

Rotary Club of Wiarton
Club #2896
District 6330

Club Membership & Retention Plan (Working DRAFT)

Vision:

Recognizing the specific challenges we face, to attract a minimum of three (3) new members a year to our Club by developing programs that will provide awareness of our club's strong community support, to attract like-minded individuals, especially from the younger generation, to join our efforts.

Develop meeting agendas and content that creates enthusiasm and excitement by membership and thus encourage members to invite friends and neighbours to Rotary.

Background:

The Rotary Club of Wiarton has a very limited population base of approximately 8,500 regionally, and 2300 locally, the average age being 55 to 60 years of age, or older. The current membership of 28 Full Members and 11 Friends of Rotary are predominantly representative of this statistic, and either retired, or semi-retired. Younger members are busy raising families with limited financial resources and time to devote to the Club full time.

The Rotary Club of Wiarton competes for participation with a number of other local clubs and volunteer organizations, such as Lions Club, Mason's, Hospital Auxiliary, Salvation Army, Church groups, Sports Clubs and various groups supporting environmental causes.

A recent confidential survey conducted among current members revealed a significant difference of opinion on a number of sensitive issues between members of all ages and years of Rotary involvement.

Opportunities for promoting membership in our Club with effective newspaper print advertising is not possible, as our local newspaper has limited distribution.

Membership Action Plan:

During this time of COVID rules and restrictions, membership action will be limited to follow-up on those who have shown an interest, and contacted a Wiarton Member or Friend of Rotary. Depending on what limited activities and/or meetings may be planned during this time, potential members will be invited to observe, and if reasonable, participate. An example would be competing in our recent Wine Survivor Contest, or accepting an invitation to join a monthly Zoom Meeting.

As part of our Clubs social media theme to STAY VISIBLE DURING TIME OF COVID, fresh 'creative' is being produced and presented by our Public Image Committee for Facebook and Instagram Pages to highlight our Clubs financial and volunteer support to community programs throughout the year. This includes:

- A) Member Profiles featuring members sharing why they joined Rotary, and what it has meant to them;
- B) Rotary Moments, introducing current Club activities such as donations and current hands-on projects;
- C) Rotary Remembers & Sponsor Spotlights reminding the public of past contributions Rotary has made to our community.
- D) Additional concepts are currently being developed by the Public Image Committee to create Did You Know/Rotary Facts, as a format to present Rotary information to the public that they might not be aware of. Club members on our social media pages are being encouraged to both "Like" the Club's Pages and "Share" its postings with their "Friends" in an effort to expand our Club's exposure to the local community.

An essential tie-in to this fresh new branding of our Wiarton Club, will be additional creative introducing a "Call to Action — Are you interested in joining Rotary and giving back to your community?"

Once Covid restrictions end, and the Club is able to once again proceed with our fundraising events (I.e. Maple Magic and Village Fair), lawn signs with a similar 'Call to Action' creative will be placed throughout the event grounds, asking the public if they would like to join Rotary and participate in future events and experience the comrade and satisfaction of giving back to their community.

Retention Action Plan:

A recent confidential survey among members, indicates there are a number of significant changes being recommended by various members to improve Club Meetings. Some of these suggestions are directly related to the differences between what currently appeals to senior members, and what appeals to younger members we hope to enlist. Some members are hesitant to 'speak up' publicly. To help resolve this problem, it is recommended we enlist the help of a professional to address the Club Members on how to have a healthy debate and bring up issues of concern at a meeting.

Once this exercise can be completed, it will be the responsibility of the President and President-Elect to review the list of suggestions and recommendations submitted in the confidential survey, to determine which ones are significant enough for the betterment of the Club's future, to be presented for debate.

There is a need to recognize and respect an individual member's desire to focus their time and effort on specific programs and/or events of interest. Our Friends of Rotary program was formed to respond to these individuals, and members are encouraged to present it to potential friends and neighbors that might be hesitant to join Rotary because of the time commitment to meetings and involvement in programs beyond their community.

An interesting and effective speaker at each Club Meeting is essential to improving and maintaining the retention of members in the Club. We will continue to build on the pre-Covid, to have a sSpeaker Committee dedicated to the sourcing of quality speakers. Once speakers have been invited to present and formally confirmed, their appearance date, topic and qualifications will be promoted well ahead of time, to insure members plan to attend.

In addition to improving the quality of our guest speakers, the Club will seek out various sites/businesses of interest suitable for 'outings' to explore and learn about, as well as spreading Rotary presence to community members.

Speaker Program idea: A member selects a particular subject, event, or person, that they think most would be interested in learning more about. The member takes the time to research the topic in depth, and then presents to the group.

The Public Image Committee will focus on improving the Wiarton Rotary's web site as part of our branding efforts, to provide useful information for potential members, and anyone wishing to know more about the Club's upcoming activities and fund-raising events.

The Public Image Committee will also improve the quality and content of the Members Corner and encourage members to use it as their resource for Club information. Detailed minutes from Executive Committee meetings will be available on the site, to help improve the communication between members.

Pertinent details necessary to initiate, organize and conduct all the Club's Annual events will be included in a manual format.

December 19, 2020