

Date: 05 August 07                      Time: 10:45

1. Session Name: Membership
2. Facilitator Names: Tracey & Levi
3. Your Name: Narina

5. What topics did each of the facilitator address?

## **Two aspects to membership: getting members and retaining them**

### **New members—how do we get them?**

- Sources
  - Free beer/\$1 beer... BBQ events
  - Word of mouth
  - Keeping contacts
  - Associations with Rotary
  - Website
  - Social networking sites... facebook, myspace, spam
  - Events
  - Clubs day
  - Poster promotions
  - www – facebook/websites
  - Rotary, Rotary programs; we have to tell Rotary we're here... we have to push... you need a membership agenda; go to the meetings, and ask them who did you send to RYLA, have you got an Interact club, youth exchange, children, family, capture the incoming youth exchange... create the awareness back home
  - contacts – friends, family, work, uni classes
  - PR – increasing the Rotaract profile
  - Membership recruitment program
  - Flyers + follow up; business cards
  - Invite a friend night, or an info night
- Great resource for finding new member tools from the RI website and the RGBI website... forms that come back to the club president, from someone who could be a potential member, for the president to send through an email with a non-threatening, non-obligatory message... And tailoring the message to suit that particular person.
- Flyer examples from different clubs; who we are, contact details, short concise message, where you meet, when you meet, etc
- Website; [www.campbeltownrotaract.org](http://www.campbeltownrotaract.org)
- Barney's message: rotaractnsw.org ... the district message, rather than a lone club... Rotary tried the tri-district, but it didn't work for whatever reasons. It's all about solidarity as a group, rather than a single club. Latching onto a NSW Rotaract, rather than a Como-Janalli. Gives it a totally different perspective.

### **Retention**

- Once you have members, you need a reason for them to stay
- Membership pack, Como-Janalli, with a flyer, a couple of business cards, a new member handout incl. letter from the president, page of photos, the boards, what they have to do to become a member, joining fees, president sign-off, most-recent calendar, privacy statements, survey (find out what they want to do)
- Induct them as soon as possible, badges, name tags
- Why do people join Rotaract?
  - Social, fun
  - International organization, point of different

- Professional Development, organizing events, training days
  - Networking
  - Making a difference in our local communities
- Every club has a different focus and a different point that they can attract new people with
- If you're doing a new recruitment drive, make sure there are events for people to get involved in when they are coming in to the club so that they don't feel like they aren't doing anything
- Recognise existing members, respect; make sure that there are things for them to do; buddy up new and old members; providing support to existing members, get in touch with people, offer support when they aren't there; encourage; reward
- Make sure that getting members is put onto the agenda; it should always be there and thought about
- Sad story... Bexley Rotaract – a handful of members, that ended up in a club shutting down.

Date: 05 August 07                      Time: 12:00

1. Session Name: Meetings
2. Facilitator Names: Naomi & Tracey
3. Your Name: Narina

5. What topics did each of the facilitator address?

- Business stuff, what's going on, what's coming up,
- Have fun: get your guests involved, get your members involved
- Guest book, going through the guest book; Sydney City: it got a little boring, so we mixed it up a little, and changed it so that we asked a bit of a fun quirky question, ice breaker
- Avoid the stuffy bored meeting sort of thing
- Whole idea about rotaract is having fun
- A good mix of fun and business
- What sort of things make a good Rotaract meeting?
  - Follow up, action items, secretary minutes, timeframe
  - Follow up with an email, the day or a couple of days after the meeting, send an email out with a list of what was covered; continue getting things out there
  - Sticking to the agenda
  - Circulating the agenda at the meeting
  - Perhaps specify time limits
  - "leave that for kebabs"; taking things offline
  - Have separate committee time...
  - Having one main contact person at events
  - Expertise sessions – 5 minuter (club members talk about themselves or an aspect of their lives for 5 minutes)
- What sort of things make a bad Rotaract meeting?
  - Info overload
  - Going on tangents
  - Do not draw out things, don't let people ramble on
  - Don't talk about things that can be discussed offline
- Content of meetings
  - Passing the ball around the club, discussing events that have already occurred; talking about what has happened, so that people can see progress
  - Short event reports
  - Guest speaker is great, relevant speakers that link in with the sort of work you are doing (that will also help people to understand the sort of fundraisers that they are working on, and will most probably work better for the fundraising – also helps to find out about continuous involvement you can have in a club), and then being able to use this as a publicity event; use Rotary Club speakers, and Rotarians; even club members can be great guest speakers (eg. Perhaps a club member works in as an accountant and can give a presentation on Managing Money)
  - Also, load someone with a question regarding the guest speaker, because it is really embarrassing if the speaker asks "are there any questions" and there aren't any
  - Getting members to speak in the meetings, as opposed to just board members so that you aren't sending out a mixed message to new members
  - UOW start off with a BBQ so that they can warm up to meetings, and get people comfortable and talking... Also good to get a staggered meeting, ie 6:00 for 6:30, so that people can ease into the meeting

- Meeting up for drinks afterwards, is also a nice wind down... Social wind down to end the meeting
- Ordering the content will depend on what the content is; find the best fit, and where it goes... depends on the interest; have a bit of an introduction so that the guest speaker knows what Rotaract is all about... But, it's good to change the order of the content, because then it is unexpected, and they can't psychologically factor in missing particular things because they know you will be going through all the admin stuff at the beginning
- Be flexible with running times of certain things
- Use your club members, survey them, see where they work, they might know someone who could come in to speak
- 5-minute trivia
- Fining sessions; great for raising a little bit of extra cash, but also breaks up the meeting in a light manner, can be quite funny... changing it from a sergeant-at-arms, to a suggestion box style, where everyone is involved, and have it Rotaract related only, perhaps... Money can go to funding the club for the year, or can be used as fundraising...
- Problem scenario, no one turns up, you've got a few board members, and 10 guests, and 3 Rotarians
  - Adopt a business as usual attitude
  - Welcome
  - Icebreakers/game to meet people/guests
  - Rotary reports
  - Event reports and upcoming events
  - Be flexible with running times of certain things
  - Shorten the meeting, if necessary
  - Concern with if people only see 5 members, Rotarians and guests might feel that this is it; that this is a club of 5 members...

Date: 05 August 07                      Time: 10:45

1. Session Name: Marketing
2. Facilitator Names: Narina & Emily
3. Your Name: Narina

## Making Noise

This session is about marketing and marketing is all about making some noise. Hopefully, there will always be noise about us. As with anything, noise can be bad and good. It can be controlled by the noise-maker (us Rotaractors), or it can be controlled by an external force.

Our job is to make sure that noise is always good, and that there is indeed noise out there. Because we're a service club, and there isn't really too much bad we can do, except for misappropriate the funds we raise, we don't really need to worry about bad noise.

Our sole concern is actually making noise, and making noise really covers absolutely everything about your club. The image, the events, the members, the funds raised. Everything.

## Why?

Why do we need marketing and PR? What do we want to achieve? What are our goals and objectives?

- Successful club
  - Existence
  - Great numbers; look at the numbers in club overseas; why can't we have 100 members in each club?
  - Happy members
  - Meeting the needs of the club, whether it be social, professional dev, international, etc... the things we brainstormed in our session. Why did you join Rotaract?
- Successful campaigns
  - One of our primary goals is to raise money for other third parties. We don't really have too many running costs for us to raise money for ourselves as any running costs are covered by members' fees and members' money in general. So, as a services club, and have various fundraising initiatives each year.
  - What service projects have clubs done in the past year?
- Successful Rotaract
  - When did you first find out about Rotaract? What was your impression of it? What is the general public's perception of us?
  - Growing District numbers
  - Knowledge in community (local, national, global)
  - Reputation in community (local, national, global)
  - The way our clubs operate has effects on other clubs locally, nationally, and internationally... If we are great clubs, then it is more likely that there will be other great clubs.

## How?

- Culture of Your Club & Internal Marketing
  - professional development
  - social events
  - meeting minutes/club bulletin (get people involved, keep them informed and entertained)
  - cross-function committees, if your club is big enough
  - t-shirts, pins, etc (identifying with the club)
  - website (again identifying with the club)
- Membership
  - identifying new members
  - member management (through club culture)
  - database management (use your club mailing list)
- E-Marketing
  - website
    - site structure and usability (easy to navigate, easy to read)
    - accessibility
      - don't go overboard with pictures; if there is too much happening on the page it can be slow to load or a pain in the eye to look at... keep it simple
      - if you have links to pdfs, always indicate this by putting this info next to the link, [example](#) (PDF 75kb)
    - search engine optimisation
      - you want to be easy to find
      - link building
        - having links on your site will increase your rank in search engines
        - useful information for members
        - form of affiliate marketing, as you are leveraging your club on other associations you may have raised funds for
        - [Rotaract Club of Miami](#)  
**not** Rotaract Club of Miami [click here](#)
        - [Cancer Council of Australia website](#)  
**not** Cancer Council of Australia website [here](#)
  - e-newsletter/ mailing list
    - usability and accessibility apply here also
      - html? Or text?
    - informative
    - upcoming events
  - blogging
  - social networks and forums
    - Facebook, Myspace, Bebo, Orkut, etc... Get on there and promote your club
- Affiliate Marketing
  - forming relationships with relevant affiliates
    - Rotary clubs
    - Universities
    - Community associations
    - Charities
    - Local libraries, schools, hospitals, colleges

- Events
  - event management
    - plan: events can no longer be ad hoc
    - budget
      - are there costs you need to cover?
      - do you need to raise funds?
      - perhaps there is no need of a budget (eg, doing a City2Surf event...)
    - promote
    - manage
      - a key event manager
      - support staff where required
    - post-event evaluation... look at how well your event went and why; you can use this later on as a guide, but not to limit new approaches to events
  - brand your event
    - signage, flyers, should people wear club shirts/appropriate?
- Branding
  - the Rotaract logo
    - complying with Rotary regulations
    - always include it on all communications
    - clarity: so many logos appear pixelated and knaff; there is really no excuse for this, as the logos are available in large formats online
  - your club logo
    - your club logo differentiates you from other clubs
    - always include it on all communications
  - communications (flyers, posters, signage, etc)
  - style guide
    - not essential... only if you have the time and resources
    - online and print
    - style guide runs through fonts, spacing, titles (bold, size, italic, what not), where the logo appears on the page, how pictures appear on the page, which version of the logo appears where, etc
- Communications
  - advertising
    - as a services club, we shouldn't ever pay for advertising
    - always ask for free advertising, whether it be listings in a community newspaper, or sticking up posters on campus
  - editorial
    - editorial spots are great, and clubs should consistently aim to get them... use your latest event and fund raising efforts to promote the latest work of your club
    - use press releases and contact the right person in the media; try to contact the reporter themselves

## Metrics

Always measure the effectiveness of what you are doing. If what you are doing is not helping you achieve your goals, perhaps you need to approach things differently or spend your efforts in another way.