

## MAP WEBINARS -- SUMMARIES

Locate the webinar that fits your club needs. The date of each segment is listed in parentheses. All videos are found on RIZones33-34.org; click on the graphic to land on our site:

<https://www.rizones33-34.org/membership-action-plan/>.



### **INTRODUCTORY SESSION** July 2022)

Membership Action Plan (MAP): multi-year path to help clubs establish a culture of consistent, moderate growth, based on data that works.

Three main components:

- Monthly webinars with “Bite-sized Chunks”: easily implemented changes to improve clubs
- MAP Tool (“Membership Success Center”): easily accessible data for each club that helps build a personal prescription for their club
- Annual awards that recognize clubs, districts, and individuals



### **SESSION #1: CREATE A MEMBERSHIP PIPELINE** (August 2022)

Why grow? More Fellowship, More Service, More Future Leaders

Even the best organizations lose 5-10% of customers every year; new members keep the club alive and bring new ideas.

Three ways to attract more Rotarians. Each involves the three crucial steps:

- ✓ THINK of a potential Rotarian
- ✓ ASK them to visit an event
- ✓ FOLLOW-UP afterwards

Choose which of 3 approaches works for your club:

- (7:10) Who do you know? 3x5 card to each member
- (13:00) Gap Analysis:
  - Using lists of missing classifications or Chamber of Commerce members, identify gaps
  - Ask members to fill in names in the various gaps
- (18:00) Personal Ask: club leaders ask each member for ideas



### **Session #2: CONNECT WITH PROSPECTS** (September 2022)

Prospects need to know what Rotary is before they join. The “Discover Rotary Hour” is one approach that has helped many clubs convert 60% of prospects into members, and increase retention.

- (4:10) MAP Awards: Criteria for 2022-23 Club & District MAP Awards
- (8:30) Testimonials of new members about Rotary Discovery Hour
- (12:00) Why Discovery Hour is important
- (13:30) Example of Discovery Hour content
  - 3-5 prospects and 1-2 Rotarians
  - Structured program, but informal atmosphere to encourage questions
    - Why join Rotary? What the club and Rotary do
    - Time and financial commitments
    - What prospect wants from Rotary, and what they bring to Rotary
  - (25:50) Next Steps/Follow-Up
- (27:30) Where to find slides, videos, script, other resources



### SESSION #3: MEANINGFUL ONBOARDING (October 2022)

Membership is Rotary's #1 Internal Priority, but it doesn't stop when a new member joins. Bringing a new Rotarian into Rotary is like onboarding an employee: doing it right increase retention 80%, and increases productivity 70%.

- (3:45) Testimonial on bad onboarding
- (7:30) Steps:
  - Application Process
  - Preliminary one-on-one
  - Welcome emails
  - Facilitating introductions to others
- (13:20) The ART of the Induction Ceremony
- (21:15) Engaging the prospect: next steps
- (24:20) Onboarding Toolbox



### SESSION #4: CREATING CLUBS FOR TODAY (November 2022)

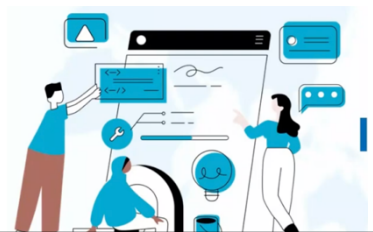
Different membership types and formats can help existing clubs become more relevant to both existing and future Rotarians. Society changes constantly; our Rotary clubs need to change to stay vibrant and attractive.

- (3:00) Example: how one club created new membership types to match changing work & family demands
- (5:30) Flexibility that clubs now have--removing barriers
- (11:25) New club formats and membership types
- (16:15) Success stories



### SESSION #5: ASK US ANYTHING (December 2022)

Q&A over past topics  
41 minutes



### SESSION #6: BECOME AN IRRESISTIBLE CLUB (January 2023)

Develop a club that is "Must See TV"—something a member doesn't ever want to miss. It takes understanding your members and giving them the key things that makes them want to come back. Told by two members who tripled the size of their own club over four years, helped their district grow 5 of the past 6 years, and achieved the largest membership growth in North America in 2023.

#### Become an Irresistible Club

(0:45) RI President-Nominee Stephanie Urchick introduction: How to know if you're *Irresistible*

(6:00) How to become *Irresistible* (Sorry, this is just about clubs. We'll let you know when we figure out how to make YOU irresistible...)

- Assess where your club is.
  - How to encourage relationships?
  - How to create a great atmosphere?
- Build lasting relationships to create a "Rotary Family" that serves



## SESSION #7: NEW MEMBERSHIP ACTION PLAN TOOL (February 2023)

Clubs need consistent, moderate growth so you can grow your members' impact. When clubs understand their trends, they can take steps to better meet member needs, and to set better goals so they build momentum for the future.

(0:00) The *MAP Red Carpet Introduction* (1 minute video)

(1:00) The background of the "MAP"—why we needed it

(4:56) Using the MAP tool with your club's specific information to set realistic goals

- Club growth history, and attrition & attraction trends
- Club-specific prescriptions for your club

(8:50) Using the tool to track your progress through the year with one click

- Compare your results with your club's historic trends
- Track results against your goal

(11:30) How Area and District officers get club information about the clubs in the district with one mouse click

(15:35) 2-minute MAP promotional video for clubs



## SESSION #8: INNOVATIVE CLUBS-THE EASIEST WAY TO GROW (March 2023)

A Companion Satellite club expands a club's network of Rotarians, and enables it to serve the community better. Companion clubs meet at a different time and place, but plan to stay part of the parent club.

(3:20) Anytown 2-minute video: expanding Rotary by finding ways to serve Rotarians with different needs

(5:45) Impact Club of Foothills—offering an additional pathway into Rotary to expand a club's service

- No meeting; low dues; connecting members through service
- *Impact Team* helps clubs start and nurture new Impact club (Scan QR code to get help)

(11:05) Rocktown Satellite of Harrisonburg VA—starting with the passion of a few to build a satellite

- Developing a vision to engage members' passions; reviewing annually to keep it "fresh"

(14:30) Roswell After Hours—younger members serving without the adminstrivia

- Great synergy between older parent club and younger "hands-on" members
- Satellite meeting (at a brewery) that's fun for both Satellite and "Big Club" members



**These recordings, along with supporting resources and registration links to future webinars, can be found on the Zone 33-34 website:**

<https://www.rizon33-34.org/membership-action-plan/>

Or use the QR code here:

