



# Back to the Basics

Making Your Club Irresistible  
June 16, 2020

MEMBERSHIP DEVELOPMENT TRAINING 2020  
D5930



# Goal:

The participants will learn and gain the tools needed to champion effective membership development plans for their respective clubs.

# Reminiscing 2019



# 2019 versus 2020



# Agenda:

- Team Leadership Recognition
- Current State of D5930
- Challenges
- Structure of Support
- Club Models
- How to Make Your Club Irresistible
- Concluding Remarks

# RI Theme 2020-2021



**Rotary Opens Opportunities**

# District 5930 Theme 2020-2021





# Map of District 5930





# MEMBERSHIP TEAM: D5930

Eddie Bartnesky, DG Elect (Harlingen)

Luis Cavazos, Lt. Governor of Membership (B, Sunrise)

Amando Chapa, DG Nominee (Edinburg)

Ellison Crider, DG (CC Evening)

Roslyn Faust, District Membership (Victoria, Northside)

Kent Grier, DG Designee (Victoria, Northside)

Andy Hagan, Past DG/Zone Asst. Coordinator (B, Sunrise)

Juanita Lira, District Membership Team (Laredo)

Martin Magallan, District Membership (Los Fresnos)

Corina Martinez, Dist. Membership (Next Generation, L)

Helen Peters, District Membership Team (Corpus Christi)

Zehra Surani, Membership & Strategic (Southside CC)

ROTARY  
REGIONAL  
MEMBERSHIP  
SUPPORT TEAM  
& LEARNING  
CENTER

Debbie High

*Rotary Coordinator, RI Secretary, Lone  
Star Division RLI*

Andy Hagan

*Asst. Rotary Coordinator Zones 25B – 29*

Emily Tucker, RI RMO

*Emily.tucker@rotary.org*

*1-847-866-3258*

*Rotary > My Rotary > Membership >*

*[https:// my.rotary.org /en/learning -  
reference/learn -topic/membership](https://my.rotary.org/en/learning-reference/learn-topic/membership)*

# Current State of D5930

By Luis Cavazos  
Martin Magallan



\*Above data was retrieved from the RI Membership report July 2019 – May 2020  
Out of 51 clubs in D5930, 39 entered membership goal. Those who did not entered, the goal of +1 was added

Membership Goal

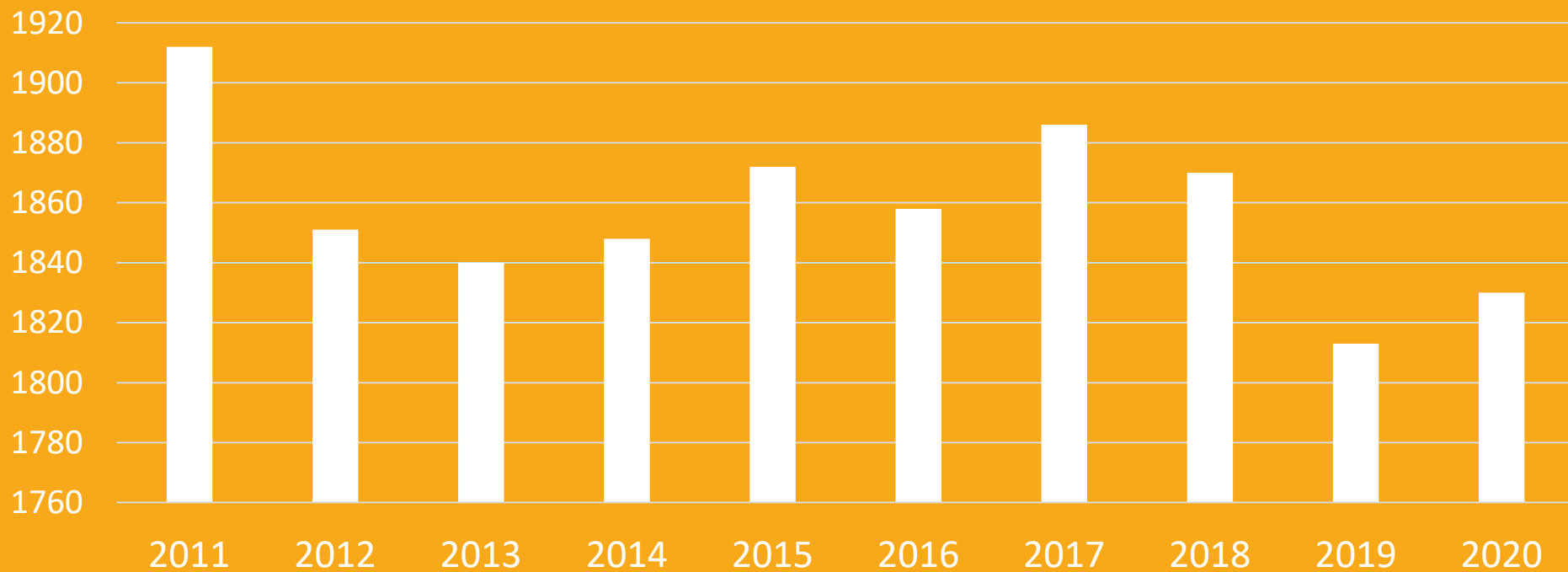
+51

Retention Goal

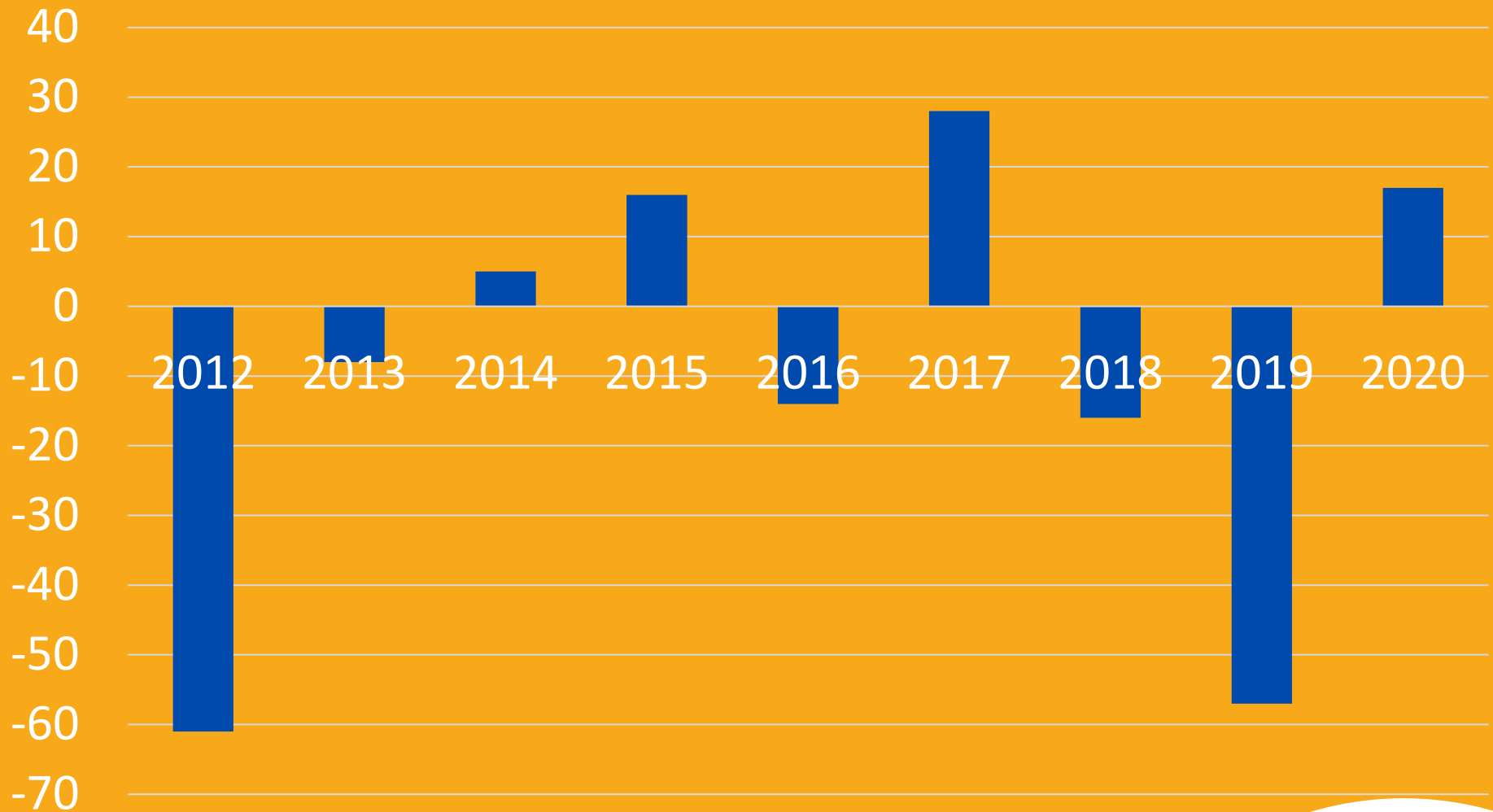
90%



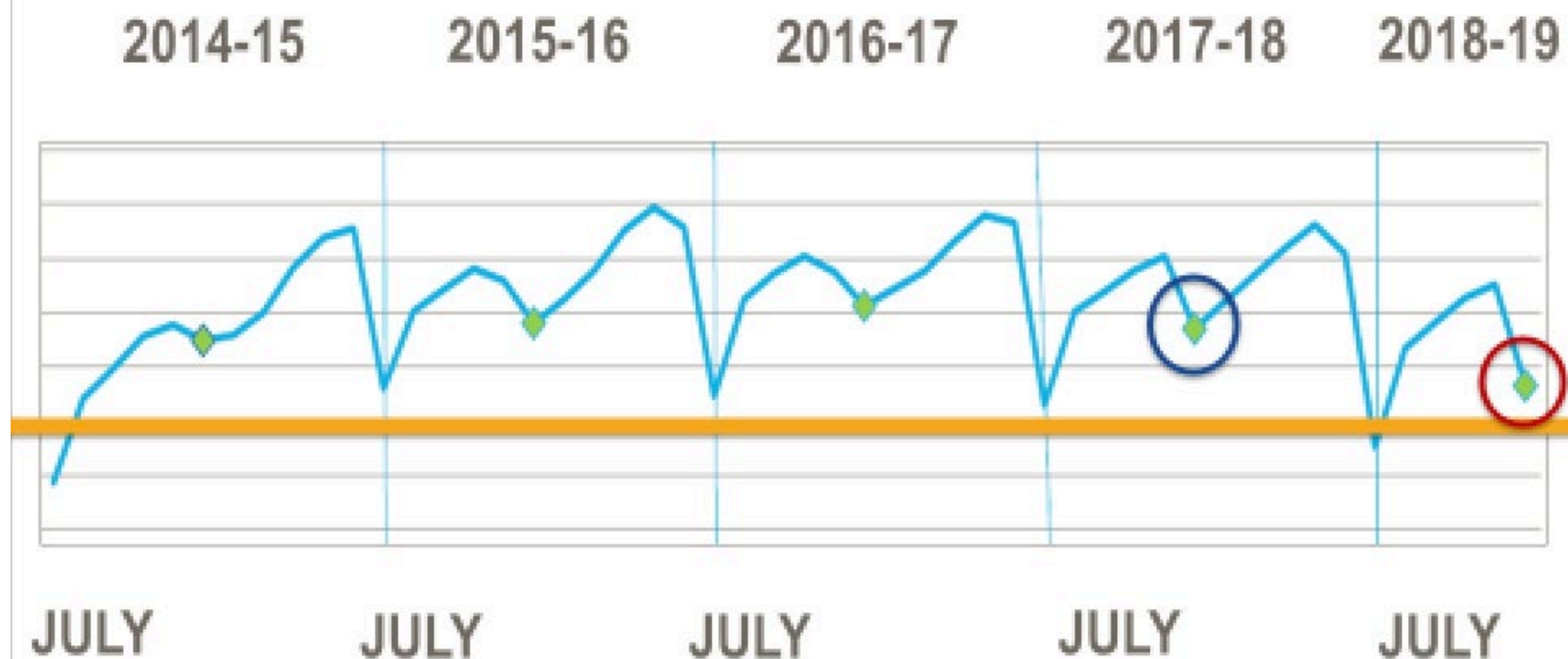
# District 5930 Number of Members (2011-2020)



# Membership Growth Rate



## ANNUAL TRENDS: CLUB INVOICING (JULY & JANUARY)

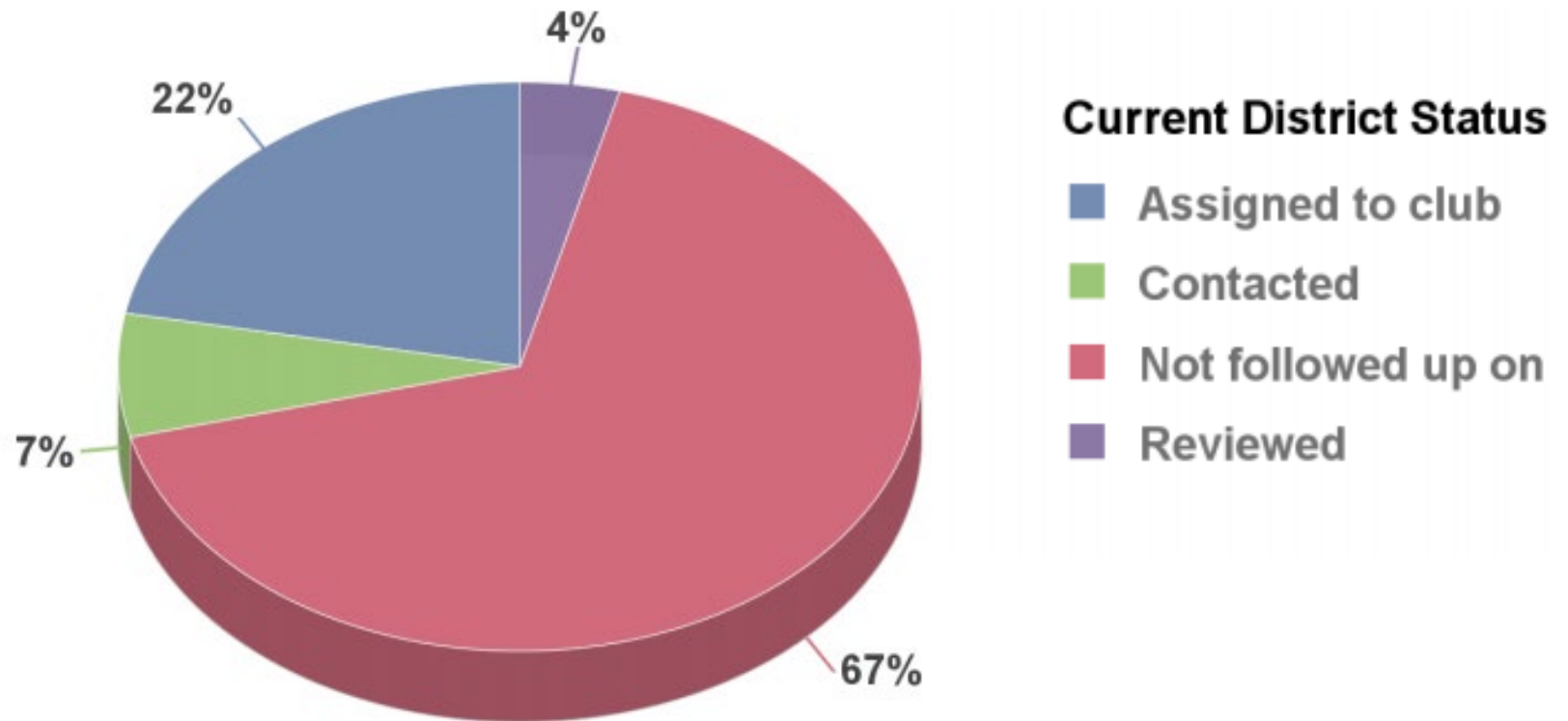


-10,528 MEMBERS

From 1 January 2018

# Where Are We Now?

27 lead(s)



# Challenges

By Luis Cavazos  
Zehra Surani



# CHALLENGES TO MEMBERSHIP DEVELOPMENT

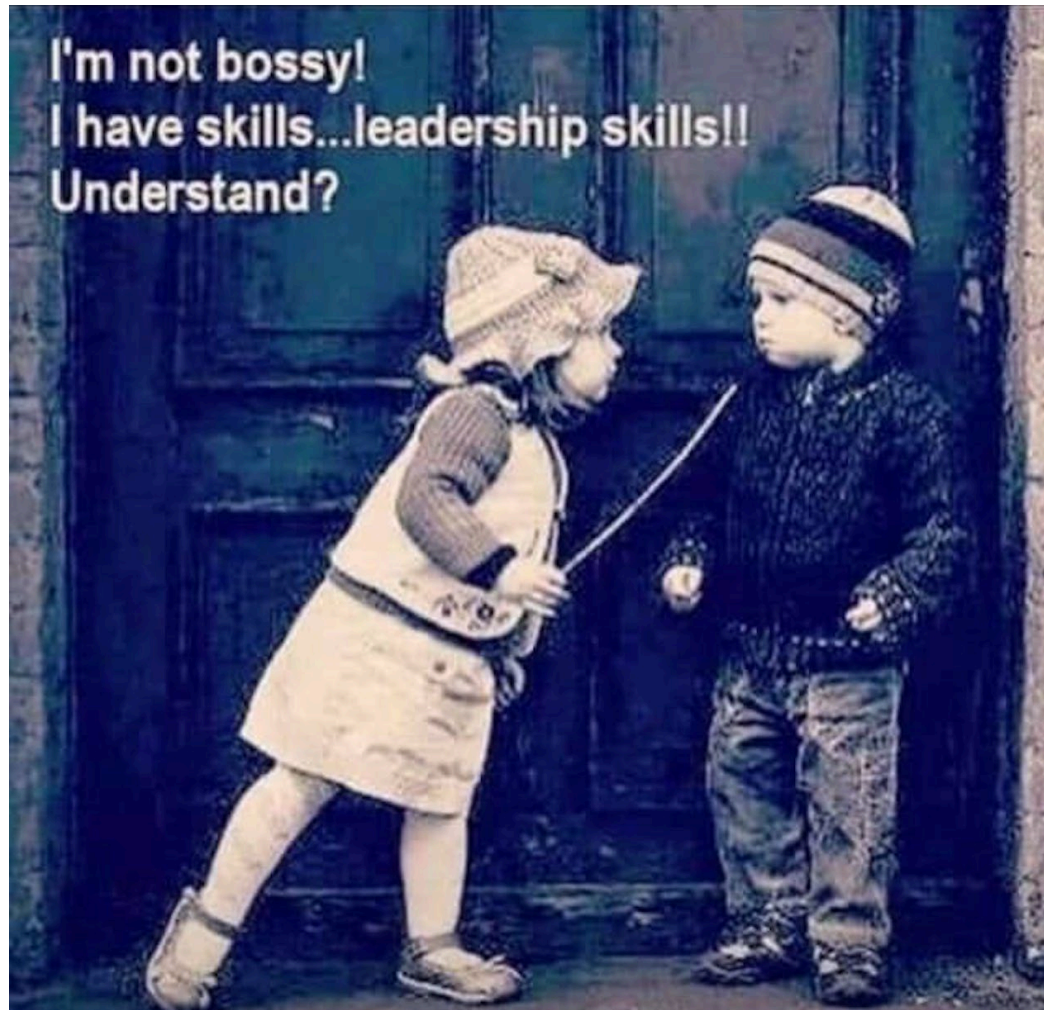
- 1 2020 Pandemic- A New Reality: How to Navigate Your Way Through It
- 2 Administration/Leadership
- 3 Club Politics/Bullying
- 4 Geographic Location of Your Club
- 5 We are all volunteers
- 6 Other

# Poll 1

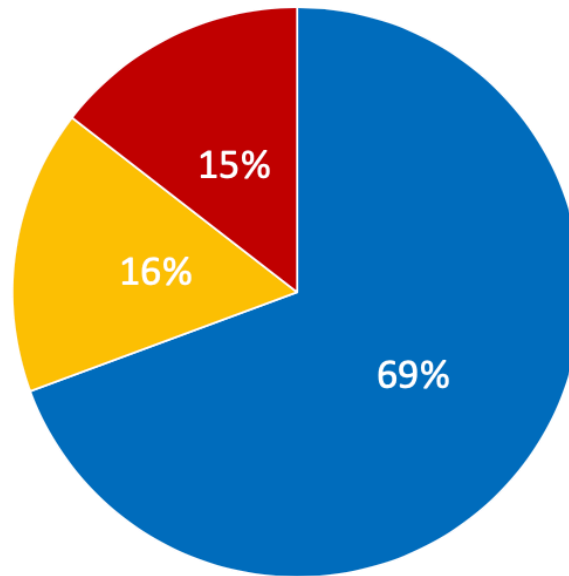
“Rotary does not have a membership problem. Rotary has a leadership problem.”



# Just for Laughs



## Do you feel comfortable sharing concerns with your club leadership?



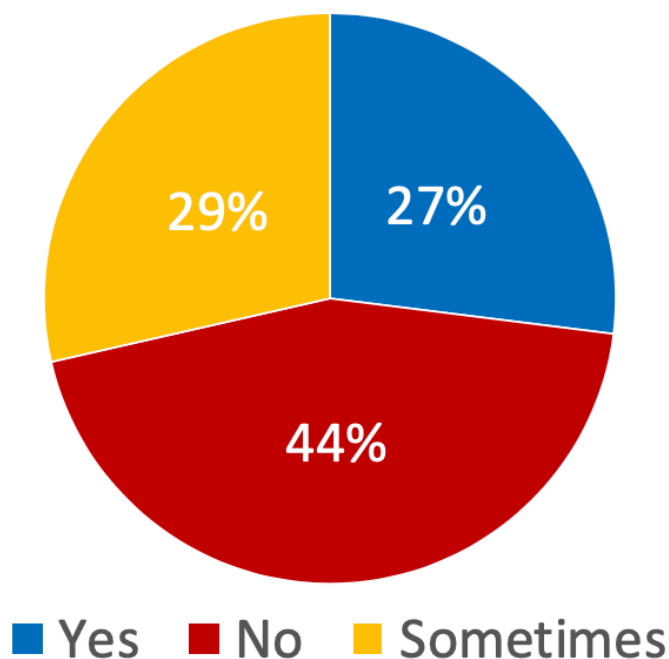
■ Very Comfortable   ■ Somewhat Comfortable   ■ Not Comfortable

\*Survey conducted via zoom/[kahoot](#) at District Conference on May 9, 2020



# Poll 2

## Effective Communication: Does your club personally contact members if they miss the meeting?



\*Survey conducted via zoom/kahoot at District Conference on May 9, 2020

# Poll 3

# Leadership Tips & Reminders

- You all are leaders – keep sharpening your skills
- If you do not lead you will loose members
- If leadership is not innate to you – you can learn it (RLI)
- You cannot fire volunteers – use your charm
- Be Patient: Stop-Think-Act
- Always keep your cool – temperament
- Smile
- Be prudent
- Love your neighbor- Service Above Self
- Other

# Rotary



"The goal of a true leader should  
always be getting everyone  
around you to achieve  
the most they can  
possibly achieve."

~ RI President  
Mark Maloney  
2019-20



©2019

**ROTARY  
CONNECTS  
THE WORLD**





RI President-elect Holger  
Knaack's priority is...

# RETENTION\*

\*District goal is 90% retention

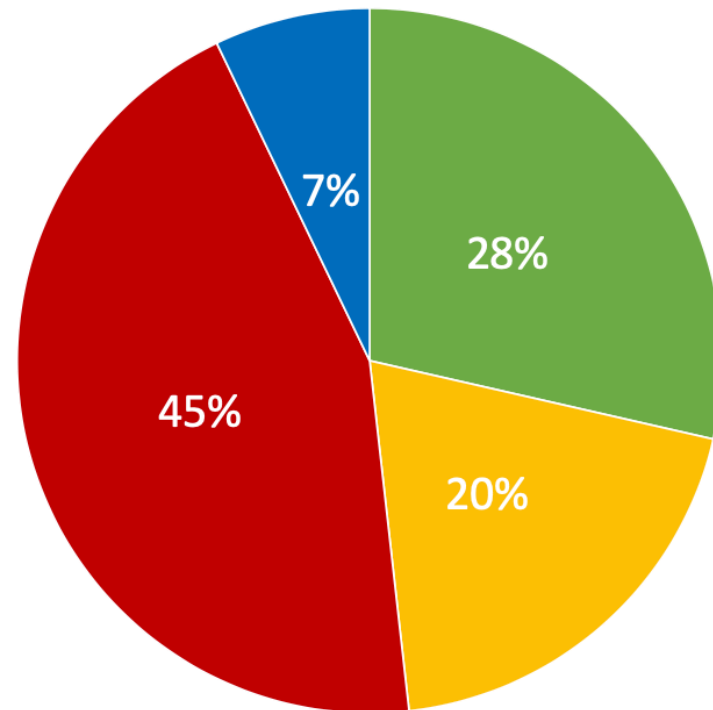
Why be  
concerned with  
membership  
retention?

How to  
eliminate  
revolving door  
syndrome?



## What is the top reason you think members leave Rotary?

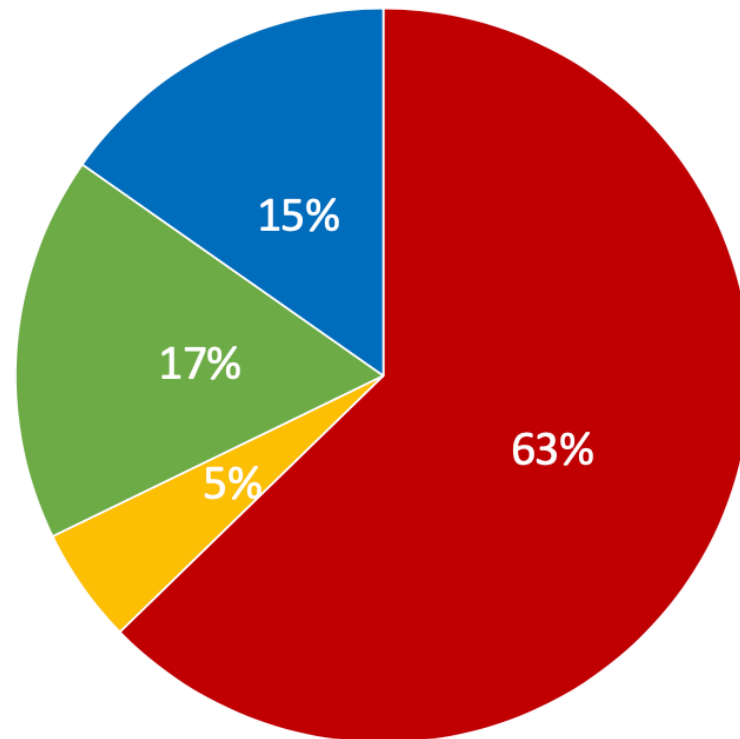
- Cost and/or time
- Club environment
- Unmet expectations
- Other
  - Joined for the wrong reasons to begin with (3)
  - Club disengagement



\*Survey conducted via zoom/[kahoot](#) at District Conference on May 9, 2020

## What is the top reason members do not attend the club meeting?

- Conflict with work hours
- Do not like place/food
- Do not like topic that week
- Other
  - Timing- too early in the morning
  - Conflict with other club members
  - Burn out from fundraising expectations
  - Don't feel connected
  - Losing interest
  - Boring
  - Don't feel Rotary is a priority
  - Too much emphasis on weekly speaker
  - Overcommitted



\*Survey conducted via zoom/kahoot at District Conference on May 9, 2020

# Structure of Support

By Eddie Bartnesky  
Luis Cavazos



# STRUCTURE OF SUPPORT

## AREA 12: LAREDO

LUPITA ZEPEDA AG,  
AMANDO CHAPA DGE,  
JUANITA/CORINA  
ASSOCIATED CLUBS: LAREDO  
DAYBREAK, LAREDO GATEWAY,  
LAREDO NEXT GENERATION, LAREDO  
UNDER SEVEN FLAGS, LAREDO

## AREA 13: LOWER CAMERON COUNTY

ANDY ZAMARRIPA AG,  
EDDIE BARTNESKY DGE,  
ANDY/LUIS  
ASSOCIATED CLUBS: PORT  
ISABEL, LOS FRESNOS, RANCHO  
VIEJO SATELLITE, SAN BENITO

## AREA 1: MATAGORDA

SCOTT HOLLINGSWORTH AG,  
KENT GRIER DGE,  
ROSLYN  
ASSOCIATED CLUBS: EDNA,  
CANADO, PORT LAVACA, GOLIAD

## AREA 2: VICTORIA

JIM STOKES AG,  
KENT GRIER DGE,  
ROSLYN  
ASSOCIATED CLUBS: VICTORIA,  
VICTORIA NORTHSIDE,  
DOWNTOWN VICTORIA

## AREA 3: ROCKPORT

TERRI WHITMAN AG,  
KENT GRIER DGE,  
HELEN/ROSLYN,  
DAN KORUS  
ASSOCIATED CLUBS: ARANSAS PASS,  
INGLESIDE, PORT ARANSAS,  
ROCKPORT

## AREA 4: CORPUS CHRISTI BAY

GREG PERKES AG,  
KENT GRIER DGE,  
HELEN  
ASSOCIATE CLUBS: CORPUS CHRISTI  
NORTHWEST, CORPUS CHRISTI  
SUNRISE, PORTLAND, SINTON

## AREA 5: CORPUS CHRISTI

ALISSA ADKINS AG,  
KENT GRIER DGE,  
HELEN  
ASSOCIATED CLUBS: CORPUS CHRISTI,  
CORPUS CHRISTI EVENING, SOUTHSIDE  
CORPUS CHRISTI, WEST CORPUS  
CHRISTI

## AREA 6: OIL FIELD

TESSA CARRILLO AG,  
AMANDO CHAPA DGE,  
ASSOCIATED CLUBS: ALICE,  
FREER, SAN DIEGO, THREE  
RIVERS

## AREA 7: BRUSH COUNTRY

CHARLES CLEMENTS AG,  
EDDIE BARTNESKY DGE,  
ASSOCIATED CLUBS:  
KINGSVILLE, KINGSVILLE  
SUNRISE

## AREA 8: LOWER VALLEY

KATHY PREDDY AG,  
EDDIE BARTNESKY DGE,  
ANDY/MARTIN/LUIS  
ASSOCIATED CLUBS: HARLINGEN,  
HARLINGEN SUNBURST, NORTH  
HARLINGEN, WILLACY COUNTY

## AREA 9: BROWNSVILLE

LIZANDRO GARCIA AG,  
EDDIE BARTNESKY DGE,  
LUIS/ANDY  
ASSOCIATED CLUBS: BROWNSVILLE,  
BROWNSVILLE SUNRISE, HISTORIC  
BROWNSVILLE, NORTH  
BROWNSVILLE

## AREA 10: MID VALLEY

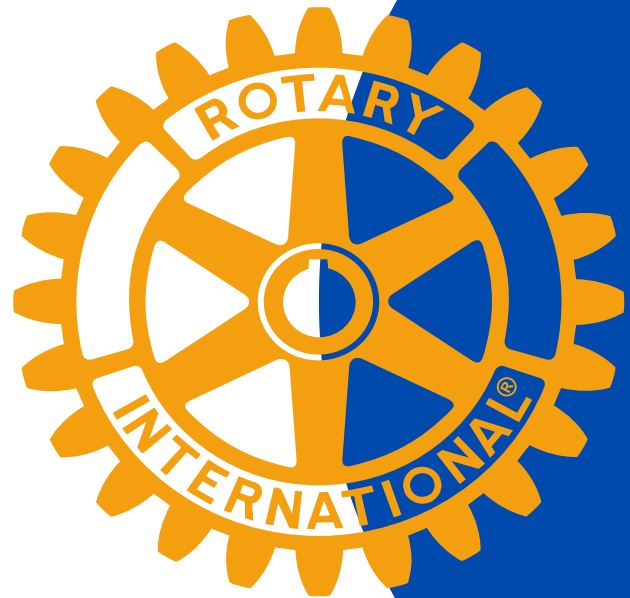
JOE GARCIA AG,  
AMANDO CHAPA DGE,  
MARTIN  
ASSOCIATED CLUBS: DONNA,  
EDCOUCH-ELSA, EDINBURG,  
PHARR, WESLACO

## AREA 11: MCALLEN

RENE CANTU AG,  
AMANDO CHAPA DGE,  
MARTIN  
ASSOCIATED CLUBS: MCALLEN  
SOUTH, MCALLEN, MCALLEN  
EVENING, RIO GRANDE CITY,  
MISSION

"This is a changing world,  
we must be prepared to  
change with it. The story  
of Rotary will be written  
again and again!"

Paul Harris, 1935



# Club Models & Innovative Clubs

By Andy Hagan



Club Model	Description	Appeals to	Minimum number of charter members
<a href="#"><u>Traditional Rotary Club</u></a>	Professionals and aspiring leaders who meet regularly for service, connections, and personal growth	People looking for connections, service opportunities, and traditions Learn more at <a href="#"><u>Start a Club</u></a> .	20
<a href="#"><u>Satellite Club</u></a>	A Rotary club sponsored by a traditional club but with its own meetings, projects, bylaws, and board	Those who want a club experience or meeting format or time other than what's offered by the traditional clubs in the area Learn more in the <a href="#"><u>Guide to Satellite Clubs</u></a> .	8
<a href="#"><u>E-Club</u></a>	A Rotary club that meets primarily online	People who travel frequently, whose schedules make it difficult to meet in person, or who prefer an online experience Learn more about <a href="#"><u>online club meetings</u></a> .	20
<a href="#"><u>Passport Club</u></a>	A Rotary club that allows members to attend other Rotary club meetings as long as they attend a specified number of meetings in their own club each year	People who travel frequently, or those who enjoy trying a variety of club experiences and meeting lots of new people Learn more in the <a href="#"><u>Guide to Passport Clubs</u></a> .	20
<a href="#"><u>Corporate Club</u></a>	A club whose members (or most of them) work for the same employer	Employees of an organization who want to come together to do good in their community	20
<a href="#"><u>Cause-Based Club</u></a>	A club whose members are passionate about a particular cause and focus their service efforts in that area	People who want to connect with others while addressing a particular set of problems.	20
<a href="#"><u>Alumni-based Club</u></a>	A club whose members (or most of them) are former Rotary or Rotary Foundation program participants	People who have participated in Rotary outside of a club	20
<a href="#"><u>Rotaract Club</u></a>	A club of members ages 18-30 that is sponsored by a Rotary club and often works with that club on projects	Younger people who want to serve their communities, develop leadership and professional skills, and have fun through service. Learn more in the <a href="#"><u>Rotaract Handbook</u></a> .	n/a



# CLUB MEMBERSHIP CATEGORIES

- RI: Active (official count) & Honorary
- Individual Club Options/Flexibility:
  1. Family membership
  2. Corporate membership
  3. Young Rotary leader membership
  4. Introductory membership
  5. Trial / Associate membership
  6. Emeritus membership
  7. Friends of Rotary membership

# Irresistible Club

By Luis Cavazos

# Simply Irresistible = Vibrant = Attractive

- Impactful Projects
- Goals & Plan – ‘Ignite’ Best Practices
- A Strategic Plan
- Be Organized
- Be Innovative
- Strong Core Group/Spark Plugs
- Start a New Alternative Club
- Develop Leadership (reason young Rotarian join)
- Engage Members
- Inclusion - Diversity
- Others

# Poll 4

# GROW ROTARY



RJ



# ADDITIONAL RESOURCES

01

Lead Your Club:  
President Chapter  
5: Strengthening  
Your Membership

Rotary Leadership  
Institute (RLI)  
[www.lonestararli.com](http://www.lonestararli.com)

02

Myrotary.org

[www.rotary.org](http://www.rotary.org)

Email:  
[membershipdevelopment@rotary.org](mailto:membershipdevelopment@rotary.org)

03

RI Customer  
Service #  
1-847-866-3000

04

Rotary 5930  
APP

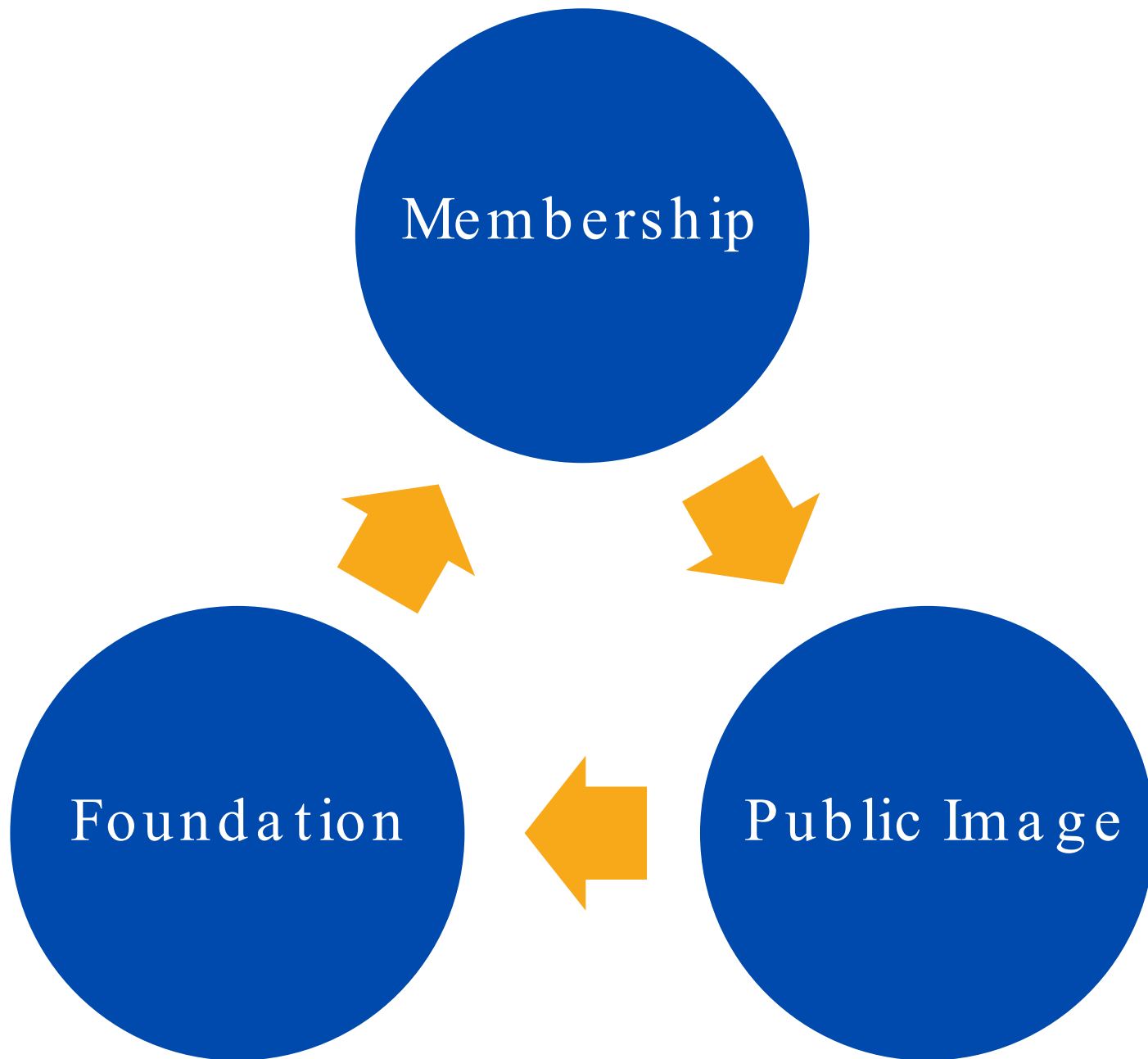
# Rotary



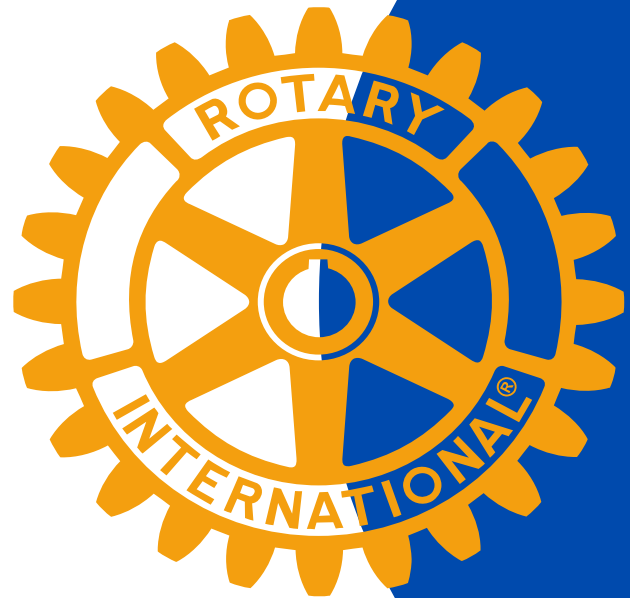
## Core Values

Service  
Fellowship  
Leadership  
Integrity  
Diversity





"Action is the  
foundational key  
to all success."  
Pablo Picasso





**Questions**