

What Are We Really Offering Our Communities?

Shifting the Membership Mindset



PELS B – *Damian Leach*

What is causing Rotary's membership crisis?

Retention problems
(too many people leaving)

Recruitment problems
(not enough people joining)

EXTERNAL
NON-CLUB RELATED
ISSUES
(uncontrollables)

INTERNAL
CLUB RELATED
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(controllables)

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LIKE
WHAT WE'RE OFFERING

PEOPLE DON'T
KNOW
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**WE CAN'T DO
ANYTHING
ABOUT THIS**

**PRODUCT
PROBLEMS**

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**PROMOTION
PROBLEMS**

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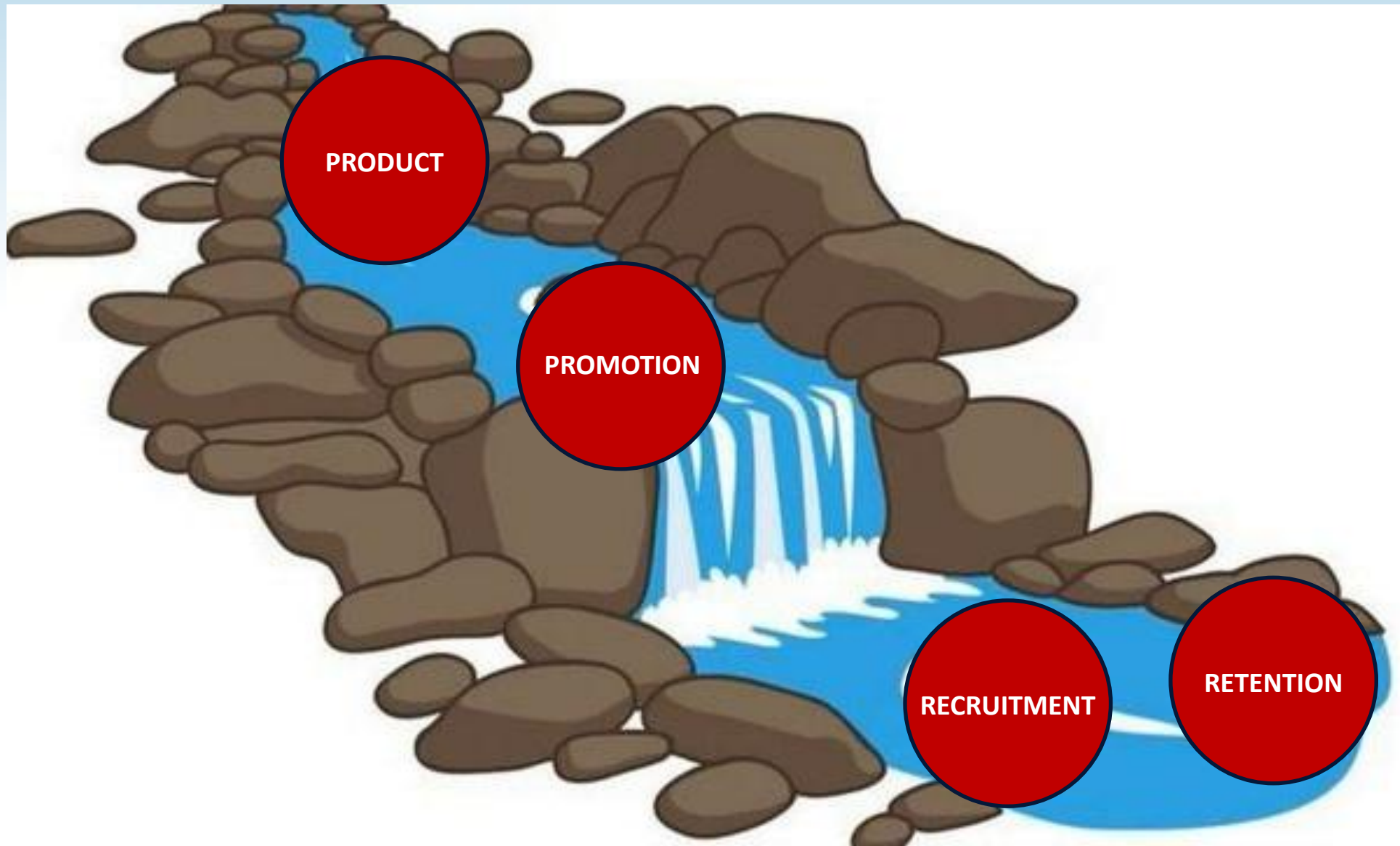
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Here's the bottom line...



If your club has a great **PRODUCT**
and you **PROMOTE** it well,
your RECRUITMENT and RETENTION issues
will DISAPPEAR!



This community could no longer support a service club.





We've lost over 100 clubs across Zone 8 in the last 3 years.



How many of those do you think were in a community that could “no longer support a service club”?



What assumptions do we make about why people won't join our club?

Which of these assumptions would survive if another service club opened tomorrow in your area and thrived?

Product is the *impact we make* and the *way our members are involved in making it.*

Promotion is how clearly and honestly we explain that impact and involvement to people outside the club.



PRODUCT, PROMOTION or BOTH.

If promotion improved tomorrow, would this still exist?

Is this an impact issue, an experience issue, or both?

1. “People enjoy our meetings, but we struggle to attract new members.”
2. “People come once or twice, but don’t join.”
3. “Our meetings take a lot of time, and members question their value.”
4. “We do good things, but the community doesn’t seem to notice.”
5. “Members are burning out.”





- 1. What we think our Rotary product is.**
- 2. What a non-member probably thinks it is.**

What version would you buy?



Your most precious resource is the time your members contribute.

Where is this time going?





If our club is still struggling with membership next year, it will be because we failed to change our _____.

**Communities still
want service.**

**If they aren't
choosing Rotary,
the problem isn't
the community.**

