



Membership Development & Retention



District 9830



**“Membership is the
responsibility of every
Rotarian”**



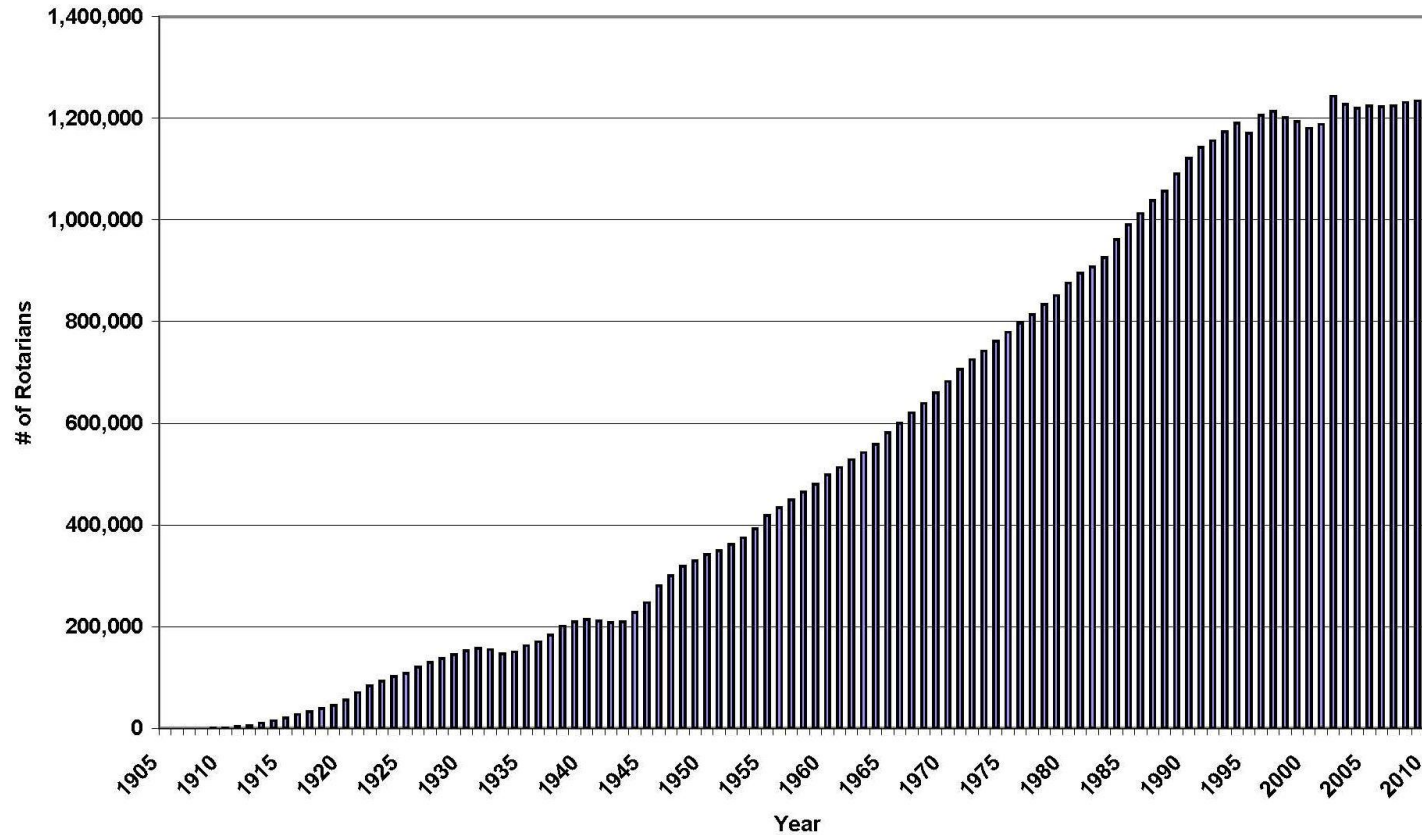
District 9830

Membership Trends

Membership Growth 1905 to Present
30 June totals



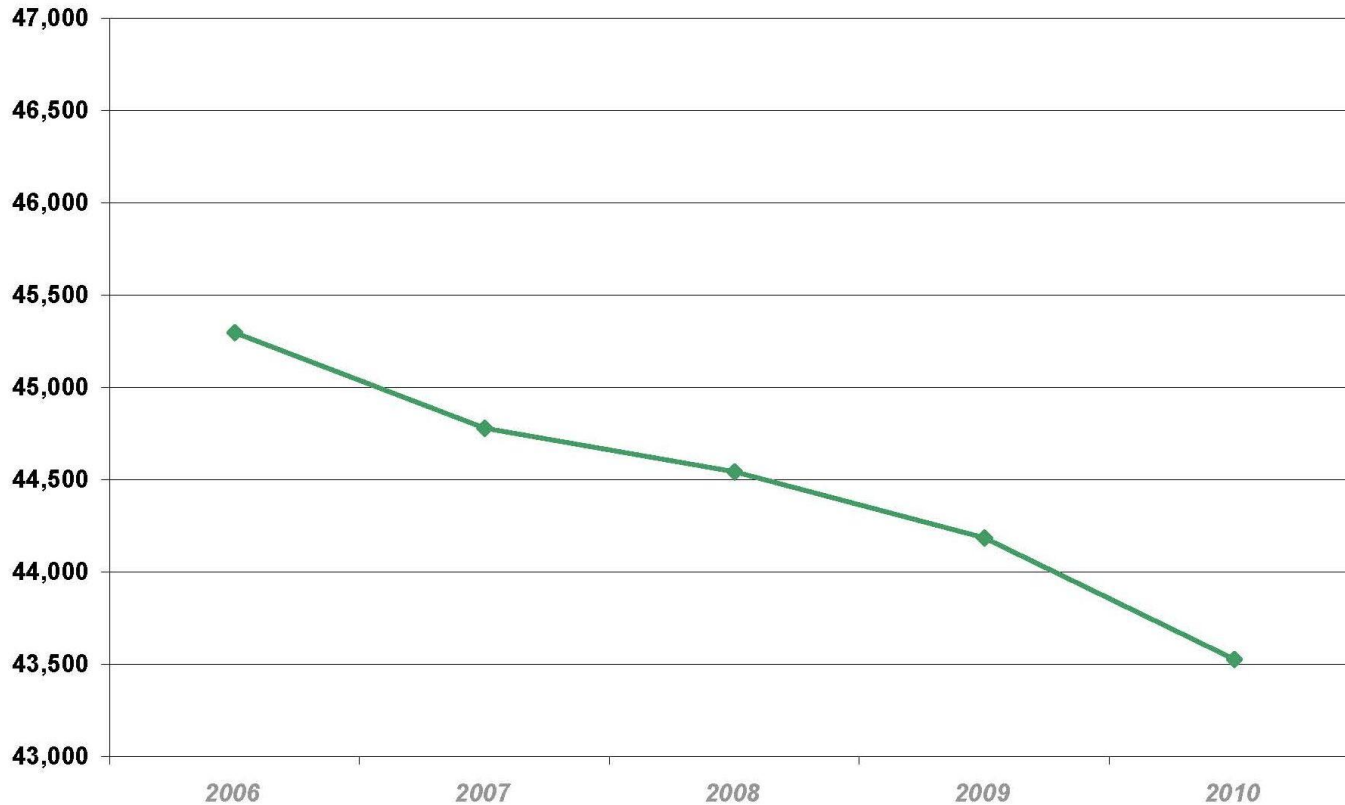
Reach Within to Embrace Humanity



District 9830

Membership Trends

30 June Membership Trends by Region
Australia, New Zealand and Pacific Islands



District 9830

Membership Trends

Tasmania – District 9830



Rotarians at 30th June

	2006	2007	2008	2009	2010
No.	1467	1435	1446	1428	1432

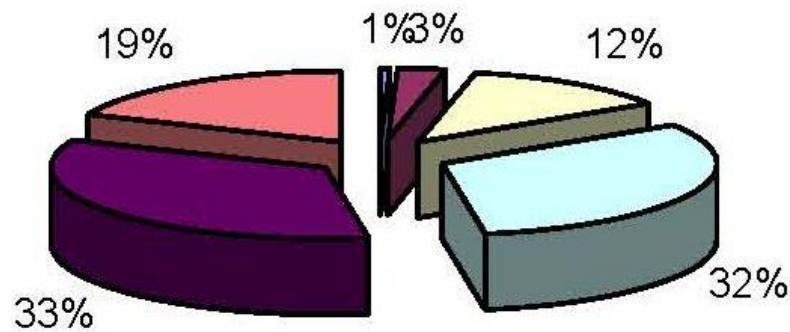


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Demographics

Member Ages Australia, New Zealand & Pacific Islands



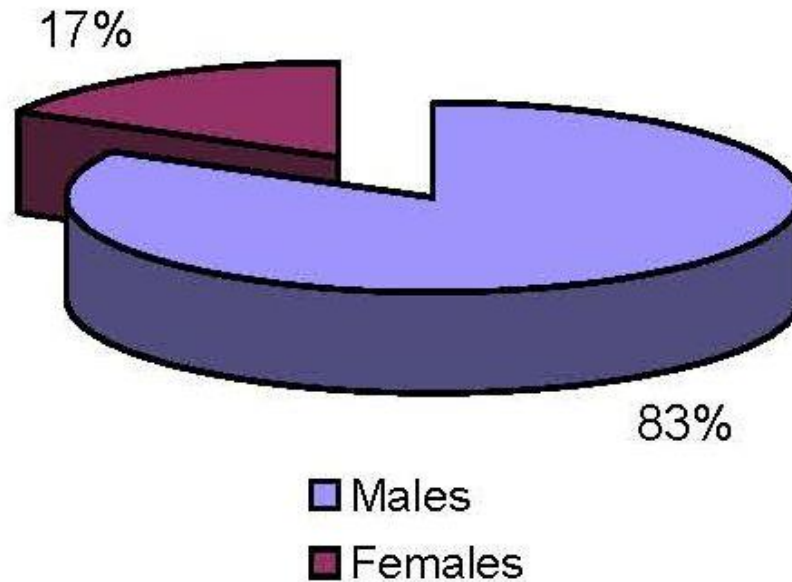
- Age < 30
- Age 30-39
- Age 40-49
- Age 50-59
- Age 60-69
- Age 70+



Demographics



Male & Female Members Australia, New Zealand & Pacific Islands



Prospective Members



- Under 50's (Alumni, New Generations)
- Women



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Alumni



- Past GSE Team Members
- GSE Nominees
- RYLA Awardees
- Exchange Students



New Generations



- Social Network savvy
- Traditions are a deterrent
- Need a renewed way of doing Rotary
- 21st Century Rotarians



District 9830



Women in Rotary

- Business Managers
- Retailers
- Bank Managers
- Real Estate Agents
- School Principals

Q. Why are they not in Rotary?



District Membership Goals



- Every Rotarian invites at least one new member
- 140 New Members
- At least 20% < Age 50
- At least 20% Female
- Charter at least one new club



District Membership Plans



- Membership Training – Group Forums
- District wide Membership Drive August
- Monthly enewsletter
- New clubs (Traditional, Alumni, New Generations)





Membership Retention

- Effective Rotary Clubs sustain or increase their membership base
- Orientation
- Education & Nurturing
- Involvement
- Exit interview



District Membership Committee



- Provides guidance to clubs
- Serves as an information resource
- Develops strategies for membership recruitment, retention, and education.



Resources

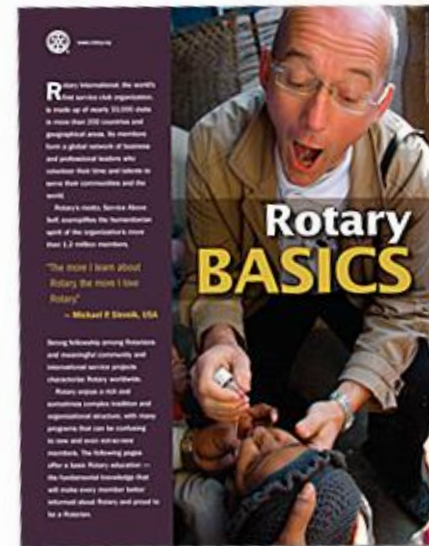
Club Assessment Tools

A Companion Piece to the
Membership Development Resource Guide

Membership Development Resource Guide



New Member Orientation A How-to Guide for Clubs



District 9830

Spread the word!



Invite someone to become a
Rotarian
today.



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