

# Rotary

Zones 33-34



## Membership Action Plan

### Zoom Webinar Notes

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



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

Session 4  
**Creating Clubs  
for Today**

**Rotary**  
Zones 33-34



Membership  
Action  
Plan



# Session 4: Creating Clubs for Today

# Success Story

- Karen Pollard
- Crescent Rotary
- Greensboro, NC



# ACTIVE SERVICE MEMBERSHIP

- Maximized
  - Unpredictable schedule
  - Limited Disposable Income
  - Servant's Heart
- *Participated in nearly every service project*



# ACTIVE SERVICE MEMBERSHIP

- Charlie
  - Started New Business
  - Difficult to Attend
  - Wants to Stay Involved
- *Stayed active only  
because of this option*



**Retained**

# ACTIVE SERVICE MEMBERSHIP

- Features
  - Flexible Pricing
  - Flexible Schedule
  - Pay a la Carte for Meals
    - or Skip Eating & Attend
- ***GROWS membership***  
***AND improves***  
***ENGAGEMENT***



Is your Club model  
***too inflexible?***



# INFLEXIBLE QUALIFIERS

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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



**FUTURE**

**PAST**

## CHANGING CLUB STORY

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- Triage
- Lost Passion
- Renewed
- Rewarded

**When something doesn't  
fit make it fit**



## CHANGING CLUB STORY

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- Triage
- Lost Passion
- Renewed
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# NEW PRODUCT

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



# NEW PRODUCT

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- More Flexible
- Less Time Commitment
- Lower Cost



# GROWING CLUBS

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

**SO MANY  
POSSIBILITIES**



# MEMBER TYPES

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- Corporate
- Family
- E-Member
- Active Service

# ACTIVE SOCIAL MEMBERSHIP

- Jessica
  - Integrate in Community
  - Build Social Connections
  - Work Schedule Challenges
- *Building fellowship and more integrated in community*



# ACTIVE SOCIAL MEMBERSHIP

- Brian
  - Active & Engaged Member
  - Strict Diet
  - Regularly Attends Board
- *President Nominee*



# ACTIVE SOCIAL MEMBERSHIP

- Features
  - Build Networks
  - Lead Social & Fundraising
  - Active not “RINO”
- *Flexibility allows Rotary to GROW and Rotary members to ENGAGE*





- **Review Inflexible Qualifiers**
- **Flexibility = Inviting**
- **Offer Options**

➤ **Start-Up Materials Available**

[www.RIZones33-34.org/Zone-33-Innovative-Club-Advocates](http://www.RIZones33-34.org/Zone-33-Innovative-Club-Advocates)



**YOU GOT THIS!**



**QUESTIONS**



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

# Session 4 Creating Clubs for Today

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](http://elevaterotary.org)





Rotary MAP Session 5:

**ASK US**

*Anything!*

[Register Now](#)

**BITE-SIZED WEBINAR**

**December 12, 2022**

**6 PM Eastern**

**7 PM Atlantic**

**5 PM Central**

**CONTACT:**

Zone 33 Rotary Coordinator

- Terry Weaver

Rotary Zone 34 Coordinator

- Mike Darragh

**Rotary**

Zones 33-34



Membership  
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# ROTARY MAP SESSION 6: BECOME AN IRRESISTIBLE CLUB

## 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

### CONTACT:

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- Terry Weaver

Zone 34 Rotary Coordinator:

- Mike Darragh

**Rotary**  
Zones 33-34



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