

Minutes of the Membership Services Subcommittee on the 4th February 2019 to explore - are subs prohibitive to new membership, recruitment of new members and retention of existing members.

In attendance

Eric Westwood, Ian Robinson, Maggi Walker, Rod Goodier, Lorraine Sloane and Kevin Thompson

Apologies

Kathi Bott, Brian Hogan, Stewart Price

Meeting commenced at 5.30pm at Astbury Golf Club

Minutes

The meeting began with us reminding ourselves of the Rotary 4-way test, that is:

1. Is it the TRUTH?
2. Is it FAIR to all concerned?
3. Will it build GOODWILL and BETTER FRIENDSHIPS?
4. Will it be BENEFICIAL to all concerned?

Subs

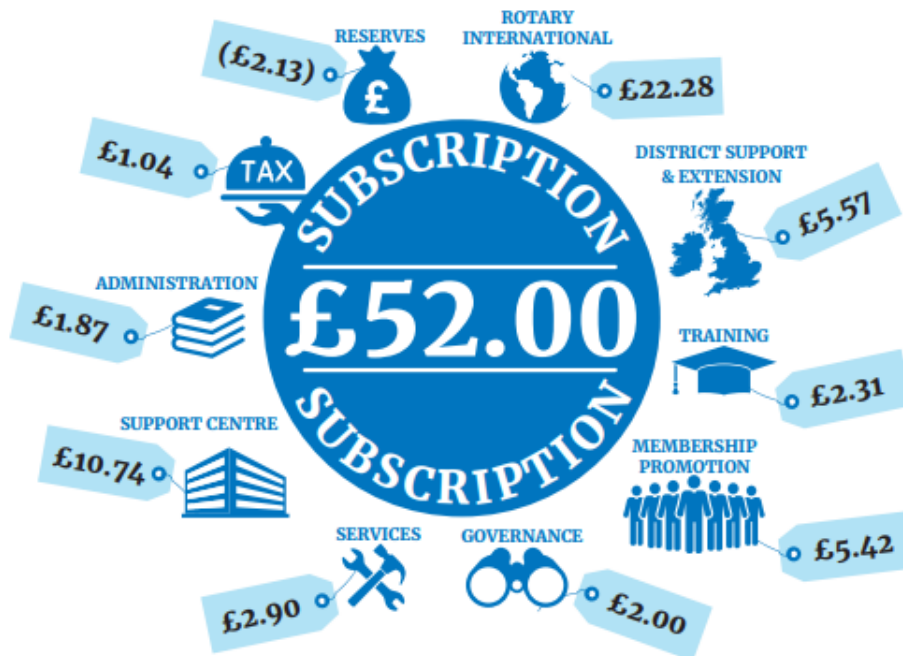
If a member is fully engaged in all social activities and meals at Chinese/Indian restaurants etc. it was noted that the total financial investment in our club is approx £600. However, all present agreed that the social activities are voluntary and people only do what they can afford to do and that no one in our club would ever put anyone under pressure to attend social events they cannot afford to attend. The fundamental issue of our subs was agreed by all that they are not prohibitive to new or ongoing membership.

The point was made and agreed by all present that Rotary is a global organisation that needs and is required to have its structure. This structure has to be financed and thanks to Rotary's transparent approach Rotary RIBI produce the annual report which clearly shows the breakdown of where the subs are spent, here is a snip from the report that shows how the subs that are sent to RIBI are spent:

SUBSCRIPTION

HOW YOU SUPPORTED ROTARY

2016/17*



*per number of paying members as shown on page 31
Note: Line items include a percentage reduction of
"other income" and exclude ERS102 changes

Recruitment

Whilst the group concluded that the subs are not prohibitive to membership, it was also agreed that the thought of formal commitment to a club (be it of a main or satellite type club) and the time involved is prohibitive especially for people of working age with young families. However, through our research we identified people are happy to be "friends of Rotary" who would be willing to fetch and carry and help out at our events on an ad hoc basis.

Recommendation to the membership services committee

The subcommittee would like to propose we create a "friends of Rotary" which means they are not Rotarians, they have no financial or time commitment, but our club recognise and thank them for their help once a year as guests to our Christmas party.

The subcommittee suggest that this "soft" introduction to Rotary would enable the "friends of Rotary" to see what we are about as an organisation and as people – which would then make them the perfect prospects for becoming a fully fledged Rotarian as and when they are ready.

Attached is a document entitled “finding new members”, the committee suggest that we reach out to our existing membership to complete so that we can instantly create a prospects list for follow up. In order to maximise the success of this, we suggest this is distributed in printed format and Kevin Thompson has volunteered to distribute the forms to members and to compile the results.

Retention

Whilst this is a difficult subject the committee all agreed that we need to face this subject and seriously ask the question why we are losing several good members in close succession.

Through an extremely open discussion the committee concluded the need for the following and we propose the following for immediate adoption by our club:

- Before any prospective new member joins, he or she must attend a meeting with the president, treasurer and their sponsor. At this meeting it will be explained exactly what the financial commitment is, what the time commitment is, based on their interests and skill set which committee they would be invited to join (this would mean a return to the committee based approach), at this point they are to be asked based on all of this information are they still happy to join? This will mean that a new member has no surprises once they have joined.
- Unless a new member volunteers, a project/committee head **MUST NOT** persuade/put pressure on a new member to lead/get involved in a project/event etc. The club **MUST** give the new member space to learn the ways of Rotary in a pressure free environment of fellowship.
- To help them remember our names wear our badges.
- Each new member to be assigned a mentor – that “go to” person who is constantly guiding, advising and looking out for them. They will ensure that the new member is introduced to fellow Rotarians so they get to know them and vice versa.
- The president to invite different members to sit at their table each week, this would mean a natural rotation of people sitting with different people each week to foster a spirit of fellowship amongst all members.
- The sponsor to introduce the new member to the club, they will introduce them and give a biog of them with the members interests, profession etc. The new member can expand on this **BUT ONLY IF THEY WANT TO**.
- Regarding our existing membership, we need to understand how they feel about our club. We propose a membership satisfaction survey is distributed to all members. RIBI have already compiled a thorough template that we believe will give us much needed insight into the views of our members in a completely confidential and anonymised arena.
- Should our efforts fail and someone leaves us we need to understand their reasons for leaving so that we can learn and improve. We propose we carry out an exit interview and we use the one already prepared by RIBI – please see attached.

Fellowship

This is the starting point and guiding principle of Rotary, not fund raising; we propose that our members are reminded of this wonderful ideal of Rotary. We must not forget that for many members the weekly Rotary gathering is a lifeline. If we get the fellowship right, retention will look after itself.

Action Points

Owner

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| 1. Subject to approval by the membership committee, distribute the membership satisfaction survey (please see attached) | KT |
| 2. Subject to approval by the membership committee, distribute The identifying prospective member's worksheet (please see attached) | KT |
| 3. Approval of the proposals contained within these minutes | Membership services committee |

Date of next meeting TBC

Meeting closed 6.30pm