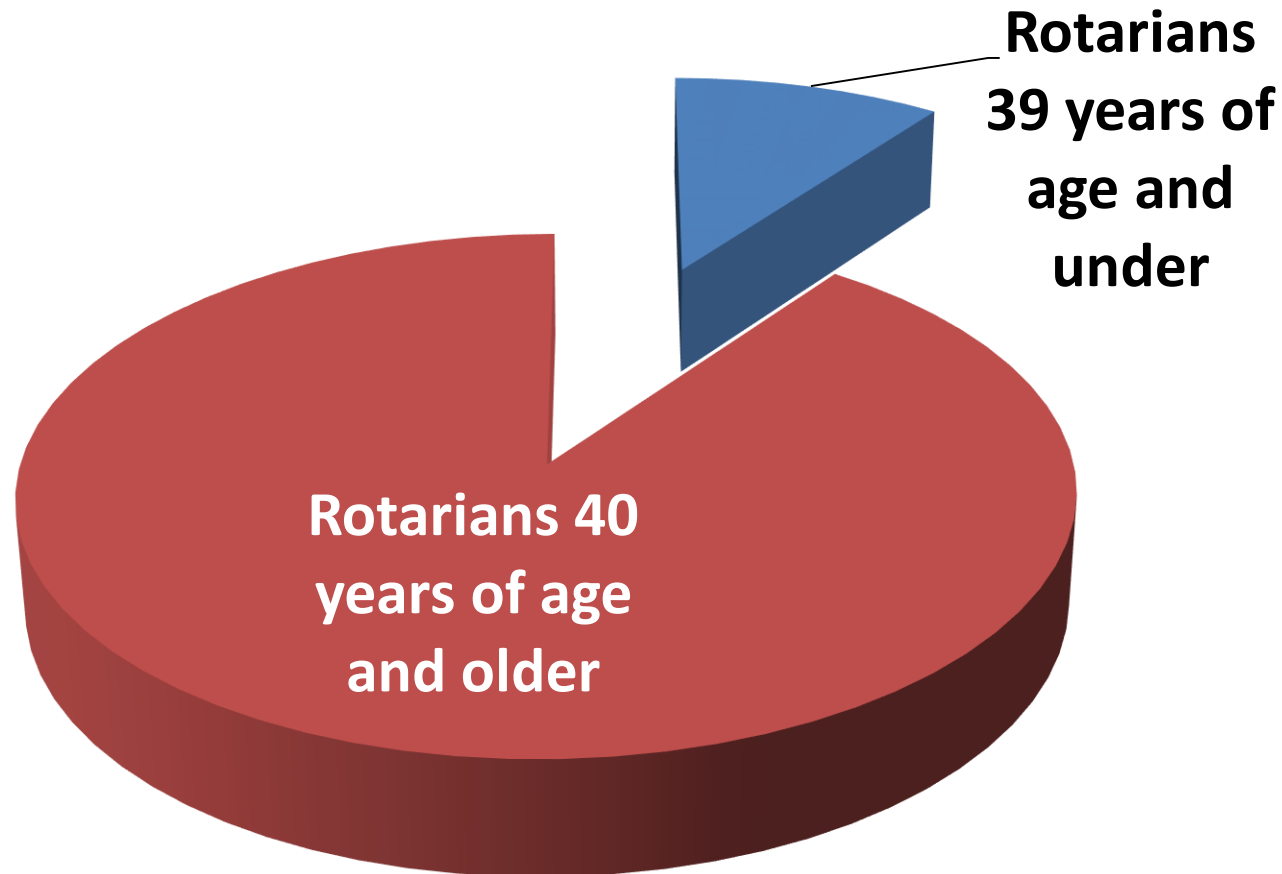
Acknowledgement of original
presenter:

RI Director Mary Beth Growney Selene



ROTARY FACT

- 90 percent of Rotary members are age 40 and older



RESEARCH BACKGROUND

- Worldwide research conducted from 2007-2010 with independent research companies
- Additional focus groups conducted as part of the Young Professionals Campaign in fall 2013



FOCUS GROUP TOPICS



KEY FINDINGS

- **Clubs must change their culture**
 - Social media, marketing and advertising efforts are important, but clubs must be open and willing to make changes necessary to attract younger members
- **Focus on engagement, not just recruitment**
 - Engaging prospective members and current members in a club is an ongoing process
 - Clubs should build the relationship before asking prospective members to join
- **Open service projects**
 - Invite non-Rotarians (including Rotaractors, Interactors, and Rotary alumni), family, and friends to participate in club events to maximize impact and expand community awareness

KEY FINDINGS

1. Younger professionals are similar to older prospects in attitudes but not in needs.



KEY FINDINGS

2. The image of Rotary is outdated and uninviting.



PERCEPTIONS ABOUT ROTARY FROM NON-MEMBERS



KEY FINDINGS

3. Rotary's identity is unclear.



KEY FINDINGS

4. Rotary's value proposition is unclear.



KEY FINDINGS

5. Overall interest in joining Rotary was low, even after learning about Rotary.



KEY FINDINGS

The most immediate opportunities for change are at the local club level:

- Challenging tasks
- Flexible scheduling
- Family-friendly planning and events
- Unstructured and modern ways to organize



TAKING ACTION IN YOUR CLUB

STEPS TO ATTRACT AND ENGAGE YOUNGER PROFESSIONALS



STEP 1: SELF-ASSESSMENT



- **Does your club create a welcoming atmosphere for younger professionals?**
- **Are your club's fees a barrier for younger professionals interested in joining your club?**
- **Do your service projects involve families?**
- **Do younger professionals hold leadership positions in your club?**

STEP 2: PEER AND GROUP ASSESSMENT

Ask Rotaractors and other younger professionals in your club to share their perspectives

- Are there any Rotary traditions in your club that were hard to get used to?
- Do you feel comfortable inviting friends and family members to Rotary activities?



STEP 3: MAKING CHANGES IN YOUR CLUB

- **Make your clubs family friendly**
 - Allow members to bring their children to meetings
 - Involve children in service projects
- **Consider changing your meeting time or format**
 - Meet at a time that is convenient for members with families
 - Try less expensive meal ideas like, meeting for coffee, bringing bagels, or even a potluck
- **Create a satellite club for younger professionals**



STEP 4: ORIENTATION

- Establish a structured orientation program
- Assign an active veteran mentor to new members
- Introduce each new member to current club members
- Inform new members about special meetings or Rotary social events held throughout the year



STEP 5: ENGAGING YOUR NEW MEMBERS

- **Ask them if they are interested in serving on a committee**
- **Make sure that your club's service projects are active and interesting**
- **Obtain feedback from new members on club processes, service projects, and speakers**



STEP 6: ONGOING RECRUITMENT OF YOUNG PROFESSIONALS

- **Create new or modify existing events that are specifically aimed at younger professionals in your community (i.e., happy hour)**
- **Encourage new members to invite friends, family, and peers as guests**



SO WHAT CAN WE DO?

- Young Professionals Satellite Group
- Corporate Membership
- E-meeting
- Mentors
- Project

YOUNG PROFESSIONALS SATELLITE GROUP

- Recognise their different needs
- Club within a Club
- Offering options that are an added feature not an full alternative
- Husband/Wife or Partner/Partner both members.
- Full Family meeting once a month
- Representative on the Board of Directors

CORPORATE MEMBERSHIP

Rotary Club of Adelaide West

Key Membership Criteria

- your business can have one primary and up to two associate members;
- the primary member, and the Club, will participate in a screening process to ensure an appropriate 'fit' between the two organizations; associate members will be selected by the primary member;
- your corporation will be able to replace a member if required;
- should a primary or associate member leave your corporation, the member may request to join the Club as an individual member;
- an annual corporate membership investment is less than \$35 per month, only \$398 p.a

RDC; BOPRC; WALARIKI; SCION; MSD; DAMAR; LOCKWOOD;
PATCHELLS; DAVYS BURTON; POHL; DELOITTES



E-MEETINGS

- They decide the day and time
- They run their own meeting
- It's not an either/or – they can still attend Monday meeting if they wish
- RI Bylaws allow for two e-clubs per district. (Does this apply if it is an added feature of an existing club?)
- What is required: online meeting software to host a meeting (software available Rotary/Citrix)

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33 x 12 = \$396 per annum
Built into membership fee

MENTORS

- Target 6 corporate memberships with 2 per membership = 12 young professionals
- 12 selected members to act as mentors
- Career / Business / Community / Rotary