

Rotary Year 2007-2008 Report

MEMBERSHIP

June 23, 2008

Bill Taylor, Director

Membership Recruitment & Retention Committee Report
Club Assembly Jun 23 2008

This year, Pres. Dick Gregg requested that we form a Membership Recruitment & Retention Committee, and Jon McKinnie took up the task. The committee consisted of the following sub-committees:

- Recruitment
- Classification
- Orientation
- Red Badger Mentors
- Retention

Committee members included:

Jon McKinnie - Chair	Suzi Howe
Bill Taylor	Earl Maudlin
Laura Hale	Bill Lowes
Pat Doughty	David Coney
Rae DeCastro	Becky Reitz
Laura Godwin	Dick Gregg, Pres

Recruitment

- Objective: Net increase of 5 new members, per Club Pres Dick Gregg III
- Implement Greeter Program
 - Everyone likes to feel welcome, recognized
 - Each member will serve as greeter, per schedule
 - Give Red Badger's insight on members as they are greeted.
- Establish Proactive Guest Program
 - Be extremely friendly when guests come to the meetings and make sure they have a rewarding and positive experience
 - Don't let guests & visitors slip through the cracks
 - Capture information using guest info sheet.
 - Thanks for visiting letter from Pres Dick Greg
 - Recruitment team follow up
- Encourage Members to Identify Prospects & Invite to Rotary
 - Must get current members to buy into membership drive
 - Provide tools to assist members in their efforts

Classification

- Conduct Classification Analysis
- Identify specific classifications that we need to target

Orientation

- Improve Orientation Experience
 - Streamline the approval process
 - Set the participation & financial expectations during orientation & induction processes
 - Reduce the time line between board approval and orientation

Mentors

- Establish Mentoring program
 - Assign mentors to assist Red Badges in their efforts
 - Track new members through the process
 - Work with Red Badger's sponsor to make the new member's experience as pleasant as possible
 - Get Red Badgers involved immediately. RI's statistics show that if we keep a member 18 months, we will have them for 10 years

Retention

- Maintain close contact with Red Badgers and existing members
 - Promote Red Badger and existing member involvement
 - Establish a Call Committee to work with Attendance committee to identify and contact members who are not attending meetings on a regular basis, making sure existing members don't lose interest and drop out of club. Offer assistance to those members who are ill or disabled.
 - Don't let anyone fall through the cracks

- Strengthen Family of Rotary
 - Encourage members to get their spouses involved in Rotary functions
 - Encourage members to participate in club socials

- Interface with Public Relations
 - Deliver induction pictures, club activities along with print ready copy to local media
 - Publish the same in Blastoff
 - Remember, members like to be recognized for their efforts and everyone likes to see their picture in print!!!

Conclusion

- This has been an exciting year.
- We met our goal with 9 new members, with a net +5 in membership.
- Another goal was to deliver a Presidential Citation for Pres Dick Gregg, III & we did. Space Center Rotary Club received the Citation at District Conference
- Thanks to the committee and everyone's commitment to make it happen.

But the work is not finished. Jon is chairing this committee again for 2008-09 and I'm happy to report that an outstanding committee has already been formed, ready to continue the effort for another year.

Jerrold, (July 17, 2008)

Attached is the New Member Proposal Form, which includes the commitment, expectations and tracking.

The evaluation committee included Dick Gregg III (Pres), Mike Hernandez (Pres Elect), Geoff Atwater (Past Pres) and yours truly.

The intent was to streamline the proposal approval, orientation and induction process, cutting the time from 3-6 months to 2-3 weeks.

**Space Center Rotary Club
Membership Proposal Form**

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Name Birth Date

Business Name (former business if retired) Business Phone Business Fax

Business Address City, State, Zip Code

Residence Address City, State, Zip Code

Residence Phone Residence Fax Spouse's Name

E-mail Address (Personal) E-mail Address (Business)

Preferred E-mail address: Personal Business Preferred Mailing Address: Personal Business

Please give position and/or title within the firm (former firm if retired):

I am proposing this person for Active Membership Honorary Membership
If a former Rotarian, list club(s), date(s) & RI Member ID Number:

Is the former Rotarian in good standing with former club:

Activities or involvements that would enhance consideration as a Rotarian:

Area(s) in the club where I feel the proposed member's participation would be of best value to the club:

Proposed Classification:

Date Submitted Name of Sponsoring Club Member

Signature of Sponsoring Club Member

Rotary Club of Space Center

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STATEMENT TO BE SIGNED BY THE PROPOSED NEW MEMBER

I hereby certify that I am qualified for membership in the Rotary Club of Space Center by my current/former executive or professional position or by my community involvement and by having a place of business or a residence within the club's locality or surrounding area.

Subject to board approval, I understand that it will be my duty to exemplify the Object of Rotary in all my daily contacts and activities and to abide by the constitutional documents of Rotary International and the club. I have read the attached Space Center Rotary Club New Member Expectations and understand and agree with my service and financial commitments. After board approval & posting of this proposal to the general membership, I agree to attend an orientation as soon as possible to enhance my knowledge and understanding of Rotary and Space Center Rotary Club and to clarify mutual expectations. I am aware I can pay the initiation fee and prorated dues on completion of the orientation or soon after orientation.

I agree to pay annual dues as stipulated by the Board and payable in accordance with the bylaws of the club and to strive to meet the service, attendance, and financial expectations of me as a club member.

I understand that I will not be considered a club member until all of the items above have been completed to the club's satisfaction.

I hereby give permission to the club to publish my name and proposed classification to the general membership.

Date Signature of Proposed Member

RECORD OF ACTION ON MEMBERSHIP PROPOSAL (For Club Use Only)

Proposal received by membership committee on: _____
Board decision made on: _____ ☹ Approved ☹ Declined
Sponsor notified on: _____
Posting of proposal for membership review (for 7 days): _____
☹ Approved ☹ Declined
Signed statement received on: _____
Orientation held on: _____
(within two weeks membership approval)
Admission fee and dues received on: _____
Proposed new member induction into the club on: _____ (Officially New Rotarian)
Posted on the club & RI databases on: _____
Classification: _____

Rotary Club of Space Center

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WHAT IS EXPECTED OF YOU AS A NEW MEMBER (Prospect Retain This Page)

SERVICE – The Space Center Rotary Club is a service club, founded on the ideal of service to others. Members are expected to give time to the Club and its projects. Service activities are determined by each club and are channeled through the avenues of club service, vocational service, community service, and international service.

You are expected to volunteer for club service projects, support worthy causes, and serve on club committees. The success of the club and your success as a Rotarian is directly proportional to your involvement in club activities and by regular attendance.

ATTENDANCE – Regular attendance and active involvement is expected of a member who aims to be a good Rotarian. The Space Center Rotary Club, as all Rotary Clubs, requires you to attend at least 50% of the meetings each six-month period. Plus, you should not miss more than three consecutive Rotary Club meetings without communicating with the Club Secretary.

Rotary International and the Space Center Rotary Club permit you to make-up for a missed meeting by attending the meeting of any other Rotary Club anywhere in the world or on-line. The make-up meeting should be attended fourteen-days prior to or within fourteen-days after missing a club meeting. You are expected to attend no less than 30% of your home club’s meetings during a six-month period. The club constitution provides for the termination of membership for failure to meet attendance requirements.

FINANCIAL

- **DUES** – The Space Center Rotary Club dues are \$210, billed annually and are due on July 1. The club’s by laws provide for termination of membership in the event of unpaid dues after 90 days. Dues will be prorated for the first year of membership.
- **INITIATION FEE** - There is a one-time initiation fee of \$125.
- **MEALS** –A member must pay either the \$15 meal or the \$5 salad option when attending a regular meeting. A 10 meal card can also be purchased.
- **SHRIMPOREE** – The Shrimporee is Space Center’s major fundraiser and it is held in the fall of each year. You are expected to purchase a \$300 book of tickets which you can resell to friends and family or use for your own purposes.
- **ROTARY FOUNDATION** –Rotarians support The Rotary Foundation, which is the charitable vehicle for funding of Rotary projects locally, nationally and internationally. You are strongly encouraged to support the Foundation with a tax-deductible donation every year or qualifying purchase of District raffle tickets. You will receive Paul Harris Fellow recognition once you attain the qualified contribution level. In 2006, 100% of the Space Center members were recognized as Paul Harris Fellows. We strive for new members to attain the Paul Harris Fellow recognition within 3 years or less from first joining the club.

The club matches dollar for dollar towards the \$1,000 required for the PHF.

