



## Rotary Zone 33 Membership Summits

The Rotary Coordinator (RC) team of Zone 33 has developed perhaps the most effective club membership growth training program in Rotary. Delivered in a 9 am to 3:30 pm Membership Summit, this program includes all the essential success factors for Rotary club growth.

When organizations fail to perform, whether in growing membership or any other metric, the problem boils down to one or more of 3 reasons:

1. **They don't "get it"** -- They don't understand why it's important
2. **They don't care** -- or care enough to do something different
3. **They don't know how** -- or know proven strategies and the "blocking & tackling" skills for success

The Zone 33 Membership Summit format addresses all three, including a **bonus** for the Rotarians attending -- leadership skill training and development that will be helpful in all aspects of their lives -- their vocations, their families, their communities, their faith-based institutions, and, yes, their Rotary clubs.

**Here's what prior attendees have said about this program:**

*"Greatest educational experience I have ever attended"*

*"Our team of 4 left excited about the prospects for our club"*

*"As a retired Marine officer and a 10 year Rotarian, this program is one of the best and most focused presentations on leadership that I have ever been privileged to attend"*

*"First time I've actually wanted to spend more time in a session"*

*"It was the best district assembly I've been to in 20 years of being a Rotarian"*

### General Agenda Overview

**Roles, Responsibilities and Expectations of Club Leaders** -- What does successful club leadership look like? What's the role of a leader in a volunteer organization?

**Leading Change** -- For future results to be different from the past, some strategies, activities and attitudes will need to change. We cover 6 key reasons change initiatives fail and how to succeed at each.

**Delegation, Accountability and Coaching Volunteers** -- How do you hold a volunteer accountable for their assignments? It starts with the "ask" and continues through coaching and follow-through

**Membership Challenges and Opportunities** -- Addresses both "They don't get it" and "They don't care". Some straight talk on the harsh realities of chronic, year after year membership decline in a Rotary club.

**Club Membership Dynamics** -- Real data on each participant's club, its recent history of attracting members and of losing members. This data predicts with 80+% certainty whether a club will grow or decline in the coming year, **unless something changes**. Club membership goals are recast in terms of the actual number of new members needed to reach them.

**Intentional Membership Strategies** -- 10 Intentional Strategies that are **proven and work** to grow club membership, as well as a **bonus** -- "6 Failed Membership Strategies Rotary Clubs Love" -- things clubs continue to try, despite the fact that they're known to be ineffective at growing membership.

**Drip Marketing** -- How to capture contact information on potential Rotarians and keep in touch with them regularly, at no additional cost.

**Rotary Membership Event** -- A live demonstration of the #1 highest ROI intentional membership strategy. Guaranteed to attract new members if executed per the recipe provided in the Summit.

**Membership Plan** -- At the end of the event, each member will be able to complete a membership plan individualized for their own club, based on the information shared at this Summit. All forms are provided in an individual binder so that the Rotarian can leave with and implement the plan at their earliest opportunity.

**Cost** -- The only cost to your district is the venue, lunch, and printing. Most districts offset this expense by charging the attendees a nominal fee. The RC Team will cover their travel expenses to and from your district, and ask that the district cover all on-the-ground expenses (e.g. registration, meals, hotel (if needed), etc).