

Heart of America

Zones 30/31 Membership Initiative

2018-2021

Objective: A proactive approach will be created to help the District Membership Chairs surround themselves with a team called District Membership Facilitators who will help Club Membership Chairs to choose strategies and create an Action Plan for each in the areas of Attraction and Engagement. Training of District Membership Chairs and District Membership Facilitators will happen in Rotary year 2018-2019. District Membership Facilitators will deliver this process in an event with the Club Membership Chairs and their Club Membership Committee. Implementation of the strategies will begin in the 2018-2019 Rotary year and will continue through the 2019-2021 years. District membership numbers will be monitored by the District Membership Chairs. Results will be assembled by the Rotary Coordinators (RCs) at the end of 2019-2020 year and again in the 2020-2021 year to see if this strategy is helpful in increasing membership in Zones 30/31.

The new Zones 30/31 Membership Initiative is predicated on three ideas:

1. **Teamwork:** Together everyone achieve more
2. The notion of: **The Paradox of Choice**
3. **Choice within a Structure** or Focused Choice

First, we have for too long **trained** our District Membership Chairs at the Zone level and told each of them to **go out now and help** your Club Membership Chairs to increase their numbers. As are all of us, our District Membership Chair is a **Volunteer**. Not only a Volunteer, but a **Lone Wolf** out there all alone trying to do what he or she can to be available to Club Membership Chairs. Maybe the district would have a Membership Seminar for those Club Membership Chairs or maybe not.

At the Zone level, **we have just not supplied** our District Membership Chairs with the **delivery system** that would best help the Club

Membership Chairs. **That is on us** and that is about to **Change**. Glen Vanderford in Zone 30 has suggested we do a **team approach** and Rita Esterly in Zone 31 took this idea and **operationalized it into a delivery system** that we believe will **help every District Membership Chair in Zones 30/31 to reach the Club Membership Chairs**.

The idea is to create a **Team of District Membership Facilitators** who will interact with the Club Membership Team to design goals in the area of **Attraction and Engagement** to put into place on a consistent basis over the next two years. No longer will the District Membership Chair be a Lone Wolf trying to do it all himself or herself. This will also free up the District Membership Chair to focus on helping with **New Club Development**, with motivating clubs to be more **flexible**, with inspiring a club to be **innovative** with different structures, with **Satellite Club Formation**, and with creating new **Rotaract Clubs** which is the passion of our 2018-2019 RI President, Barry Rassin. So creating teams not only on the district level, but also on the club level will foster the concept of: Together Everyone Achieves More.

Secondly, this country was created on freedom of choice, on liberty which means being free to choose. However there is a paradox to that freedom of choice. A book called **The Paradox of Choice** gives us a theory to postulate what might be behind our disconnect with our Club Membership Chairs. Its premise is that when given too many choices it renders us helpless to make a choice. And if we do make a choice, we are always second guessing ourselves wondering if we made the right choice.

For example when you choose a toothpaste. There are multiple brands to choose from: **Crest, Colgate, CloseUp, Arm & Hammer, Sensodyne**. So let's say you pick **Crest**. Then do you want Crest with **Scope** or Crest with **Whitener** or Crest with **Tarter control**? Your head is spinning. Just too many choices.

That is basically what we train our District Membership Chairs to give to our Club Membership Chairs rendering them helpless. The District

Membership Chair shows the Club Membership Chair all the amazing resources provided by Rotary International; like

1. the **Membership Satisfaction Survey**
2. the **Healthy Club Checklist**
3. the **Be a Vibrant Club** brochure
4. the **Strengthening Your Membership** book

and within each of those there are **multiple suggestions** and on and on. The Club Membership Chair **becomes overwhelmed** with the choices.

What happens when someone is overwhelmed with choices and feels helpless? Basically, they **default to the familiar**. For example: mom always brushed with Crest with Scope so I will brush with Crest with Scope. Likewise, the Club Membership Chair becomes overwhelmed with the choices and defaults to thinking, we have always just asked each member to **bring a friend or colleague** as a perspective member, so that's my plan. Does this sound familiar in many clubs? Or if the Club Membership Chair has been in that position for years, the club keeps doing the same old things. **Same old same old does not create a dynamic club.**

So thirdly, what we basically want to do is to give **choice within a structure**. For example, you know the strategy used when our **children were little to get them to eat vegetables**. You say to them: **"We are going to have vegetables tonight. Do you want peas, green beans, or corn?"** The structure is vegetables and you gave them three choices. However, if they do not want those three choices, you ask them to **suggest one** because vegetables will be served for dinner.

So here is what we plan to do. **We develop a District Membership Facilitation Team to work with the Club Membership Chairs to assemble a Club Membership Team.** Then we give the team a **Best Practices List of Attraction and Engagement strategies** which compose the choices within the structure. Additionally, we help them choose three of those strategies for each area that they believe will work

in their club which is discernment on their part; **focusing them in on just a few** on which to concentrate. If the team decides that very few of the strategies on the list will work for their club, then they are free to create their own, **but the structure is that three Attraction and three Engagement strategies will be chosen**. Plus once the six strategies are chosen, we help them **design Action Plans** for implementing each of those six strategies over the next two Rotary years.

As we do this, the District Membership Chairs **will collect** the information on the strategies the Club Membership Teams decide to use and then **track what happens to membership** numbers in the clubs using various strategies. We hope to get some data from this program to then help us design other programs to be as helpful as we can to clubs so we can do more good in the world.

Action Plan for the Heart of America Membership Initiative

What: District Governors for 2018-2019 and 2019-2020 and 2020-2021 plus the District Membership Chair will be apprised of the Heart of America Membership Initiative. The objective of the presentation will be to inspire, to motivate, and to engage this group of leaders in embracing a new strategy for increasing membership.

Who: RC and Membership Lead

When: Zone Institute in October (Zone 31 will start during the Summer Leadership Seminars)

What: Create a District Membership Facilitation Team. District Membership Chair (DMC) ask PDGs for some names of presidents who would like to be on a District Membership Facilitation Team. Some PDGs may want to join this team as well. If you call their suggestions and they are not interested, ask them for the name and contact information of a person that would be a good candidate for this position. Assemble 16-20 members.

Who: DMC

When: August-December 2018 (for Zone 31)

February-August 2019 (for Zone 30)

What: Contact each District Membership Facilitation Team member with details about the training event.

Who: DMC

When: As soon as a date and venue have been obtained.

What: Arrange a time and venue (free if possible) in your district to train the District Membership Facilitation Team for 3 hours (10:00-1:00 on a Saturday).

Who: DMC

When: Several weeks before the event

What: Arrange for food and beverage for the event.

Who: DMC

When: Several weeks before the event

What: Train District Membership Facilitators to work with Club Membership Teams via the Heart of America Membership Initiative curriculum.

Who: RC, Membership Lead, and the ARC of each district.

When: Completion by June 1, 2019 for Zone 31

Completion by September 1, 2019 for Zone 30

What: Inform the Presidents-Elect during PETS that a District Membership Facilitator is available to help their Club Membership Chair along with his/her committee to choose some effective strategies and design Action Plans for increasing membership.

Who: RC and ARCs and Project Leads of each Zone

When: During all PETS that district of Zones 30/31 are involved in.

What: An e-mail (template to be given to DMCs) will be sent to the Presidents and Membership Chairs of all the clubs describing the new membership plan so they will be aware when a District Membership Facilitator contacts them about setting up a 2 hour meeting.

Who: DMC

When: After the District Membership Facilitation team is trained in each district.

What: Assign Teams of 2 or a single Facilitator depending on the comfort level of the Facilitator to each club. If 2, make one the lead Facilitator for that club to do the reporting and the follow up phone calls. Prioritize the clubs that need to be helped first by looking at the club membership history.

Who: DMC

When: One week after District Membership Facilitator training

What: Contact each Club President and Membership Chair and ask the Membership Chair to do the following:

1. Choose 2-3 club members that are interested in helping the club to attract and engage members who will serve as the Club Membership Team.
2. Find a date that works for the Club Membership Team to meet for two hours.
3. Find a venue for the 2 hour meeting with the Club Membership Team.
4. Invite the Club President and the Assistant Governor to attend for support.

Who: District Membership Facilitator

When: Begin contacting within two weeks of the District Membership Facilitator training

What: When meeting with the Club Membership Team, show them the list of 12 Attraction and 12 Engagement strategies. Explain these strategies. Ask the group to choose 3 in each category. Design with them the Action Plan for each of the six strategies. Each person present will choose which action plan he/she will be in charge of operationalizing until all six have a champion that has been chosen. For example if there are three on the team each will take one Attraction and one Engagement strategy to implement. The Club Membership Chair will be in charge of the team to see that all six strategies are implemented. The team will see that the strategies are carried out during the next two Rotary years.

Who: District Membership Facilitator

When: During the Club Membership Team event.

What: The choice of strategies will be recorded to see which strategies are selected by the Club Membership Teams.

Who: District Membership Facilitator will give those to the DMC.

When: Within one week after working with the club team.

What: The Club Membership Chair will be contacted monthly to see if further help is needed on implementing the Action Plans developed.

Who: District Membership Facilitator

When: Monthly

What: The strategies the clubs choose will be compiled for each club to see which strategies help to increase membership numbers district wide.

Who: DMC

When: Ongoing

What: The strategies compiled by the DMCs will be merged to see which strategies were chosen over the entire Zone.

Who: RC of each Zone

When: At the end of 2018-2019, 2019-2020, 2020-2021

What: The membership numbers for each club will be monitored to see if more work needs to be done with the Club Membership Teams that are not increasing their numbers and accolades will be provided to those clubs that have increased their numbers substantially.

Who: DMC

When: At the end of 2018-2019 & 2019-2020 Rotary years

What: The membership numbers for the districts will be monitored to see if the Action Plan Training worked to increase membership numbers in Zones 30 & 31.

Who: RC

When: At the end of 2018-2019, 2019-2020, 2020-2021 Rotary years