

Ron Pearce Video on the Secret Sauce for increasing Membership

<https://www.facebook.com/watch/?v=359863984959157>

Welcome

Rotary District 7750 Membership Summit

Please add your comments to
our Graffiti Boards at the side
of the room before 9:00



W E L C O M E

TO

Fabulous

Rotary



WE
JOIN LEADERS TO CREATE
LASTING CHANGE
IN OUR COMMUNITIES &
AROUND THE WORLD!

Welcome

Rotary District 7750 Membership Summit

Joyce Morin

District Governor 2022-23

Carol Burdette

District Membership Chair



Membership Matters

It starts with
the Invitation

Rotary



*you're
Invited*



An invitation to join
Rotary can begin
with a simple
conversation

Inviting Members with Confidence

- Be sincere in your ask
- Ask yourself what would this person gain from becoming a Rotarian
- Know what makes being a Rotarian exciting
- Understand the next steps in the membership process
- Be prepared to talk about why you joined and why you stay in Rotary
- Close the loop-Be Comfortable

Rotary Elevator Speech

- Start by making a personal connection
- Share what Rotary does in the community
- Share your club Value Proposition
- Provide a summary of Rotary's mission
- Explain what makes Rotary unique
- Finish with handing them your business card
- Get the potential member's phone or email so that you can stay in contact

Rotary



IMAGINE
ROTARY

“Alone we can do so little ;
together we can do so much.”

Helen Keller



...It's for
the
IMPACT



Why should we want to retain and grow our Rotary Club's Membership?

You should leave the Membership Summit with:

- Inspiration and motivation to grow membership.
- Ideas for retaining members.
- Ideas for attracting members.
- Detailed membership data about your club.
- A draft of a Club Membership Plan and action tips to help execute.

Part 1 – Member Retention



**Most Financially Sound
Largest
Most Powerful
Networking Service
Organization**

Whose flag is recognized in more
Countries than any other flag in the world

Every minute of every day Rotary:

- * Feeds someone
- * Houses someone
- * Vaccinates someone
- * Performs surgery on someone
- * Comforts someone
- * Provides clean water to someone

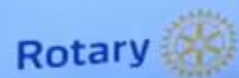
THIS IS ROTARY!



State Of Our Club's Union

GUILFORD ROTARY CLUB MEMBERSHIP HISTORY (Starting #s)

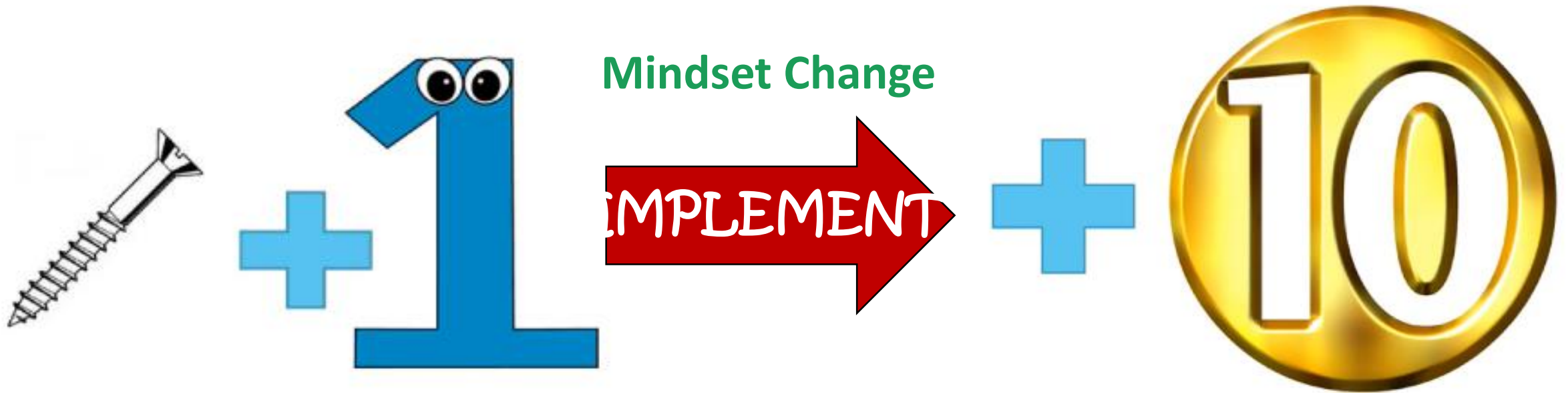
2012-2013	48
2013-2014	50
2014-2015	52
2015-2016	55
2016-2017	46
2017-2018	43
2018-2019	40



Culture Change

about

Membership Retention and Growth





Culture Change Strategies

- Communicate – A Wake-up Call Meeting
- Create a Crisis
 - Showed Membership Data
 - Explained what needed to change
- Create a Coalition – *“The Originals”*
- Assessment – The P.T.S. was

How to revive a Loss of Passion & Purpose?





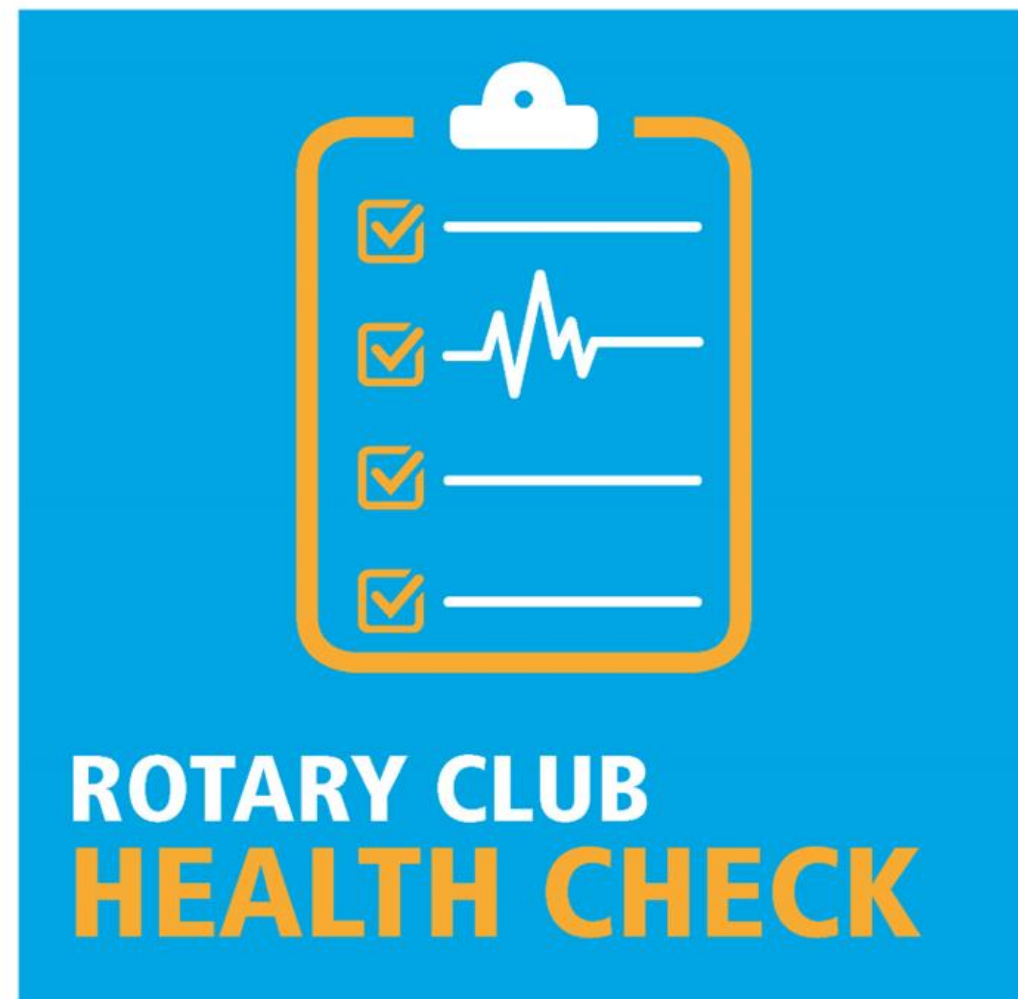
Engaging Members

Cara Hamilton

Rotary Club of Anderson
District 7750 C.A.R.T. Chair

Rotary Club Health Check – Member Satisfaction Survey

- Clubs can find this survey on the District Website – [www.rotary 7750.org](http://www.rotary7750.org)
- Create the survey in Google Forms



tinyurl.com/rotaryhealthcheck



Just as routine doctor's visits help us identify health risks before they become serious, a club health check can diagnose problem areas and prescribe remedies.

By using this health check, you're taking a step to maintain your club's health and preserve its value for members and the community.

Place a check mark in the boxes next to the statements you consider to be true. Then act on the suggested remedies for any problem areas you've identified.

Engaging Members

New Member Orientation

Formal or informal time set aside outside the normal meeting to onboard and educate prospective, new, and “nearly-new” members about RI and their Club



Discover Rotary

Potential and “New” members

Tour of Rotary

- Potential, new and nearly-new members
- Create a “passport” and have numerous “stops”
 - Fun, Food, and Fellowship
 - Explain the Club’s DNA
 - Explain about the connection and impact of Rotary International
 - Door prizes

Engaging Members

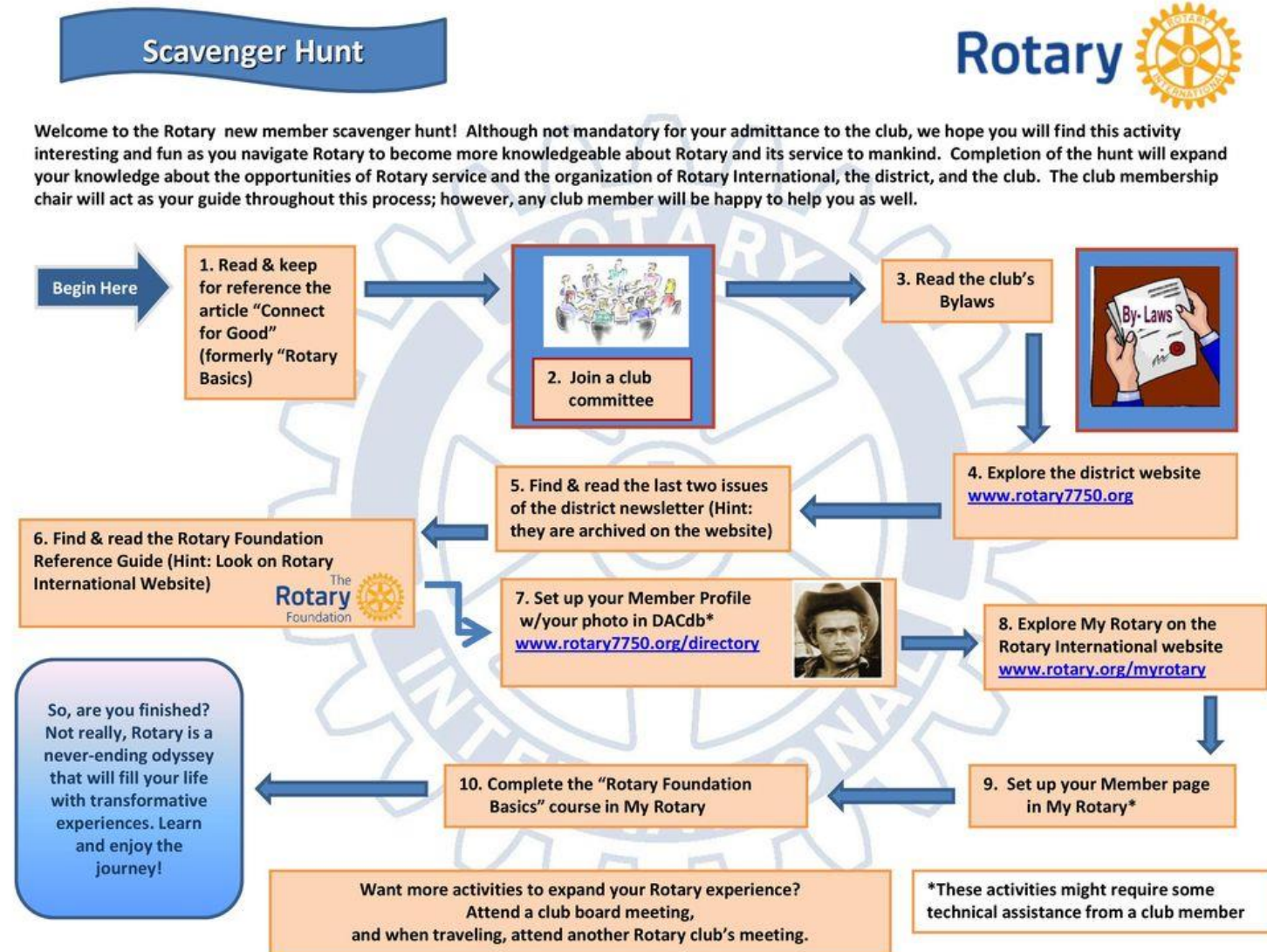


Red Badge Program

- New member identification by way of a red notation (varies) on their name tag
- Ask new members to complete a list of “Rotary” learning tasks with the goal of helping them learn more about RI and the Club
- New members become more engaged and connected in Rotary when they understand:
 - our Structure
 - our Foundation
 - and our Strategic Vision

Member Scavenger Hunt

- Similar to the Red Badge Program
- The “hunt” involves a list of interesting and fun activities that new members are asked to complete.
- Completion of the hunt will expand members knowledge about RI, the organization structure, and opportunities of service and networking.



Rotary



R

RELEVANT

Achieving through RELATIONSHIPS
with each other & with communities

O

OPPORTUNITIES

Opportunities for working differently

T

TRAINING

Growing and developing oneself

A

AGILE LEADERS

Being flexible and adaptable to new
developments

R

REAL COMMUNITY IMPACT

Assessing the needs of the community
and making a difference

Y

YOUTH FOCUSED

Mentoring and collaborating by giving
them a voice

Engaging club meetings

- Make personal connections and contacts
- Invite members to get involved –
Help them find the right fit.
- High energy, well organized and informative
meetings/programs
- Let members know you miss them when they
miss a meeting
- Send birthday cards to members the month of
their birthday

Engaging Members

Fun and Fellowship at club meetings

- Welcome members and guests at the door
- Ice breakers at the beginning of each meeting
- Member Spotlights
- Fundraising, service, and social events at the normal club meeting



Fellowship and Action Groups



Encourage members of your club to get involved in Rotary activities beyond the club experience.

Rotary Fellowships are international groups that share a common passion.

Being part of a fellowship is a fun way to:

- make friends around the world,
- explore a hobby or profession,
- and enhance your Rotary experience.

<https://www.rotary.org/fellowships>

Engaging Members

Club Internal Communication

Rachel Strayer

Emerald City Rotary Club



Engaging Members –

How do you keep your members informed about club activities and members?

- Pmail
- Club Newsletters
- Facebook
- Instagram
- Phone calls



Emerald City **Rotary Club** [Get To Know More](#)

YOU ARE THE MISSING PIECE.

Rotary

Connect, partner, and serve through Rotary

Guest Speaker

AUGUST SPEAKERS




8/3 Jerry Rentz - Membership Update

8/10 Michelle Hoffmann, Life & Relationship Coach - "Finding True Vision So You Can Achieve Personal & Professional Goals"

8/17 Sherrie Bishop, Pet Food

8/24 Marisel Losa, Pr United Way of the La

Upcoming Service Projects

 <p>During our first Boys & Girls Club Work Day of the year we will be constructing a raised bed for a butterfly garden, planting perennials along the wall, and planting climbing flowering vines along the fence. Bring your gardening gloves & a shovel!</p> <p>Saturday, August 20th 8a-10a</p> <p>125 N University St Greenwood</p>	 <p>ECRC Rotarians have the opportunity to act as ushers during 2 performances of The Penguin Project's "Aristocats Kids" at The Greenwood Theatre.</p> <p>Thurs, Sept 15th @ 6:30p (for 7:30 performance)</p> <p>Sun, Sept 18th @ 1p (for 2p performance)</p> <p>110 Main St Greenwood</p>	 <p>Our 2nd Cobb Road Cluean Up of the year will take place in much better weather! Join us as we tackle litter removal from Matthis Rd to Cokesbury Rd.</p> <p>Saturday, October 22nd 9a-11a</p> <p>Meeting Spot: Aldi 1322 Montague Ave Greenwood</p>
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Third Tuesday Meeting

THIRD TUESDAY

This month's meeting will include a New Member Orientation and a Long Term Member Refresher. Check it out to learn what you may have never known or be reminded of what you may have forgotten.
As always, guests are welcome!

**Promote your club.
Inspire your members**

**DACdb for Stories and
Newsletter/ bulletin
templates**

**Rotary Brand Center
for logos and more
templates**



How does Rotary bring Value to Our Life?

Renee Stubbs

Rotary Club of Newberry
District Governor Elect
RLI District Chair



WHAT IS ROTARY?

BBQ
Fundraisers



Helping the
community



What you see before joining

What you see once you join

Teamwork and
communication
skills



New friendships
and connections



Opportunities for
collaboration and
networking



Speaking and professional
development opportunities



International aid,
travel and worldwide
friendships



Rotary



What does your
Rotary club do?

*To attract and keep
members you need to
be able to explain
what you do.*

Rotary Club Value Proposition

- A value proposition is a simple statement that summarizes why a community member would choose your Rotary club vs. another service organization or even the Rotary Club across town.
- It communicates the clearest benefit that a community member or even current Rotary members receive by joining or staying in your club.
- A value proposition statement should consist of
 - Relevancy**
 - Quantified value**
 - Differentiation**



**JOIN LEADERS
EXCHANGE IDEAS
TAKE ACTION**

In our community and throughout the world

What is your club's Value Proposition?

- Why should you join or stay in our club?

A value proposition is a promise of value to be delivered.

- Are all of your members on the same page about why people might want to join or stay in your club?

ACTIVITY:

7 min. - Write on chart paper your club's Value Proposition Statement

Put it on the wall when finished.

During Breaks and Lunch read and comment on the posters



Something to think about

Question:

Could a member leave your club because it no longer resonates with them?

Could the original value proposition become out of date and no longer relevant?





Mid Atlantic RLI

MD • DE • DC • WV • TN • VA • NC • SC

www.rli33.org

Rotary Leadership Institute as a Retention Tool

RLI is the best kept secret in Rotary.

Informed Rotarians are involved Rotarians

Your knowledge of the History of Rotary, our Foundation, and vision will help to enable Rotarians to have a deeper impact on your community and the world.

Find Your Passion in Rotary!



**IMAGINE
ROTARY**

Time for a Break
10 minutes



AVENUES OF SERVICE

Channel our commitment to service at home and abroad through five Avenues of Service.

CLUB SERVICE

focuses on making clubs strong.

VOCATIONAL SERVICE

calls on every Rotarian to work with integrity and contribute their expertise to the problems and needs of society.

COMMUNITY SERVICE

encourages every Rotarian to find ways to improve the quality of life for people in their communities and to serve the public interest.

YOUTH SERVICE

recognizes the importance of empowering youth and young professionals through leadership development programs.

INTERNATIONAL SERVICE

exemplifies our global reach in promoting peace and understanding.

Design and Layout by Gilbert Thien - Rotary Club of Mira

Service for Member Engagement



Rotarians at Work





Service Projects for Member Engagement

Spring Sing
Pleasantburg



Dress a Child
Pleasantburg



Fundraisers for Member Engagement

Oyster Roast
Rotary Club of Clemson





Fellowship for Member Engagement

Summary for Retaining Members

- Upgrade the Club Experience
- Create Meaningful Service Projects
- Microprojects – 30 minutes or less
Something the least physically capable can do
- Fun and Fellowship Events

**North Spartanburg
Coloring Book Project**



Start with Rotary and good things happen.

- 15 minutes
- Talk in Groups of 4 and share how your club engages ALL members from the new members to the “Originals”, participates in RLI and handles internal communication
- Write ideas on chart paper.
- Select a few to share with whole group.
- Put on wall next to your proposition statement

Group Activity



MEMBERSHIP

ROTARY'S MEMBERSHIP EXPERIENCE

Why do people join Rotary? What makes them stay in their clubs, and what makes them leave? Rotary conducts the Membership Experience Feedback Survey every year to better understand the needs, interests, and engagement of our members. The most recent survey offers insights on prospective, current, and former members.

PROSPECTIVE MEMBERS

..... WHY THEY JOIN

- Participate in local service projects 40%
- Participate in international service projects 31%
- Gain personal development and training opportunities 27%

GENDER



AGE



.....WHAT YOU CAN DO.....

- Contact them when they express interest
- Give them a positive orientation experience
- Engage them in local and international service projects

CURRENT MEMBERS

..... WHY THEY STAY

- Participate in local service projects 46%
- Enjoy friendship and fellowship 41%
- Connect with people outside their work and social circles 29%

GENDER



AGE



.....WHAT YOU CAN DO.....

- Display leadership in action
- Be a vibrant club
- Engage people at all stages of membership

FORMER MEMBERS

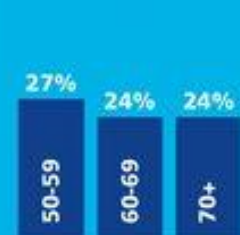
..... WHY THEY LEAVE

- Cost or time constraints 34%
- Club environment and culture 32%
- Unmet expectations 17%

GENDER



AGE



.....WHAT YOU CAN DO.....

- Assess your club
- Work on building a diverse club
- Practice flexibility and innovation

Gender breakdown reflects participants who did not specify a gender.
Age breakdown includes only the top three responding categories.
Respondents were asked to rank in order of preference and could respond to more than one.

Read more about the survey results in the **Global Executive Summary**.

Lunch

Rotary



IMAGINE
ROTARY

Rotary



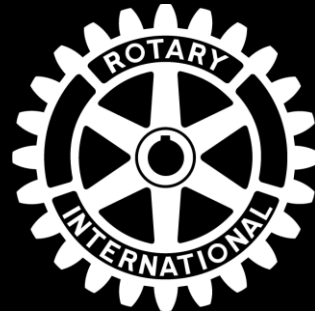
WE'RE LOOKING FOR...

Community Minded People
Passionate & Fun People
Practical & Resourceful People
Helpful People

If you're one of these people, then get in contact to see how you can change the world starting in your very own community!

ImaGination
InspiRation
InnOvation
TeamWorK

Rotary



Part 2 – Attracting New Members

Why should we want
to retain and grow our
Rotary Club's
Membership?

"It's simple. The more members we
have, the more people we can help.
A stronger membership base will
result in stronger communities."

Gary CK Huang
Rotary International
President



Attrition and Attraction



Terry Weaver

Rotary Coordinator - Zone 33

Past District Governor D7750

Rotary



IMAGINE
ROTARY



Membership Realities & Goal Setting

Terry Weaver
Zone 33 Rotary Coordinator

The Project

Analyzed 6 years of
membership trends from
16 Districts
and
846 Rotary clubs

What We Discovered

- It is **NOT TRUE** that all Rotary clubs are shrinking
- **Attrition** is REAL (Average = 15%)
Clubs lose members every year
- **Attrition Rates** are remarkably consistent (y/y)
- **Retention** is essential, but highly over-rated as a Growth Strategy

What We Discovered

- Likelihood of membership growth in a given year is **NOT RANDOM**
- Unless something changes,
 - **Growing clubs** continue to grow year after year (80%+ likelihood)
 - **Failing clubs** continue to fail year after year (80%+ likelihood)
 - **Clubs “holding their own”** can go either way (fragile balance)

“Stable” is a Fragile Balance



Essential Lessons

- **Attrition is Real**

Zone 33 Average = 16.1%

“World Class” = 8%-10%

RI Global Average = 15.0%

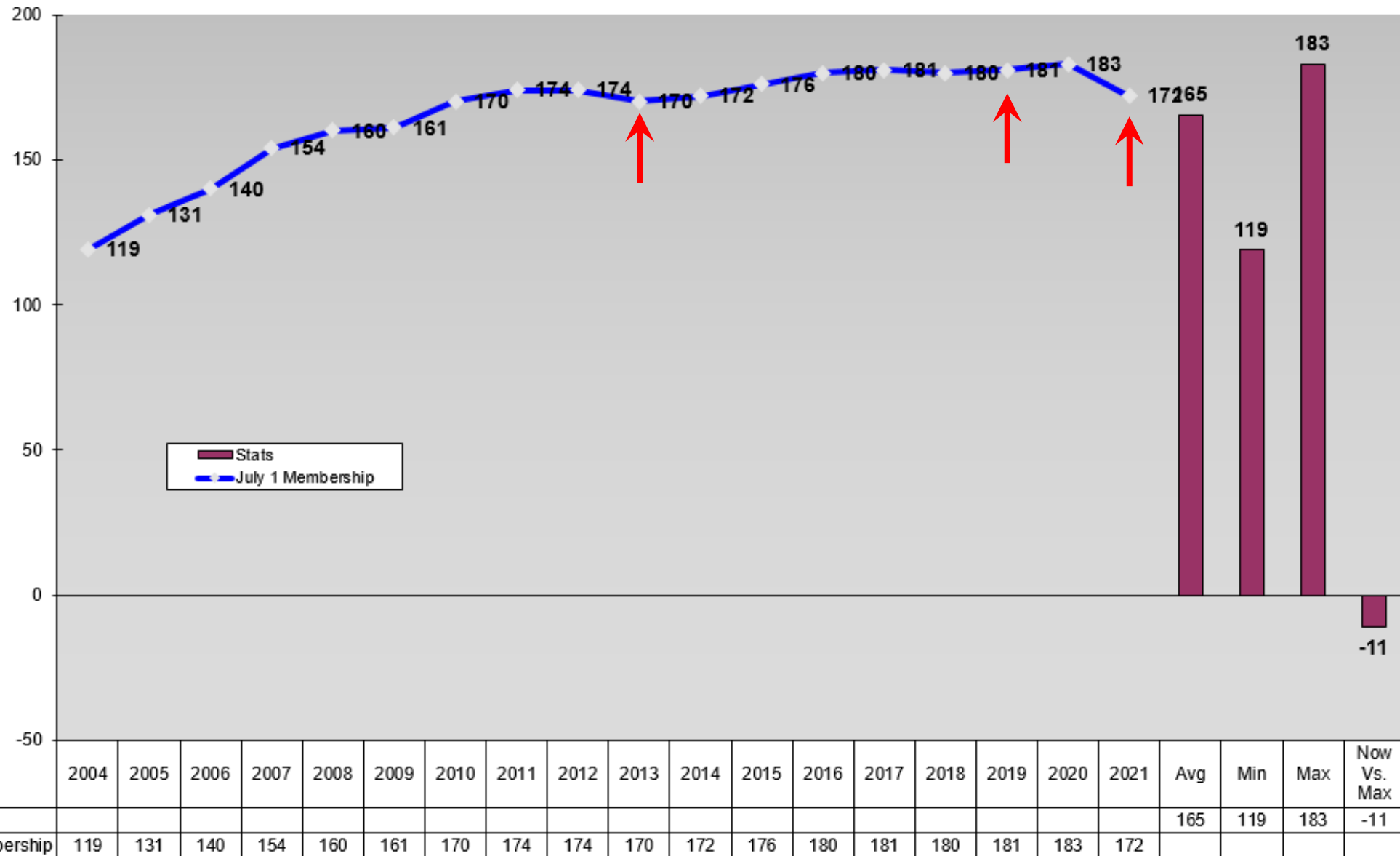
District 7750 = 16.2%

- **Clubs with already-low Attrition Rates can't improve much by working harder on Retention**
- **Attrition Rates > 15% Need Attention**
- **Retention is Over-Rated as a GROWTH strategy**
- **Attraction Rate** must exceed **Attrition Rate**
- **Need to know your club's history**

Chronic Membership Decline



Another Approach



A Club's 3 Essential Data Points

- **Attrition Rate** - % of members terminated in an average year
- **Attraction Rate** - % of members admitted in an average year
- **Attrition Count** - # of members terminated in an average year
(That will need to be replaced)
- All on Membership Goal Setting Worksheet

Worksheet



Membership Goal Setting Worksheet

District 7750
Sample Club

This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual **Attrition Rate** (3-year average): **13.7%**
 Annual **Attraction Rate** (3-year average): **3.2%**
 Annual **Net Growth Rate**: **- %**

Success Targets

Attrition less than 15%
 (July 1 membership x .15)
 Attraction 5% greater than Attrition

The problem we need to solve is:

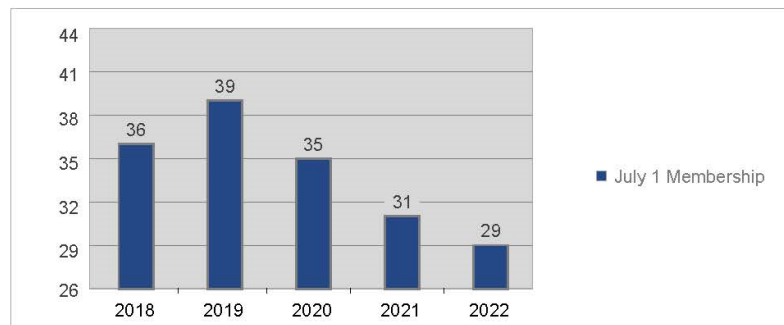
- ☐ **Low Retention** -- Our Attrition Rate Exceeds 15%
- ☐ **Insufficient New Member Attraction** - Our Attraction Rate is less than 5% above our Attrition rate
- ☐ **Neither** - We need to build on our current membership growth culture and strategies

Membership History

Club Year	Members at start of year (July 1)
2022-2023 (Current Year)	29
2021-2022	31
2020-2021	35
2019-2020	39
2018-2019	36

2022-2023 Membership Goal Setting

Starting Membership July 1, 2022	29	(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 5% or 5 members		(c=b-a)
Average Annual Attrition to Replace (Greater of Actual or 10% = World Class)	5	(d)
New Members Needed (Growth + Attrition)		(c+d)



Worksheet



Membership Goal Setting Worksheet

District 7750
Sample Club

This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual Attrition Rate (3-year average):	13.7%
Annual Attraction Rate (3-year average):	3.2%
Annual Net Growth Rate:	- 4.7%

Success Targets

Attrition less than 15%

(July 1 membership x .15)

Attraction 5% greater than Attrition

The problem we need to solve is:

- ☐ **Low Retention** -- Our Attrition Rate Exceeds 15%
- ☒ **Insufficient New Member Attraction** - Our Attraction Rate is less than 5% above our Attrition rate
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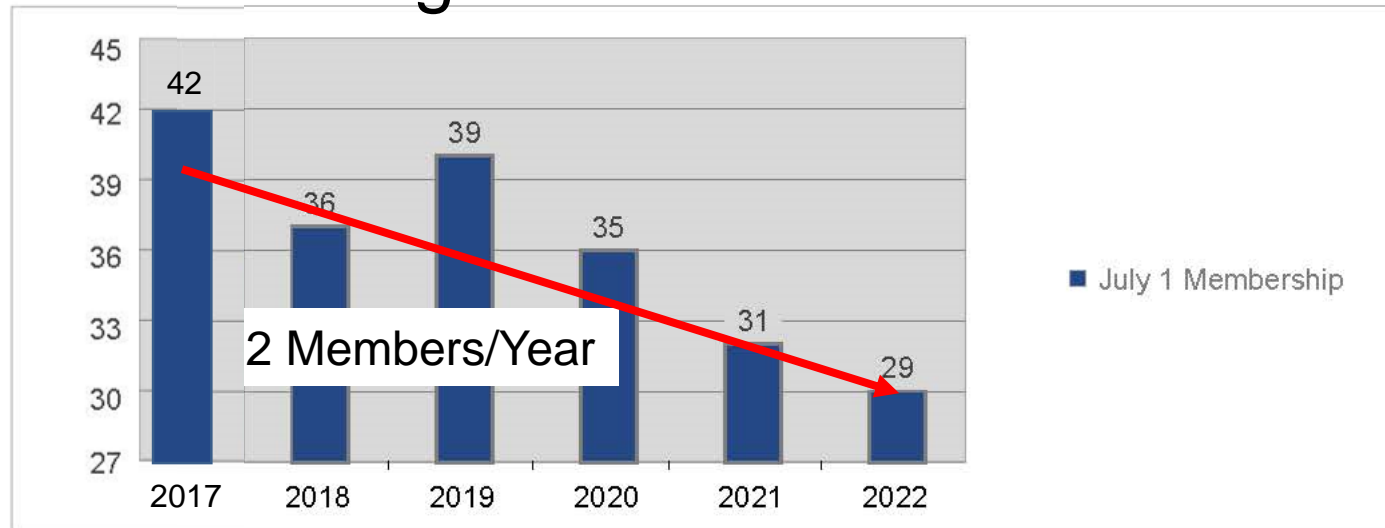
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Net Membership Growth Challenge = 5% or 5 members	3	(c=b-a)
Average Annual Attrition to Replace (Greater of Actual or 10% = World Class)	5	(d)
New Members Needed (Growth + Attrition)	8	(c+d)

How did we get here? 65 Members in 2004



Simple Success Targets

- Maintain an Attrition Rate below 15%
= July 1 Membership x .15
- Maintain an Attraction Rate 5% above Attrition Rate
= July 1 Membership x .20

Major Takeaways

- Attrition is **REAL** and easily calculated from available data
- **Attraction Rate** must exceed **Attrition Rate**
- Chronic Membership failure is a symptom of **leadership dysfunction** within the club
- Your club may not be able to fix itself – Ask for outside help



**IMAGINE
ROTARY**



Innovative Clubs

Butch Hughes

Rotary Club of Anderson



Innovative Clubs



Satellite Club

Impact Club

E-Club

Rotaract

Alternate Memberships

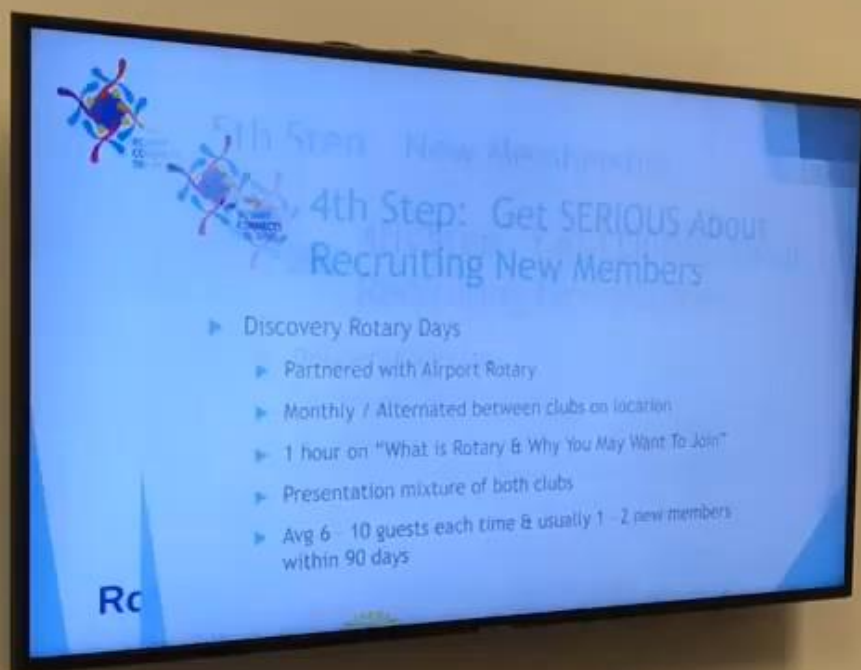


Family Membership

Corporate Membership

Associate Membership

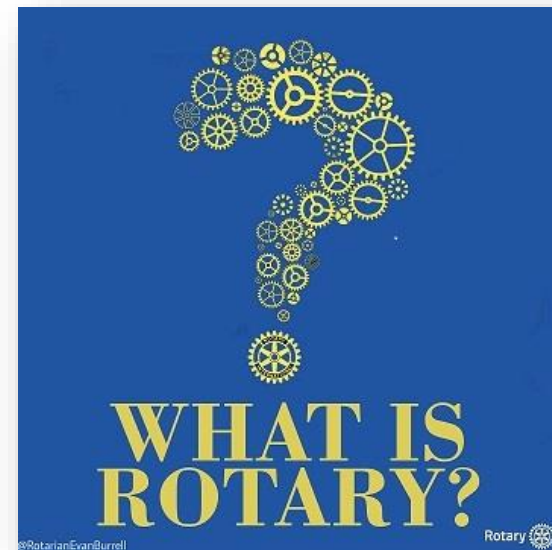
Younger Professional



We are all
here
because
someone
invited us.

What do you say when someone sees
your rotary shirt or pin and asks:

“What’s Rotary?”



HOW TO SHARE ROTARY WITH OTHERS



RECOGNIZE THE OPPORTUNITY

DON'T BE SHY AND LOOK FOR SIGNALS THAT SOMEONE IS SERVICE ORIENTED.

AVOID THE JARGON

KEEP IT SIMPLE. FOCUS ON THE WHY WE DO INSTEAD OF ROTARY'S STRUCTURE OR LINGO.



FIND THE "PASSION" CONNECTION

LISTEN AND IDENTIFY WHAT PASSIONS YOU SHARE. HOW DOES THAT CONNECT TO ROTARY?



KEEP IT REAL & LOCAL

ANSWER QUESTIONS WITH YOUR PERSONAL EXPERIENCES & LOCAL PROJECTS. TALK ABOUT FRIENDSHIPS, NETWORKING, AND ROTARY'S VISION.



SHARE YOUR STORY

SHARE YOUR LOVE FOR ROTARY AND WHY YOU ARE HOOKED ON SERVICE.

FOLLOW UP

YOU CAN'T SHARE EVERYTHING IN ONE SITTING. IF YOU FEEL THERE WAS INTEREST, DON'T FORGET TO FOLLOW UP.





**IMAGINE
ROTARY**

Time for a Break
10 minutes

Strategies for Attracting New Members



Rysheeka Bush

Rotary Club of Aiken
District 7750 Governor Nominee

Strategies for Attracting New Members

Who Do you know?

- Everyone take out your cell phone.
- Open your contacts
- How many of your contacts are not in Rotary? Why?
- Select 3 names and bring the person to a project or meeting in the next month.



A “rotary” phone. Get it?

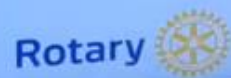
Strategies for Attracting New Members

- Invite Potential Members to a club service project
- Classification Gap Analysis
- Club President- personal ask of each member
- Rotary Information Hour (e.g. Discover Rotary)
- Drip Marketing (“Potential Member” tab DACdb)
- Pursue other options that represent flexibility
- Corporate Memberships, young professional groups, consider a Satellite Club, etc.



3rd Step: Reward For Being a Rotarian

- ▶ Hearts Of Rotary Weekly Drawing
 - ▶ Winner every week / not just 50/50 drawing winner
 - ▶ Gift Card Given / No Shame for not donating cash winnings to charity
 - ▶ Encourages Attendance / Only Members Present can submit weekly slip into drawing
 - ▶ Guests & First Time Visitors can participate as well



Is inviting a guest to a meeting a good strategy for attracting new members?

Well.... *Maybe – maybe not.*

How do you run your meetings?
Let's see what Ron did....







5th Step: New Membership Category / Service Only

- ▶ Service Only Membership
 - ▶ \$75 vs \$200+ quarterly dues
 - ▶ Full Rotarian / Full Paul Harris Member
 - ▶ Not REQUIRED to attend meetings but ENCOURAGED
 - ▶ Billed for any meals but drinks / coffee FREE
 - ▶ On all Club emails and invited to participate in all club events.
 - ▶ 4 of our New Members are SERVICE ONLY MEMBERS

Rotary 



Upgrade the Club Experience

- Guest-Centered Meetings
 - Put the Meeting in Context for Guests
- Interesting, Relevant Meetings
- Conversation Starters – Guest-inclusive
- Culture Change – TEACH the Behaviors You Want



What We've Learned

Hope is NOT a strategy

- *We must be intentional about membership growth*



Rotary is a Membership Organization

- *Service is what we do – our product*



Members are our customers

- *Our clubs must be relevant and meet members' needs, or they will vote with their feet*



As a Membership Organization, Consistent, Moderate Membership Growth is the metric of success

Using
Public Image
and
Public Relations
to get the
word out

How do we show the world outside of Rotary what we do?

RIP 2022-23 Jennifer Jones



Rotary

TOGETHER WE SEE A WORLD
WHERE **PEOPLE** UNITE AND TAKE ACTION
TO **CREATE** LASTING
CHANGE ACROSS THE GLOBE
IN OUR COMMUNITIES AND IN OURSELVES



<https://www.youtube.com/watch?v=9zcsXZ17Ojl>

Using Public Image and Public Relations to get the Word out

Maggie McMahon

Rotary Club of Spartan West
District Public Image/ Public Relations Chair





Compelling, consistent brand communications — together with a great experience — can strengthen our brand and help us engage and attract more members, participants, donors, and partners.

Overall goal in public relations and public image is:

CONSISTENCY!

WHY Promote Your Rotary Club?

- Visibility
- Awareness
- Builds Reputation
- Brand Recognition
- Builds Relationships
- Generates New Members
- Generates New Donors



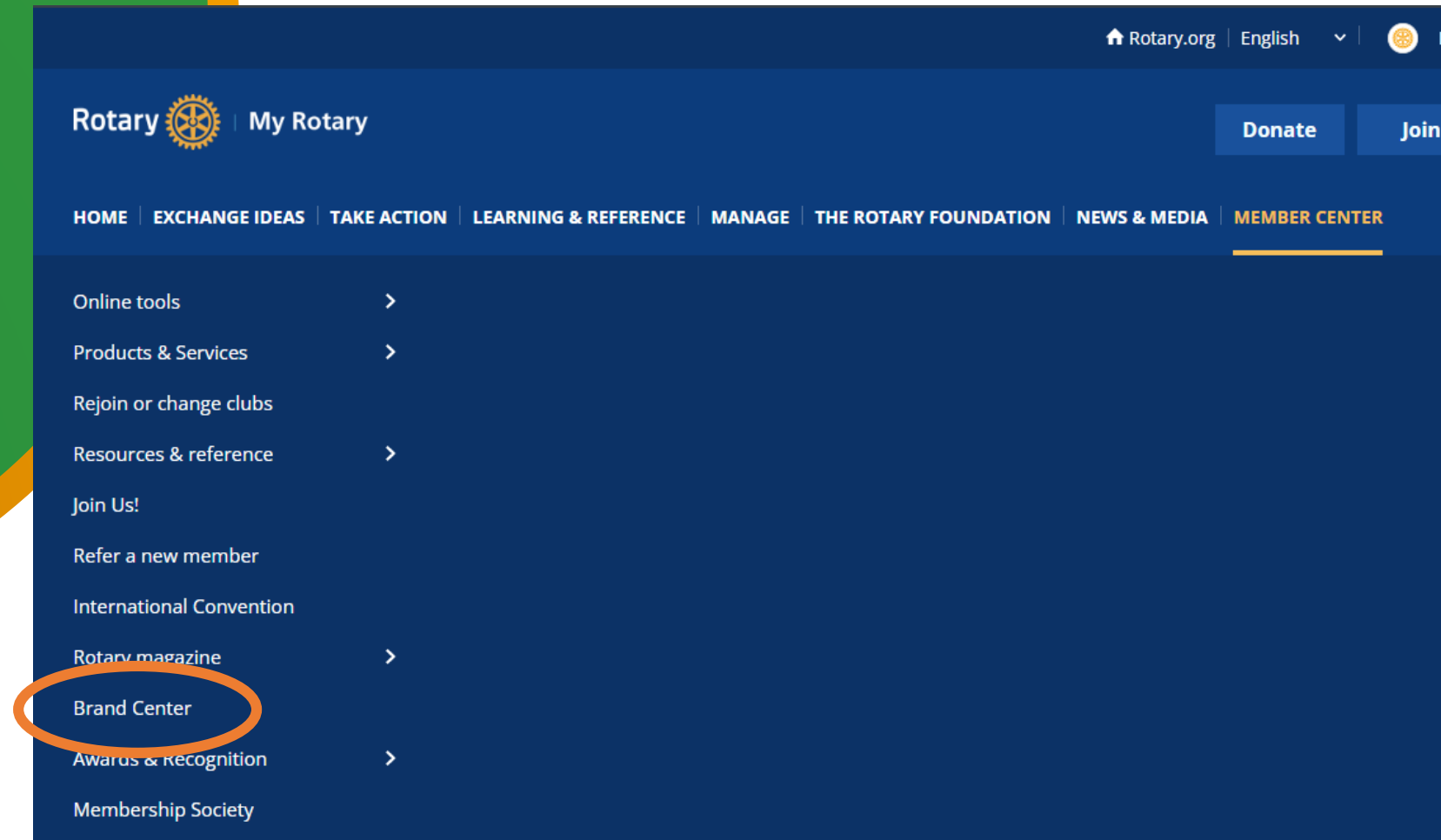
Ways to Promote Your Rotary Club

- Rotary District 7750 Newsletter
- Club Website
- Social Media
- Local Media Outlets
- Local Community Calendars
- Wear your Rotary Pin



- www.rotary.org
- Select **My Rotary** and log in
- Select **Member Center**
- Select **Brand Center** and log in again

Rotary International Brand Center



Create your club logo in the Rotary Brand Center

Choose logo arrangement

Logo

Regular

Color

Full Color (recommended)

Alignment

Below logo

Text below*


Club Name, District,
or Zone Number

*Required

Download file

Rotary

Club Name, District,
or Zone Number





PEOPLE OF ACTION

Get everything you need from Rotary's latest public image campaign.

[LEARN MORE](#)



OUR BRAND

Learn how to apply our brand messaging to promote Rotary.

[LEARN MORE](#)



LOGOS

Download high-resolution logos and Rotary graphics.

[LEARN MORE](#)



MATERIALS

Use our customizable materials to promote your club, projects, and programs.



ADS

Download online, print, outdoor, and radio ads to promote Rotary in your community.



IMAGES & VIDEO

Select images or videos that capture Rotary's essence and reflect our work and our members.

Create club materials in the Brand Center

- Logos
- Club brochures
- Business Cards
- Templates for ads
- And more!

Maggie McMahon

District Public Image/ Public
Relations Chair

Email:

maggieamcmahon@gmail.com

Phone: 864-941-6490

Rotary International
Strengthen Rotary's
brand recognition
around the world by
using Rotary
elements consistently
in all your
communications.





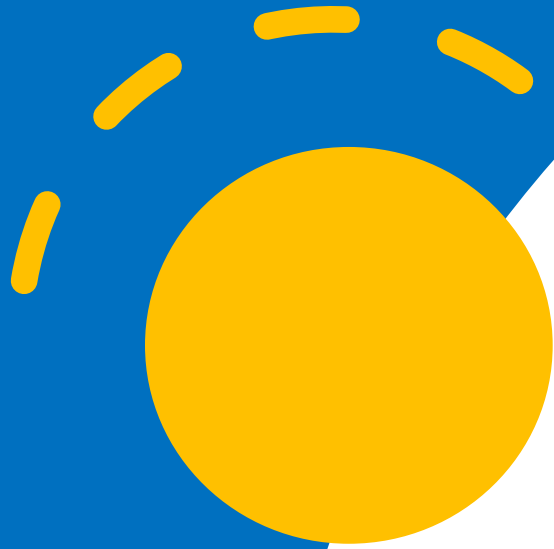
6th Step: A Sprinkle of Chaos

THANK YOU!!!

- ▶ MIX UP THE MEETING
 - ▶ Not always a speaker but if so, someone who IS NOT a 501c3 Non-Profit asking for money
 - ▶ Combination of Microprojects, Fun Days, Special Events, Speakers, Training, etc.
 - ▶ SUGGESTION: Assign Members a week during the year to have a speaker and instruct them they fill it either with themselves or someone else.

Rotary 





What's Your Plan?

Work on Club Membership Plans





Membership Matters



**Membership Matters
for the Impact**

Carol Burdette
District Membership Chair

The Great Reset
Reimagine - Reinvent - Restore



**IMAGINE
ROTARY**

Seminar Summary

- For one minute - Share with the people at your table one thing you learned and will try with your club.
- Rapid Fire – Share with the group two things you learned today

Membership Matters for the Impact

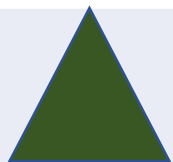


**IMAGINE
ROTARY**

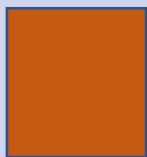
Please complete the Summit Evaluation



Something that really “shines” about the membership summit



“Three things” you have learned at the membership summit



Something you are “Squared Away” about Growing and Retaining Rotary members



Something still “spinning around” in your head about membership.



What are some things about membership that you wish we had included in the summit?

Thank you
and
Safe Travel Home

