



## District 7750 Membership Summit

Name \_\_\_\_\_

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slide sets and handout pages available at:

[tinyurl.com/7750MembershipSummits2019](https://tinyurl.com/7750MembershipSummits2019)



## Membership Growth Plan Rotary Club of \_\_\_\_\_

Due  
September 15, 2019

Save this template as an MSWord file where you can work on it until complete.

Clubs should complete a written Club Membership Growth Plan no later than September 15 to ensure success in the most important Key Performance Indicator (KPI) of a healthy, vibrant Rotary club -- consistent, moderate membership growth. Clubs that already have comprehensive written membership plans may provide those instead.

**Rotary is a Membership Organization and Our Product is Service.** If you get Membership right, pretty much everything else takes care of itself. If you don't get membership right, everything else is a struggle for the whole year. Work on membership **first**, get your membership committee up and running **first, and** then attend to other priorities.

There is a huge difference between a membership slogan or concept and a membership plan. An effective membership plan addresses all **4 essential success factors** of club membership growth. To be successful, a club must plan and execute intentional, effective strategies for each of these areas:

1. **Prospect Identification (Lead Generation)** - A club must create and execute effective strategies for regularly prompting and inspiring members to bring a consistent stream of friends, neighbors and business associates to consider Rotary as part of their lives. This is the most common "missing link" in most club plans.
2. **Attracting Members** - Effectively presenting Rotary to qualified potential members. Many clubs experience a 50%+ success rate with potential members attending a **Rotary Information Hour**. We have a great product, and people will join if we present it well.
3. **Onboarding New Members** - The first step in long-term retention of members is an effective Rotary orientation and training program. Engaging members in the club's activities during their first year of membership is essential to retention success.
4. **Retaining Members** - It's much easier to retain a member than to find a replacement. Members stay because a club does meaningful, **Rotary-branded** service projects of its own (not writing checks to other non-profits). Hands-on, shoulder-to-shoulder service work is where members get to know and bond with each other. Clubs with attrition rates over 15% should prioritize these strategies. Start with the [Rotary Club Health Check](#).

The 1-Page Membership Plan Template that follows is a framework for you to identify intentional strategies for success in these 4 essential areas. Built in MS-Word format, you may edit or modify as it suits your club and your plan. Sections expand as you build your plan.

You may wish to take advantage of several excellent resources that have proven helpful for other clubs:

- 10 Intentional Membership Strategies that **work**: <https://www.rizones33-34.org/?s=intentional>
- Recipe for a Successful Membership Event: <https://www.rizones33-34.org/?s=recipe>
- Rotary Club Health Check: <https://my.rotary.org/en/document/rotary-club-health-check>

Your Assistant Governor will work directly with the president, membership chair and/or board of directors to provide ideas, suggestions and resources to help in the completion of your plan. Your District Membership team is also available to assist.

**Membership Plans are due September 15.** Please email your completed plan to your Assistant Governor and District Governor by that date. We will focus on these plans at our August Membership Summit

**Hope is not a strategy**



## Membership Growth Plan

### Rotary Club of \_\_\_\_\_

**Current Membership:** \_\_\_\_\_ members      **Average Annual Attrition:** \_\_\_\_\_ members

**Actual Club Data at:** <http://RIZones33-34.org/Zone33MGI> (page down to your District/Club)

**Membership Goal** -- Grow by \_\_\_\_\_ members (net), requiring \_\_\_\_\_ new members (growth + attrition)

**Our Membership Challenges** -- What are the membership challenges facing our club?

☐ High Attrition rate?    ☐ Low Attraction Rate?    ☐ Maintaining existing growth momentum?

**Prospect Identification (Lead Generation)** -- What is our plan for prompting members to think of candidates AND for inspiring members to contact them?

Intentional strategy(ies) we will use:

Who's responsible/accountable?

**Attracting Members** -- How will we make our club attractive to prospects? How will we tell the Rotary story?

Intentional strategy(ies) we will use:

Who's responsible/accountable?

**Onboarding New Members** -- How will we ensure that new members understand Rotary, our club, expectations and opportunities for service?

Intentional strategy(ies) we will use:

Who's responsible/accountable?

**Retaining Members** -- How will we improve our club experience so members want to remain in Rotary? How will we make our service projects more compelling for our members?

Intentional strategy(ies) we will use:

Who's responsible/accountable?



**My Action Plan**  
**Next Steps and Takeaways**

**Club Year 2019-20**

**NEXT STEPS & TAKEAWAYS**

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**DMC and Club MC Roles**

---

**Is Your Club Healthy?**

---

**Practicing Flexibility and Innovation**

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**Strategies for Attracting New Members**



**My Action Plan**  
**Next Steps and Takeaways**

**Club Year 2019-20**

**NEXT STEPS & TAKEAWAYS**

---

**Kick Start New Member Orientation**

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**Your Club Plan**

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**Panel Discussion**

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**Other**

**Rotary District 7750  
2019-2020 Membership Plan  
Keep Membership in the Forefront**

Keeping Membership in the Forefront is imperative to club growth throughout the District. We should take a holistic approach to growing our clubs. Ideally our clubs should become irresistible. To do this, clubs should take a good hard look at themselves to determine areas that need to be adjusted to make the club more attractive. Clubs should reflect the demographics of the local community. Clubs should assess the levels of engagement of members in club activities to ensure that all members are engaged in Rotary projects. The use of **intentional strategies** to identify, attract, recruit and retain members is the key to membership growth. We need to make better use of the AGs in keeping clubs focused on membership.

**Function**

Club Training  
Club Communications  
Satellite Clubs/Alternate Types  
Hands-on Resource Teams  
RI Leads Mgmt. and Distribution  
DACdb CRM support

**Who**

Irick/Dorn/AGs  
Hanley/Irick/AGs  
Irick/Weaver  
Irick/Dorn/AGs/Others TBD  
Irick  
Irick/Weaver

**Training/Communications**

**What**

In-club Training (As requested)  
Webinars – CRM (As needed)  
Membership Summit (9&10 Aug)

**Who**

Irick/Dorn/AGs  
Weaver/Irick  
Irick/Weaver/Burdette/Dorn

Messages to Ps, PEs, MCs, Secs (Monthly)  
District Newsletter Articles (Monthly)  
Direct calls to clubs with high MGIs

Irick  
Irick/others TBD  
Irick

**Satellite Clubs/Alternate Membership Types**

Satellite clubs have proven to be very successful in growing clubs. These satellite clubs along with alternate membership types are providing the flexibility and attractiveness needed to grow clubs. The District will emphasize the benefits of satellite clubs and alternate membership types.

**How**

- Hosting webnair on starting a satellite. Target date in September.
- Having a successful sponsoring club write an article for the August newsletter.
- Showing them success stories from other districts concerning satellites.

## Hands-on Resources

### What

The intent is to get, with support from the DG, more involvement of AGs in membership efforts. We will reach out to tap the membership expertise in Zone 33 for suggestions and potentially hands-on training in specific circumstances. We want to help clubs help themselves. Tactics that will be considered include, but are not limited to:

- Requiring clubs to submit a specific membership plan based upon intentional strategies.
- Providing clubs with various surveys and assessment tools used to determine the health of the club.
- Employing online learning tools for membership growth.
- Having a segment on using the **Rotary Club Health Check** at the membership summit.
- Offering clubs at their request methods to identify and implant changes in club attractiveness.
- Identifying clubs with high MGIs and offering in-club training.

## RI Leads Management

### How

- DMC receives the lead along with respective AG.
- DMC contacts the individual to thank them for their interest in Rotary and to get a better feel for which club might be a good fit based upon meeting times and days of the week.
- Once determined, DMC assigns the prospect to a club.
- In the case where the individual wants to visit several, clubs before deciding to join, the DMC notifies the AG to coordinate setting the prospect up with the various clubs.

## DACdb CRM Support

CRM is one of the single best means to track and follow-up on potential members. Follow-up is imperative, as we do not want any prospect or potential member to fall through the crack.

### What

- Irick and AGs will promote the use of CRM regularly to the clubs.
- Weaver and Irick will offer CRM webnair
- Weaver will present a segment on CRM at the Membership Summit.

## AG Support

AGs can and should play a significant role in keeping membership in the forefront. To do this AGs should as a minimum:

- Give a membership minute/update each time they visit a club.
- Provide, if requested by the club, a membership program.
- Assist clubs in the preparation of their membership plans just as they do in assisting with the preparation of club planning guidance.
- Encourage clubs to use the CRM feature of DACdb,
- Remind the clubs to run a **membership compare** in DACdb at least monthly.
- AGs must also track club progress and be strong proponents of the clubs using best membership practices.

## Other Challenges

- **Attrition is real.** Data taken over the years allows us a very good prediction of what a club can expect each year. Clubs must factor in attrition to achieve membership goals. This challenge will be addressed through verbal and written communications to club presidents and membership chairs reminding them that attrition is real. At the first of each month, presidents and membership chairs will be provided a chart showing their progress to goals, projected attrition, attrition to date, attrition to go, and new members to reach goal.
- Not identifying and implementing **intentional membership growth tactics.** Regular communications to the club leadership emphasizing the importance of intentional strategies along with offering incentives through District Membership Event Grants will be used to address this challenge.
- **Complacency** in clubs is a continuous challenge when leadership changes each year. This point will be emphasized and reinforced throughout the year. We will keep membership in the forefront.
- **Inexperienced or dysfunctional club boards** are a common factor in poor performing clubs. This will be addressed by offering the club training sessions given by DMC, District Trainer, AGs and other experienced Rotarians.
- Clubs must understand that **membership history is a key indicator of club health.** Statistical data is available for all clubs that graphically explains the correlation of continual membership loss to poor club performance. MGI is one example of this. This data will be presented to the clubs at the beginning of the year and reinforced throughout the year.
- Getting club members to understand that **all Rotarians are de-facto members of the membership committee.** Presidents personally asking members to identify potential members and bring them to membership events will be emphasized.
- Clubs must understand that change is often needed and then know how to affect that change. The use of the **MGI** and other historical data can be an effective tool to help a club understand change is necessary. The **Rotary Club Health Check** is also an excellent tool. The district will provide help in change management when requested by the club.



- Clubs must be persistent in **following-up and tracking prospects and potential members**. The use of **CRM** will be frequently recommended to the clubs, and webinars demonstrating how to use it will be presented periodically throughout the year.
- District must be aware that **persistent follow-up with the clubs in some cases can be perceived as overbearing** and result in turning off club leadership. Know the clubs.

## CLUB MEMBERSHIP COMMITTEE CHECKLIST

The role of the club membership committee is to write and follow an action plan to attract and engage members. An effective committee should be composed of five to 15 motivated members to guide the implementation of your membership plan. The committee's composition should allow for continuity from one year to the next and should represent the full diversity of your club's membership and your community.

### 1. Identify:

- ☐ Complete the [member diversity](#) and [classification assessments](#), found in [Membership Assessment Tools](#), yearly. Identify individuals in the community who fill gaps in the club's membership or exhibit interest in Rotary's ideals.
- ☐ Ask all members to complete the [Identifying Prospective Members Worksheet](#) at least yearly.
- ☐ Regularly go to the [Club Administration](#) area of My Rotary to manage the member leads assigned to your club.
- ☐ Meet at least monthly to review prospective members and their status in the membership process.
- ☐ Ask current members who are assigned to each prospective member to move them to the next step of the membership process.

### 2. Introduce:

- ☐ Select the most appropriate club members to engage prospective members. Keeping each prospective member's particular interests in mind, explain how your club can help them pursue their passions.
- ☐ Periodically hold events for prospective members to introduce them to Rotary, your club, and our core values.
- ☐ Invite the people you identified as prospective members to attend a service project or meeting.
- ☐ Tell qualified prospective members about your club, what to expect at meetings, and the networking, social, and service opportunities your club offers.

### 3. Invite:

- ☐ Designate the appropriate club member to invite each prospective member to join.
- ☐ Hold a meaningful ceremony to induct new members. Include their families and involve the entire club.
- ☐ Give new members a [welcome kit](#) that includes club and Rotary resources that they will find useful.
- ☐ Celebrate the addition of new members to your club. Announce it on your club's website, social media pages, and newsletter.

### 4. Engage:

- ☐ Welcome new members both through an [orientation program](#) and by involving them in the club.
- ☐ Assign a mentor to each new member to share professional expertise, community knowledge, and Rotary information.
- ☐ Engage each club member in a service project or club committee.
- ☐ Check in with all current members using the [Member Satisfaction Survey](#) at least yearly.



## Intentional Membership Strategies

### Prospect Identification (Lead Generation)

1. Use the "[Who do You Know?](#)" handout at a Club Assembly. Actually allow time for people to fill it out (making it clear we're not leaving 'till everyone has some names written down) and then ask them to invite 10 of those people to a Rotary Information Hour (remember the 10:3:1 rule).

#### 10:3:1 Rule

- 10 targets (conversations)
- 3 Prospects (to a meeting)
- 1 Member

2. **Classification/Profession Gap Analysis** -- Secure a list of local businesses and professions from the Chamber of Commerce and/or list sources like InfoUSA or ZoomInfo (available at your local Library). Identify businesses and professions that ought to have someone in Rotary. Present the list at a Club Assembly and ask which members know someone at each and who will invite them to an upcoming Rotary Information Hour (#4 below).

### Attracting Members

3. **Club President personally asks each member** to bring a new member into the club -- an eyeball-to-eyeball conversation over breakfast, lunch, coffee, adult beverage or a 2-way telephone conversation. Takes the anonymity out of the ask. "Can I count on you doing this not only for the **club** but also for **me**?"

4. A regularly-scheduled "**Rotary Information Hour**" once a quarter or once a month. The "intentional" part of this is that it's a standing event, on the club calendar, and members are reminded by email or phone to bring their prospective members. Not just to a meeting whenever you think of it, but to a regularly scheduled date, time and place. See: [Recipe for a Successful Membership Event](#)

5. **"Drip Marketing"** -- Create a central prospect list, including email addresses, and use the "Potential Member" feature in DaCdb or another email distribution mechanism (Vertical Response, Constant Contact or MailChimp), to send your club's E-Bulletin once or twice a month to your entire prospect list. Regularly reminding prospects of your club's brand makes you "Top of Mind" when the time is right for the prospect to join a community service organization. Be sure and include "Response" information so they know how to raise their hands when they're ready. See: [Don't Squander Your Leads](#)

# 1 PROVEN ROI Strategy

# 1 PROVEN ROI Strategy

6. **Take advantage of flexibilities from the 2016 Council on Legislation, (1)** such as a Corporate Membership category, allowing multiple people from a company to become Rotarians, with one being the "Corporate Active" member and the others "Corporate Associates". **(2)** Or create a "YP-35" membership category that follows the "Rule of 85" dues, meals and attendance structures. **(3)** Create Satellite club(s) for groups of members that have a different need or focus from the standard club. **(4)** Get creative. Put actions in place that are relevant for your club. <https://www.rotary.org/myrotary/en/club-flexibility>
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## Onboarding New Members

7. Create a **New Member Orientation** program and process to engage members immediately in your club. Early engagement is the key success factor in retention. To follow up your New Member Orientation, use the [New Member Scavenger Hunt](#) for a fun way to get members engaged in learning more about Rotary and about your club.
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## Retaining Members

8. **Upgrade Programs** -- Clubs have proven that the club experience (including great programs) is what attracts and keeps members. Programs need to be informative, educational or inspirational (or a combination thereof). Limit or avoid programs by other non-profits (members see those as fundraising requests) unless there is a value proposition for your club.
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9. **Mentorship** -- Create a mentorship plan to assign an experienced member to work with a new member. Mentors help new members get acquainted and engaged with existing members.
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10. **Meaningful Service Projects** -- The bottom line of engaging and retaining members is for the club to do meaningful, **Rotary-branded** service projects of its own (not writing checks to other non-profits). Hands-on, shoulder-to-shoulder service work is where members get to know and bond with each other.
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**HOPE is NOT a Strategy**

## "Who do You Know?" Club Assembly Exercise

This very useful worksheet, properly deployed, can be a great "lead generation" exercise for your club. Most clubs that fall short of their growth goals do so because of a lack of "lead flow", meaning they don't have enough people on their prospect lists.

### The 10-3-1 Rule

People experienced at prospecting realize that not every prospect will come through, whether as a customer or as a new Rotary member. In major league baseball, a 30% hit ratio is considered GOOD, even if it's a 30% hit ratio of only singles.

Generally speaking, it will take about **10** leads (referrals or acquaintances) to get into **3** substantive conversations about Rotary, to get **1** member.

### How to Use This Worksheet

**Most Important:** This is not "homework". Anyone who has let a member take this home, expecting to get it back has been disappointed. That doesn't work.

**Second Most Important:** This information is **not** for the Membership Committee. When this exercise is complete, **don't** ask members to pass the worksheets in. What that does is imply that it's the Membership Committee's job to contact prospects and attract new members. Keep that shoe appropriately on the member's foot. In a Rotary Club it's **everyone's** job to attract new members.

### Quick Start Guide

- Announce a **Club Assembly** where members are asked to bring their contact information
- **Send reminders** a few days before and the day of the meeting emphasizing contact information
- **Print** the "Who do You Know" worksheet 2-sided and lay one at each member's seat
- At the meeting, explain **why** it's essential to build membership
- **Explain** the exercise -- 20 minutes, heads-down, listing everyone we know
- **Walk the room** to be sure members are engaged -- break up "chit-chat" sessions
- After 20 minutes, ask for show of hands -- how many have 50, 40, 30, etc.
- Ask them to **circle** 3 or 4 they would approach to invite to a future membership event or meeting
- Option -- Have them list those 3 or 4 on a 3"x5" card -- membership committee to follow up with them

See next page for detailed "How to use this worksheet"

## Detailed "How-to"

1. At least a week in advance, **Announce to your members** that an upcoming meeting will be a Club Assembly, where they need to bring all their personal and business contact information. That may be on a smartphone, tablet, laptop, Rolodex, business cards in a rubber band, or handwritten on notebook paper. Email or phone all members, so you also reach those who weren't at the meeting.
2. **Remind your members** to bring their contact information to the meeting. Use phone or email, a few days before the meeting **and** the morning of the meeting. Make sure there's enough communication that "dog ate my business cards" isn't a plausible excuse.
3. Lay out the 2-sided "Who do You Know" Worksheet on each table - 1 per member.
4. As you open the exercise, explain **why** this is important -- It's essential to build our membership, and we need members bringing prospects to membership events and as guests at meetings to ensure a steady flow of new member candidates. **We need more prospects.**
5. Explain **what** we're going to do -- We're going to take 20 minutes, individually, to recall as many people as we can who we know - not necessarily prospects, just people we know. This is to be a "free flow" or "personal brainstorming" process. We'll decide later who are the best prospects.
6. Go into "Proctor" mode. Some members won't take you seriously. If you let that happen, the exercise will collapse. Walk the room. When you find a couple of members chit-chatting instead of doing the assignment, say, "Guys, I really need your help with this. You may have a better idea for how to identify prospects, but I'm asking you to humor me for the next few minutes, and give this process a try."
7. When the time is up, ask how many people have 50 names (show of hands), 40 names, 30 names, etc. Depending on your club culture, you might chide those with less than 10, saying, "You really need to get out more."
8. Ask each member to **circle** the 3 or 4 people they plan to contact in the next week to invite them to either a pre-determined prospective member event, or to a future meeting focused on membership.
9. **OPTION:** You might also have 3"x5" cards on the table where they can report their 3 names to the membership committee so you can remind them of their commitment. They take the full prospect list with them, and the membership committee tracks only the 3 "best prospects"..

**IMPORTANT:** Please **don't** take up these sheets after the meeting. That suggests to the members that it's somebody else's responsibility to approach and contact these prospects. Keep that shoe on the member's foot -- it's everyone's job to regularly bring prospective members to Rotary.

**Follow up** -- At the next meeting or by email, ask members how they're doing on their 3 prospects. If they're not making the contacts, ask "What's getting in the way?" Then see what you can suggest to break down the excuses or roadblocks.

**GOAL:** If you can get each member to bring just **one** prospect to the table, you'll eclipse most any prior membership development effort in your club. Getting members to act on approaching and inviting members is not only your biggest challenge, but also your key success factor.

Please let us know how you used this worksheet and how it worked for you.  
Email [DG2015@Rotary7750.org](mailto:DG2015@Rotary7750.org) with your experience.

## 25-Minute Membership Survey

Your Name \_\_\_\_\_ Date \_\_\_\_\_

Your Phone \_\_\_\_\_

Your E-mail \_\_\_\_\_

Consider professional colleagues, community leaders, and acquaintances who might qualify as potential Rotarians.

Your neighbor(s):

1. Male \_\_\_\_\_ Occupation \_\_\_\_\_

2. Female \_\_\_\_\_ Occupation \_\_\_\_\_

3. Male \_\_\_\_\_ Occupation \_\_\_\_\_

4. Female \_\_\_\_\_ Occupation \_\_\_\_\_

Your immediate manager (if applicable):

5. \_\_\_\_\_ Job Title \_\_\_\_\_

Another business professional within your company or organization:

6. \_\_\_\_\_ Job Title \_\_\_\_\_

Community leaders with a commitment to service:

7. \_\_\_\_\_ Occupation \_\_\_\_\_

8. \_\_\_\_\_ Occupation \_\_\_\_\_

RI or TRF program alumni your club maintains contact with:

9. \_\_\_\_\_ Occupation \_\_\_\_\_

Professional business association colleagues:

10. \_\_\_\_\_ Occupation \_\_\_\_\_

11. \_\_\_\_\_ Occupation \_\_\_\_\_

Consider your professional acquaintances:

12. Physician \_\_\_\_\_
13. Dentist \_\_\_\_\_
14. Financial Manager/Planner \_\_\_\_\_
15. Religious Leader \_\_\_\_\_
16. Attorney \_\_\_\_\_
17. Business Consultant \_\_\_\_\_
18. CPA \_\_\_\_\_
19. Veterinarian \_\_\_\_\_
20. Internet Technology Consultant \_\_\_\_\_
21. Public Relations Manager \_\_\_\_\_
22. Entrepreneur \_\_\_\_\_
23. Non-profit Executive Director \_\_\_\_\_
24. School Administrator \_\_\_\_\_
25. Other \_\_\_\_\_

Professional acquaintance (not named above) that you have done business with in the last week:

26. Name \_\_\_\_\_ Occupation \_\_\_\_\_

Professional acquaintances (not named above) that you have done business with in the last month:

27. Name \_\_\_\_\_ Occupation \_\_\_\_\_

28. Name \_\_\_\_\_ Occupation \_\_\_\_\_

Personal acquaintances who have volunteered with you (for a Rotary or a non-Rotary event/service project):

29. Name \_\_\_\_\_ Occupation \_\_\_\_\_

30. Name \_\_\_\_\_ Occupation \_\_\_\_\_



## Club President "Personal Ask" Intentional Membership Strategy

This is an effective intentional membership strategy for clubs under 25 members, where it's a practical amount of time investment by the President. Or for a larger club carried out over several weeks.

The club President **personally** asks each member to bring a new member into the club -- an eyeball-to-eyeball conversation over breakfast, lunch, coffee, adult beverage or 2-way telephone conversation. Takes the anonymity out of the ask. "Can I count on you doing this not only for the **club** but also for **me**?"

The **intentional** part is the **personal** part. It's not an "anonymous" request like a podium announcement or an email broadcast. In those cases, members many times think, "Someone else will do that -- I don't really need to."

So, what's a quick, practical way to get this done? First, decide whether you're going to do this by phone or in person (or some of both). If you decide on phone, use the **Email-Call-Email-Call strategy we learned at Pre-PETS**:

- Email 10 members on Monday: **Subject:** Can we catch up Tuesday? **Body:** Hello, Jim, I need to talk with you about our Rotary Club. I'll call you Tuesday to discuss. Please let me know if there's a better time for my call. Thanks
- Call on Tuesday. If you get voicemail, leave this message: "Hi, Jim. Sorry I missed you today. I need to talk with you about a Rotary matter. I'll call you tomorrow, Wednesday. Please let me know if there's a better time to talk"
- Open the first email from your Sent Mail folder and **forward it** to Jim: **Subject:** Can we catch up Wednesday? **Body:** Hello, Jim, Sorry I missed you by phone today. I'll call you Wednesday to fill you in on this. Please let me know if there's a better time for my call. Thanks
- Call on Wednesday. If you get voicemail, leave this message: "Hi, Jim. Sorry I missed you today. I need to talk with you about a Rotary matter. I'll call you tomorrow, Thursday. Please let me know if there's a better time to talk"
- Open the second email from your Sent Mail folder and **forward it** to Jim: **Subject:** Can we catch up Thursday? **Body:** Hello, Jim, Sorry I missed you by phone today. I'll call you Thursday to fill you in on this. Please let me know if there's a better time for my call. Thanks
- Most times you'll find that the member will email you back, giving a time that's convenient for him -- then you have an appointment. If a member won't take a phone call from you, the club President, it's probably a good idea to add one more to your new member goal. It's likely that member won't be part of the club for much longer.
- It's easy to make 10 of these phone calls in a single hour -- even faster, if several of them go to voice mail. Do the next 10 the next day or the next week until you've made your way through all the members. Break this task down into bite-sized parts you can accomplish in short bursts of effort.

**When you get Jim on the phone, have your script ready:**

- "Is this an OK time, or are you tied up with something?"
- "We have a great Rotary club
- "At its current size its long term sustainability is in jeopardy
- "We could do a whole lot more for our community with 10 more members
- "I need your help to get there -- I need you to bring in **one -- only one** -- member into our club in the next three months. "Can I count on you doing this not only for the **club** but also for **me**?"
- "How can I help you get a list together of people you can invite to one of our meetings?"

This will work. First, your **personal ask** will cause members to act, rather than assuming someone else is going to do it. Secondly, this politely persistent Email-Call strategy reinforces the idea that it's important to talk with them, and that **you** are willing to do most of the work to make that happen.

Let us know how this works out for you.

## Recipe for a Successful Rotary Membership Event

A successful Rotary Membership Event (Rotary Information Hour, Discover Rotary, etc.) starts with the right framework. This is a "business seminar", rather than a Rotary meeting, social hour, networking event, etc. Think about how you'd organize a new product introduction event for your company's prospects or customers.

Besides advance planning (enough lead time for members to get prospects lined up), a successful membership event has several essential ingredients, most of which occur before the event:

### Pre-Planning

1. Enter the event on the DACdb club calendar. Better yet, set it up as Online Registration, where members can register themselves and their guests to simplify logistics
2. Make members accountable to bring prospects. This is not the same as "ask members to bring prospects". Accountability means that each member has committed to someone (or several someones) to show up with at least **one** prospect in tow.
3. Execute one or more intentional strategies to help members think of prospects
  - a. Invitation Card at each member's place at the next meeting, with instructions to invite someone and report contact info to the Membership Committee
  - b. "Who Do You Know" exercise at a Club Assembly
  - c. A targeted list of business or community leaders, with someone responsible for contacting each (assigned at Club Assembly)
4. Members report their confirmed prospects **in advance** of the event - at least a week, to the Membership Committee. That lets you know which members have come through with a committed prospect and which haven't -- time for you to contact those and remind them they need to bring a prospect. At a minimum:
  - a. Name
  - b. Email
  - c. Mobile Phone #

**Important:** All Prospects are entered in DACdb as "Potential Members" and included in Email distributions of the club's E-Bulletin or E-Newsletter, both before and after the event. Enter the member who invited them in the "Sponsor" field.

5. Membership Committee **emails** prospects with a **reminder** and all event info - time, place, dress code (probably business casual), etc. 2-3 days **before** the event (personalize with DACdb Pmail)
6. Membership Committee **texts** each prospect a short reminder the **morning of** the event

### Event Day

The event itself should be practiced in advance and well executed. Essentials:

1. **Sign-in sheet** at the door -- Name, Email, Mobile Phone and Sponsor (who invited them). Make certain that someone is responsible for not only getting guests to sign in, but also to add walk-ins and contact data you collect to their Potential Member profiles in DACdb after the event.
2. **Refreshments** -- Perhaps served as prospects and members arrive
3. **Agenda** -- VERY simple agendas work best
  - a. **Introductions** -- Emphasize "30 seconds" each: (intent is 10 minutes, max.)
    - i. Name
    - ii. Vocation (or past, if retired)
    - iii. For prospects, "What sparked your interest in Rotary?"
    - iv. For members, "What attracted you to Rotary, and what's kept you coming back?"

Host or MC goes first, setting an example within the 30-second time budget

- b. **Rotary Overview** -- 20 minutes or less, with GOOD visuals, perhaps 2 or 3 presenters:
  - i. Origin of Rotary, Object of Rotary, 4-way Test
  - ii. Club overview - History, size, meeting day/time
  - iii. Avenues of Service & Service Projects (Local and International)
  - iv. The Rotary Foundation - highlights only -- This is what funds "Doing Good in the World"
  - v. Membership is by Invitation. Include overview of financial commitment
  - vi. "What happens if I join?" -- Onboarding/orientation process
  - vii. Hand out applications -- "Please return to your sponsor (the member who invited you)"
- c. **Take Home Collateral** -- Hand out a Rotary Brochure or Club Brochure for each prospect, along with a business card (President, Secretary, Membership Chair, etc.)
- d. **Wrap-up**, invitation to stay for refreshments, networking, etc. (20 minutes left to stay inside 1 hour)

**Note:** **NO** Invocation, **NO** pledge, **NO** song, **NO** "Rotary Meeting" preliminaries - this is a "business seminar" format.

### Follow-Up

Sponsors are primarily responsible for phone follow-up, same day or next day, inviting them to join and asking "what's your decision-making timetable?", and reporting same to Membership Committee. Additionally:

1. Follow-Up Email, thanking prospects for attending - same day or next day
2. Phone call from President or Membership chair within 2 days, asking if any questions and inviting them to join
3. Sponsor continues to follow up until we get a "Yes", "No" or "Not Now".
  - a. **Yes** -- proceed with Membership Proposal process
  - b. **Not Now** -- Keep as Potential Member and in "drip marketing", sending your E-Newsletter or E-Bulletin by PMail once or twice a month.
  - c. **No** -- Terminate from DACdb to drop them out of your prospect list

### Repeat

This is a playbook you can run two, three or four times a year. One club has a membership event every month, just before a regular meeting. Members will have prospects who can't make a given date. If you go ahead and schedule the next one out a few months, many times they can get a commitment for the alternate date.

## MEMBERSHIP RECRUITMENT

# Don't squander your leads

By PDG Terry Weaver

Rotary Club of Greenville

Zone 33 Assistant Membership Coordinator

The only thing worse than not having a pipeline of potential Rotarians is squandering those that you have. It's one of the most common failings of not only businesses but also Rotary clubs.

What do I mean by "squandering"? I mean not having a central, institutional place where we record at least the names, mobile phone numbers and email addresses of people who may have an interest in Rotary. People who may be Rotarians, but just haven't realized it yet. Absent an institutional prospect management platform (one that everyone in the organization uses) people cook up their own, using things ranging from Google sheets to personal spreadsheets to notebook paper, cocktail napkins and (the worst) human memory.

So how could you create your storage place? By using a tool you're already familiar with—the District and Club Database (DACdb). While originally intended to track active members, DACdb also has several non-member categories, such as Guest, Potential Member and Proposed Member.

Implementation is easy—just notify club leaders, the club Secretary and Membership Committee that your club is now getting serious about intentional membership growth strategies and that tracking and nurturing prospects is one of those intentional strategies. Then start using the **Guest** and **Potential Member** types immediately, including sweeping up and entering those that members have been tracking with schemes of their own.

**One caution:** Be **sure** to **first** change the Member Type (when Add a New Member) to one of these non-member types. It defaults to Active, which, if saved, will result in sending a New Member add to Rotary International. Using any of the non-member types, such as Guest, Potential or Proposed sends nothing to RI until you switch them to **Active**.

## How to use the leads you track in DaCdb

1

Ask guests at your meetings to give you, at a minimum, their

Name

Email Address

Mobile Phone Number

2

Ask also (a check box on your sign-in sheet or guest registration card), "Would you have an interest in more information about Rotary?"

3

Enter those who don't in DACdb (add a member) using the Guest member type. You can later upgrade them to a Potential Member if they express more interest.

4

Enter those who do in DACdb (add a member) using the Potential Member type

5

Enter anyone who a member registers for an upcoming Membership Event as a Potential Member.

6

Send a reminder PMail from DACdb a couple of days before your Membership Event to those registered

7

Drip Marketing — This is a free way to put your club's "brand" in front of these prospects on a regular basis (once or twice a month). Pmail your club newsletter or bulletins to at least the Potential Members and Proposed Members (upgraded from Potential Members when a signed membership proposal is received).

8

Volunteer & Event Invitations — When your club has a project that needs either volunteer manpower or non-member attendance or participation, send that message (similar to the one you're sending your members) to all those member types.

9

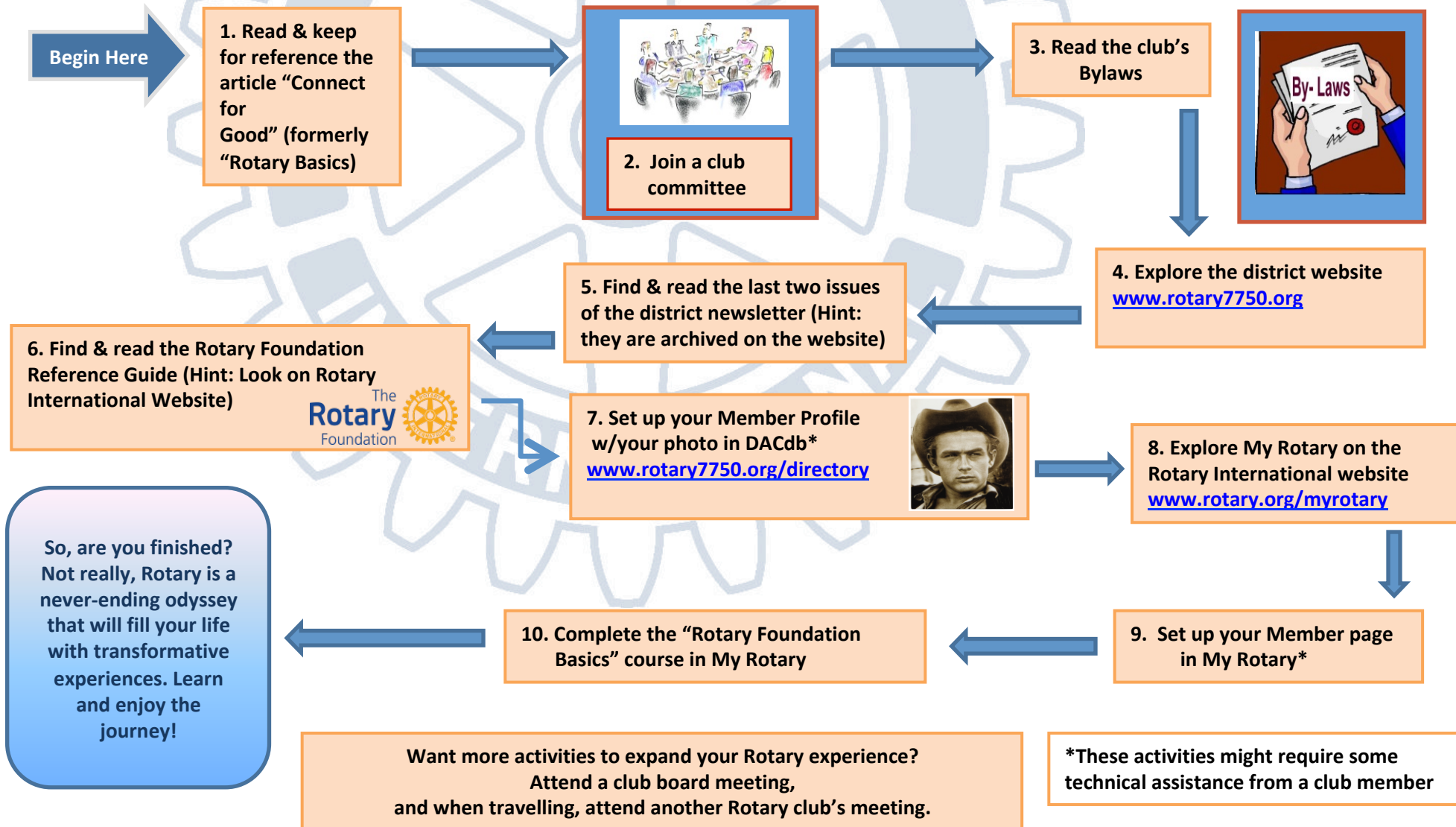
Regular follow-up — Guests and Potential Members appear on the "Other Members" tab in the My Club view of DACdb. That gives potential sponsors, club leaders and the Membership Committee a quick and easy means of checking in with prospects by phone or email to see where they are in their decision-making timeline.

# Scavenger Hunt

**Rotary**  
Club of Greenville



Welcome to the Rotary Club of Greenville new member scavenger hunt! Although not mandatory for your admittance to the club, we hope you will find this activity interesting and fun as you navigate Rotary to become more knowledgeable about Rotary and its service to mankind. Completion of the hunt will expand your knowledge about the opportunities of Rotary service and the organization of Rotary International, the district, and the club. The club membership chair will act as your guide throughout this process; however, any club member will be happy to help you as well.





## 5 Things I Wish All Rotarians Knew (and Believed) about Membership

1. **Nothing Else Matters -- Rotary is a Membership Organization And Our Product is Service.** If you get Membership right, pretty much everything else takes care of itself. If you don't get membership right, everything else is a struggle for the whole year. Work on membership **first**, get your membership committee up and running **first, and** then attend to other priorities. Make sure your membership chair is 100% committed to membership growth, and to getting started in April or May (the April or May **before** the next Rotary year). And that the Membership Chair has a committee. *NOTE: A committee cannot be one member!*
2. **Attrition is Real** -- Membership organizations lose members, most at alarming rates. I know, you're thinking "Nobody would quit our great club". Wrong. The 5-year average attrition rate for Zone 33 clubs is **fifteen percent (15%) annually**. Half of those leave for reasons you can't control. A handful of clubs have long-term attrition rates below 10% and **none** lower than 8%. Build your membership plan around the assumption that 15% of your members will leave During this next Rotary year, and have a plan to replace them. Count your blessings (and your membership gain) if that doesn't happen.
3. **Retention is Important for the LONG Term** -- Retention rates can be changed over time, not quickly, and you can't retain your way from 20 to 30 members. Work on retention strategies, but don't count on moving the needle quickly. Find out why people leave through exit surveys, and fix those problems. | **Hint: Most attrition casualties have been members less than 1, 2 or 3 years (<1 year = highest attrition)**. Focus your retention strategies on those members.
4. **Clubs need membership growth every year** -- It doesn't have to be dramatic. 4% annual membership growth will double the size of your club in 18 years. What you want to develop is a **membership growth culture** -- the fundamental belief that the club grows a little every year and avoids huge declines along the way. It's not a series of "membership drives", but a consistent, sustained effort. We have examples of clubs doing just this, with only one year of decline (by 1 member) along the way. Set your goal at 10% net membership growth (plus an estimate of 15% attrition).
5. **It takes Intentional Strategies** -- Discard generalities like, "Ask members to bring guests to meetings". Change that to, "Ask "x" members to bring "y" guests to a meeting about Rotary membership on mm/dd/yyyy", and you might have something, if the rest of the plan for reminders, follow up, etc. is in place. Lather, rinse, repeat. Likewise, financial and other incentives for membership recruiting are surprisingly ineffective -- you can't make the prize big enough to be "worth the effort" after a member thinks about it for awhile. It's a nice "thank you", but don't count on incentives alone.

**Remember the 10:3:1 Rule** -- It takes about 10 names or referrals (suspects) to get 3 prospects to a Rotary Information Hour or Rotary club meeting, to get **one** new member proposal. Lack of sufficient "lead generation" is a root cause of low rates of new member flow. Zone 33 (thanks to Terry Weaver, PDG of D7750) has a list of **24 Intentional Strategies** that **are proven to work**.

If you **understand** and **believe** these truths, your year as President will be successful, rewarding and perhaps legendary in the life of your club.

# Rotary

## 6 Failed Membership Strategies Rotary Clubs Love

The Rotary Zone 33 Rotary Coordinator Team has been successfully training clubs on attracting, onboarding and retaining members, recommending [10 Intentional Membership Strategies](#) proven by clubs to work. Surprisingly, a set of legendary strategies that **don't work** continue to appeal to clubs. To save your club a lot of time and frustration, **here's a list of strategies to avoid:**

1. Club socials, "meet and greets" with prospective members invited as guests
2. Invite prospective members to regular club meetings
3. Incentives -- Offer members an incentive, such as "free dues for a quarter", gift cards or gift certificates, Foundation Recognition Points, etc. for proposing a new member
4. Free or reduced dues for new members
5. Podium announcements, newsletters, bulletins, emails, etc. asking members in mass to propose new members
6. Direct mail, print advertising, billboards, post cards or emails inviting prospects to events or meetings

### WHY these strategies don't work to attract members

- **Club socials, "meet and greets" with prospective members invited as guests** -- Clubs love this idea. Who wouldn't? Have a party and use membership as an excuse. Trouble is, a good social is a lousy venue for having a serious, informative conversation about what Rotary is and does. Members mostly talk with each other, guests feel a bit awkward and go home with, at best, a feeling that Rotary "may be OK".  
No call to action = no action.
- **Invite prospective members to regular club meetings** - Almost as ineffective as socials. In the average club meeting, 2 or 3 minutes focused on what Rotary is or does would be the exception. Prospects meet some nice people, perhaps hear a good program, have a great meal, and leave without knowing any more about Rotary than when they came in. They go home wondering, "What's that all about?" Conversion rates of 1 in 10 (1 new member for every 10 prospects at meetings) for this strategy are about the best you can expect, even with great member follow-up.  
Rather, a focused [Rotary Membership Event](#) can yield 1 new member for every 2 prospects.
- **Incentives** --- Offering members an incentive, such as "free dues for a quarter", gift cards or gift certificates, Foundation Recognition Points, etc. for proposing a new member -- For a full understanding of this one, read *Predictably Irrational: The Hidden Forces That Shape Our Decisions*. A weird thing happens when you attach money to something. Suddenly, instead of thinking, "That's even a better reason to do something I ought to do anyway" the member starts thinking, "There are probably easier ways for me to make \$150." The problem is, you can't make it big enough to make the money matter in its own right. If you could offer, say, \$2,000 it might work. If your budget will support that, give it a try.  
This strategy also makes the prospect feel like they are being "sold" on Rotary. We do not want to recruit anyone – we would rather attract those who have a genuine interest. If you recruit a new member to Rotary, the recruiting doesn't end there, because you then need to recruit them to pay dues, recruit to meetings, recruit to club functions, etc. This new recruited member just became a lot of work. If anyone needs more work to do, then incentives will guarantee you that result.



## 6 Failed Membership Strategies Rotary Clubs Love

- **Free or reduced dues for new members** -- In general, community service isn't free and community service including a meal several times per month surely isn't free. Rotary isn't for everyone, and particularly not for someone for whom the cost is a hardship. We don't do anyone any favors by asking them to give up something else to be part of Rotary. If the "sticker price" of Rotary is too much, reducing that by half or to zero for a while is just postponing the inevitable. When the full dues rate kicks in, it will still be too much and you just upped your attrition, or reduced your retention. .  
**Note:** The jury is out on the intentional strategy of bringing in Young Professionals who age out of subsidized dues by, say, age 35. It seems to work for country clubs and may work for Rotary, as well.
- **Podium announcements, newsletters, emails, etc. asking members in mass to propose new members** -- In even a group of 20 people, let alone 200, a general "ask" is anonymous - everyone at the table assumes the speaker is talking to the person on his left or right -- that someone else will take care of it. A real one-on-one conversation in person or by phone (a personal "ask") where you ask for and receive a commitment, is a whole different deal.
- **Direct mail, print advertising, billboards, post cards or emails inviting prospects to events or meetings** -- Clubs love this because it's easy. Doesn't work at all. If our own members won't pay attention to an anonymous "ask", why would prospects respond to an anonymous ask? The way to get prospects to a membership event (not a regular club meeting) is for a member who knows them to invite them personally, get their firm (not "Maybe" or "I'll try") commitment to come and offer to pick them up.  
If you really want to try this strategy, it would be a lot more entertaining to take the same money spent on these ideas, but instead convert it all to \$1 bills and throw them down main street and watch the mayhem. Your results for attracting new members will be about the same.

If you really want your club to be successful in attracting, onboarding and retaining members, have a look at [10 Intentional Membership Strategies](#) proven by clubs to work. You need at least 1 strategy for each of the Membership Key Success Factors:

- Prospect Identification (Lead Generation)
- Attraction
- Onboarding
- Retention





## **District 7750 Membership Event Grants**

### **Rotary District 7750 Membership Event Grants**

**Apply NOW for a District 7750 Membership Event Grant!**  
Plan a specific membership event with a complete set of intentional strategies, and the District will provide the funding!  
Grant Applications Due by September 15, 2019– APPLY TODAY!

1. **Grant Amount** – You can apply for \$15.00 per prospect actually attending your events, with a maximum grant of \$300.00 per club.
2. To be eligible, events must adhere to the: [Recipe for a Successful Membership Event](#)
3. Event must be completed between September 15 and October 30, 2019.
4. You will need to provide a list of names and contact information of attending guests to obtain reimbursement. Potential members attending must be entered in DACdb to be eligible.
5. Questions? Contact District Membership Chair Ed Irick at [DG2017@rotary7750.org](mailto:DG2017@rotary7750.org)

**To apply, go to**

**<https://rotary7750.org/event-grants>**

District 7750 Membership Report							
8/1/2019							
			Over				OK
			At				New Needed
			Under				
Club	Goal	Current Membership	Over/Under Goal	Annual Avg. Attrition	Attrition to Date	Attrition to Go	New Members to Reach Goal
Abbeville	61	52	-9	7	1	6	15
Aiken	187	181	-6	25	1	24	30
Aiken Sunrise	40	33	-7	7	1	6	13
Anderson	83	74	-9	15	0	15	24
Batesburg-Leesville	16	14	-2	2	0	2	4
Blacksburg	20	17	-3	2	0	2	5
Chester	54	55	1	10	0	10	9
Clemson	99	89	-10	9	0	9	19
Clemson-Calhoun	37	34	-3	4	0	4	7
Clinton	34	34	0	4	0	4	4
Clover	30	27	-3	3	0	3	6
Easley	70	61	-9	6	0	6	15
E-Club of The Carolinas	33	29	-4	9	0	9	13
Emerald City (Greenwood)	75	68	-7	7	2	5	12
Fort Mill	85	86	1	15	1	14	13
Fountain Inn	28	25	-3	3	2	1	4
Gaffney	85	76	-9	12	0	12	21
Golden Strip Sunrise, (Mauldin)	16	14	-2	2	0	2	4
Greater Anderson	83	73	-10	9	1	8	18
Greenville	287	260	-27	46	9	37	64
Greenville Breakfast	19	11	-8	6	0	6	14
Greenville City Center	62	58	-4	6	0	6	10
Greenwood	130	116	-14	18	0	18	32
Indian Land	30	18	-12	8	0	8	20
Indian Land Lunch	23	21	-2	2	0	2	4
Inman	25	22	-3	3	0	3	6
Lake Wylie	27	25	-2	4	0	4	6
Lancaster	72	62	-10	7	0	7	17
Lancaster Breakfast	60	53	-7	10	0	10	17
Laurens	62	56	-6	9	0	9	15
Mauldin	28	25	-3	6	0	6	9
Newberry	83	75	-8	8	1	7	15
North Augusta	30	27	-3	3	0	3	6
North Spartanburg	48	39	-9	7	0	7	16
Pickens	48	43	-5	5	2	3	8
Pleasantburg (Greenville)	49	44	-5	5	0	5	10
Rock Hill	100	63	-37	20	1	19	56
Seneca Golden Corner	27	23	-4	3	2	1	5
Simpsonville	50	41	-9	11	0	11	20
Spartanburg	210	201	-9	20	0	20	29
Spartan West (Spartanburg)	37	35	-2	4	0	4	6
The Foothills, Travelers Rest	14	12	-2	4	0	4	6
the Reedy River Greenville	42	35	-7	12	2	10	17
Twin City of Batesburg-Leesville	23	20	-3	2	0	2	5
Union	49	47	-2	5	0	5	7
Walhalla	38	33	-5	4	0	4	9
Westminster	37	30	-7	8	0	8	15
Winnsboro	30	31	1	5	0	5	4
York	35	31	-4	7	1	6	10
Totals	2787	2643	-144	410	27	383	527

**D- 7750 Clubs**  
**Sorted by 2019 Membership Growth Index (MGI)**

Club	01-Jul-2012 Mbrs	01-Jul-2013 Mbrs	01-Jul-2014 Mbrs	01-Jul-2015 Mbrs	01-Jul-2016 Mbrs	01-Jul-2017 Mbrs	01-Jul-2018 Mbrs	01-Jul-2019 Mbrs	2015 MGI	2016 MGI	2017 MGI	2018 MGI	2019 MGI	Avg. Attrition Rate	Annual Avg. Attrition	Avg. Attraction Rate	New Mbrs Per Yr.	Avg. Net Gain/Loss Per Yr.
<b>Green Line -- Growth Clubs -- 80%+ likelihood of continued growth, unless something changes</b>																		
Greenville City Center	23	22	34	36	37	38	37	57	56.5	68.2	11.8	2.8	54.1	9.8%	4.3	25.0%	11.0	6.7
Spartan West (Spartanburg)	26	21	22	25	25	27	32	35	-3.8	19.0	22.7	28.0	40.0	10.6%	3.3	21.3%	6.7	3.3
Clemson-Calhoun	27	28	24	24	26	28	28	34	-11.1	-7.1	16.7	16.7	30.8	11.1%	3.3	20.0%	6.0	2.7
Clover	26	24	26	24	21	22	17	27	-7.7	-12.5	-15.4	-29.2	28.6	10.6%	2.3	19.7%	4.3	2.0
Emerald City (Greenwood)	51	53	52	55	55	59	65	70	7.8	3.8	13.5	18.2	27.3	9.3%	6.0	17.0%	11.0	5.0
Seneca Golden Corner	26	28	22	20	20	22	23	25	-23.1	-28.6	0.0	15.0	25.0	8.6%	2.0	15.7%	3.7	1.7
North Augusta	19	18	15	15	21	18	21	26	-21.1	16.7	20.0	40.0	23.8	10.8%	2.3	18.5%	4.0	1.7
Laurens	51	49	48	49	48	50	49	56	-3.9	-2.0	4.2	0.0	16.7	16.1%	8.3	21.3%	11.0	2.7
Inman	21	19	20	20	19	20	22	22	-4.8	0.0	0.0	10.0	15.8	9.4%	2.0	14.1%	3.0	1.0
Easley	65	59	58	53	52	55	51	60	-18.5	-11.9	-5.2	-3.8	15.4	9.6%	5.3	14.5%	8.0	2.7
Walhalla	38	36	31	33	29	29	34	33	-13.2	-19.4	-6.5	3.0	13.8	10.4%	3.3	14.6%	4.7	1.3
Blacksburg	12	12	13	10	15	13	15	17	-16.7	25.0	0.0	50.0	13.3	8.9%	1.3	13.3%	2.0	0.7
Gaffney	79	72	61	62	68	73	72	76	-21.5	-5.6	19.7	16.1	11.8	15.8%	11.7	19.5%	14.3	2.7
Twin City of Batesburg-Lees	20	16	15	15	18	18	21	20	-25.0	12.5	20.0	40.0	11.1	8.5%	1.7	11.9%	2.3	0.7
Clinton	28	26	32	29	28	24	26	31	3.6	7.7	-25.0	-10.3	10.7	12.3%	3.3	16.0%	4.3	1.0
Seneca	48	39	34	38	40	46	46	44	-20.8	2.6	35.3	21.1	10.0	11.0%	5.0	14.0%	6.3	1.3
Lake Wylie	25	24	27	20	23	21	23	25	-20.0	-4.2	-22.2	15.0	8.7	14.5%	3.3	17.4%	4.0	0.7
Abbeville	55	52	49	44	48	47	45	52	-20.0	-7.7	-4.1	2.3	8.3	13.2%	6.3	16.0%	7.7	1.3
Pleasantburg (Greenville)	43	39	38	41	41	43	47	44	-4.7	5.1	13.2	14.6	7.3	8.2%	3.7	10.4%	4.7	1.0
Winnsboro	45	39	38	34	28	28	25	30	-24.4	-28.2	-26.3	-26.5	7.1	18.1%	5.0	20.5%	5.7	0.7
Newberry	70	66	72	70	73	74	77	78	0.0	10.6	2.8	10.0	6.8	8.7%	6.7	10.9%	8.3	1.7
Lancaster	69	69	72	67	61	60	64	65	-2.9	-11.6	-16.7	-4.5	6.6	7.9%	5.0	10.1%	6.3	1.3
Greater Anderson	51	53	58	60	68	71	75	72	17.6	28.3	22.4	25.0	5.9	11.5%	8.3	13.3%	9.7	1.3
										Subtotal Green Line			304.8		104.0		149.0	45.0

Club	01-Jul-2012 Mbrs	01-Jul-2013 Mbrs	01-Jul-2014 Mbrs	01-Jul-2015 Mbrs	01-Jul-2016 Mbrs	01-Jul-2017 Mbrs	01-Jul-2018 Mbrs	01-Jul-2019 Mbrs	2015 MGI	2016 MGI	2017 MGI	2018 MGI	2019 MGI	Avg. Attrition Rate	Annual Avg. Attrition	Avg. Attraction Rate	New Mbrs Per Yr.	Avg. Net Gain/Loss Per Yr.
Yellow Line -- Fragile Balance Clubs -- Could go either way, unless something changes																		
Greenwood	114	103	104	107	110	111	113	115	-6.1	6.8	6.7	5.6	4.5	15.3%	17.3	16.8%	19.0	1.7
Fort Mill	87	81	77	74	80	85	82	82	-14.9	-1.2	10.4	10.8	2.5	17.7%	14.7	18.5%	15.3	0.7
Greenville	276	258	270	275	261	263	266	267	-0.4	1.2	-2.6	-3.3	2.3	17.3%	46.0	18.1%	48.0	2.0
Union	45	40	44	47	46	42	46	47	4.4	15.0	-4.5	-2.1	2.2	10.4%	4.7	11.1%	5.0	0.3
Chester	50	43	50	52	54	54	53	55	4.0	25.6	8.0	1.9	1.9	8.6%	4.7	9.3%	5.0	0.3
Aiken	174	170	172	176	180	181	180	182	1.1	5.9	5.2	2.3	1.1	13.6%	24.7	14.0%	25.3	0.7
Spartanburg	174	164	179	187	196	189	199	197	7.5	19.5	5.6	6.4	0.5	9.9%	19.3	10.1%	19.7	0.3
Pickens	44	45	41	43	45	41	43	44	-2.3	0.0	0.0	0.0	-2.2	10.9%	4.7	10.2%	4.3	-0.3
Batesburg-Leesville	16	21	18	14	14	17	17	14	-12.5	-33.3	-5.6	21.4	0.0	12.5%	2.0	12.5%	2.0	0.0
Golden Strip Sunrise	16	15	14	14	14	15	15	14	-12.5	-6.7	7.1	7.1	0.0	9.1%	1.3	9.1%	1.3	0.0
The Reedy River Greenville	22	27	29	34	37	42	36	37	54.5	37.0	44.8	5.9	0.0	31.3%	12.0	31.3%	12.0	0.0
Indian Land Lunch	0	0	0	0	0	0	0	20	0.0	0.0	0.0	0.0	0.0	0.0%	0.0	N/A	20.0	20.0
Fountain Inn	32	40	37	37	28	27	27	27	15.6	-30.0	-27.0	-27.0	-3.6	11.1%	3.0	9.9%	2.7	-0.3
									Subtotal Yellow Line					154.3		179.7	25.3	
Red Line -- Chronic Membership Decline Clubs -- 80%+ likelihood of continued decline, unless something changes																		
Aiken Sunrise	42	40	40	41	36	34	39	34	-2.4	-10.0	-15.0	-4.9	-5.6	17.8%	6.3	15.9%	5.7	-0.7
York	32	32	33	32	34	38	36	32	0.0	6.3	15.2	12.5	-5.9	19.8%	7.0	17.9%	6.3	-0.7
Clemson	109	98	91	89	98	93	94	90	-18.3	0.0	2.2	5.6	-8.2	9.4%	8.7	6.5%	6.0	-2.7
Anderson	104	95	80	81	80	63	74	73	-22.1	-15.8	-21.3	-8.6	-8.8	21.4%	15.0	18.1%	12.7	-2.3
Mauldin	29	26	26	29	28	31	30	25	0.0	7.7	19.2	3.4	-10.7	18.6%	5.3	15.1%	4.3	-1.0
E-Club of The Carolinas	0	21	27	26	32	29	27	28	N/A	52.4	7.4	3.8	-12.5	31.0%	8.7	26.2%	7.3	-1.3
Lancaster Breakfast	82	77	74	67	65	61	56	56	-18.3	-15.6	-17.6	-16.4	-13.8	17.3%	10.0	12.1%	7.0	-3.0
North Spartanburg	41	42	42	45	46	42	36	39	9.8	9.5	0.0	-20.0	-15.2	17.1%	6.7	11.1%	4.3	-2.3
Simpsonville	44	50	44	47	50	53	48	41	6.8	0.0	20.5	2.1	-18.0	23.2%	11.0	16.9%	8.0	-3.0
The Foothills, TR	15	15	15	16	15	17	19	12	6.7	0.0	13.3	18.8	-20.0	25.0%	4.0	18.8%	3.0	-1.0
Westminster	22	23	31	35	38	34	35	30	59.1	65.2	9.7	0.0	-21.1	22.2%	7.3	14.1%	4.7	-2.7
Indian Land	36	33	31	34	26	28	24	20	-5.6	-21.2	-9.7	-29.4	-23.1	33.3%	8.0	25.0%	6.0	-2.0
Rock Hill	98	100	102	103	96	103	86	63	5.1	-4.0	1.0	-16.5	-34.4	24.2%	20.3	11.1%	9.3	-11.0
Greenville Breakfast	22	20	24	18	17	15	14	11	-18.2	-15.0	-37.5	-22.2	-35.3	42.5%	5.7	27.5%	3.7	-2.0
Greater Greer	20	18	11	15	15	14	15	0	-25.0	-16.7	27.3	0.0	-100.0	58.6%	8.6	58.6%	8.6	0.0
Greenville-East	18	20	28	21	20	19	18	0	16.7	0.0	-32.1	-14.3	-100.0	78.4%	14.9	73.1%	13.9	-1.0
Woodruff	20	14	15	15	17	15	11	0	-25.0	21.4	0.0	-26.7	-100.0	65.4%	9.4	56.1%	8.0	-1.3
Fair Play	13	14	15	12	16	15	0	0	-7.7	14.3	0.0	-100.0	-100.0	133.3%	5.5	14.5%	1.5	-4.0
									Subtotal Red Line					124.0		88.3	-35.7	
Totals	2715	2609	2625	2630	2658	2656	2654	2654						15.4%	410.0	15.4%	408.7	-1.3
		-106	16	5	28	-2	-2	0				Distr. Avg.		15.4%				
		Avg. Gain/Loss			16.3	10.3	8.0	-1.3							Avg. Annual GAIN		-1.3	