

REPORT OF RESULTS FROM SURVEY OF 2005- 2006 DISTRICT MEMBERSHIP CHAIRS

EXECUTIVE SUMMARY

District membership chairs (DMC) are surveyed annually to identify district membership activities and trends, and receive feedback on RI's membership efforts and support. This survey was sent to 423 DMCs worldwide. 196 responses were received resulting in a 46% response rate. Worldwide, 37% have served as district governor, and 55% have served as assistant governor.

DISTRICT MEMBERSHIP COMMITTEE

90% of DMCs would find a DMC guide from RI useful. 81% reported that their district has a membership committee. The average size of the membership committee is seven members. 89% of districts conduct a membership seminar.

RRIMCs & RIMZCs

91% of DMCs are aware of the regional Rotary International membership coordinator (RRIMC) program and 87% know their RRIMC or zone coordinator (RIMZC). 39% of DMCs reported that their RRIMC/ZC organized a training meeting for them. Additionally it was reported that 82% of DMCs feel the RIMCs/ZCs are readily available to them and their governor.

RESOURCES AND TOOLS

40% of DMCs are aware of the New Member Bulletin and welcome letter sent by the RI president to new members. 63% of DMCs subscribe to RI's *Membership Minute* e-newsletter. *Rotary Basics* was ranked the most valuable membership development publication.

80% of DMCs have used the Membership section of the RI Web site. When asked what should be added to the RI Web site to make it more useful, the most common response was to widen access to the reports on *Member Access*.

CLUB SIZE

On average, DMCs consider clubs over 81 members to be large clubs. 65% of DMCs think that large clubs have different membership development issues than average size clubs. The top two unique issues facing large clubs are:

1. Poor fellowship / lack of personal contact
2. Poor involvement in club activities

On average, DMCs consider clubs with fewer than 26 members to be small clubs. 80% of DMCs think that small clubs have different membership development issues than average size clubs. The top two unique issues facing small clubs are:

1. Too much work to go around / member burnout
2. Lack of good programs and projects

IDENTIFYING TRENDS

85% of DMCs indicate that clubs in their districts have concerns with membership development. Retention was identified as the primary membership development challenge facing clubs.

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The top three factors DMCs consider **contribute to strong club growth** are:

1. Strong club commitment to membership growth
2. Strong club leadership
3. Enjoyable club meetings

The top three factors DMCs consider **contribute most to membership losses** are:

1. Weak club leadership
2. Aging members
3. Clubs are not appealing to younger members

DMCs identified three areas in which their **clubs are excelling**:

1. Creating appealing club projects that meet the needs of the community
2. Identifying and inviting prospective members to club meetings or events
3. Getting new members involved in club committees and projects

DMCs also identified three areas in which their **clubs could most improve**:

1. Running an orientation program for new members
2. Identifying and inviting prospective members to club meetings or events
3. Recruiting a variety of people so that the club's membership reflects the diversity of the community

PROSPECTIVE MEMBER & RELOCATION PROGRAMS

(Not all regions participate in the programs addressed in this section of the survey. The results listed below represent only those regions that participate in the programs.)

DMCs report that **62% have been contacted regarding a relocating Rotarian, 72% have been contacted regarding a non-Rotarian interested in Rotary, and 44% have been contacted regarding an individual recommended by a Rotarian** for potential membership. Of those contacted, **99% have passed along** to club presidents the contact information received from RI Headquarters. In their opinion, **88% of clubs receiving these referrals have been responsive** to the information. And, **96% believe this is a worthwhile program and should be continued.**

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OVERALL RESULTS

DEMOGRAPHIC INFORMATION

The year-end survey of district membership chairs was sent via post to those whom RI had contact information -- 423 individuals in 60 countries. **196 responses** were received resulting in a **46% response rate**. Of those who responded:

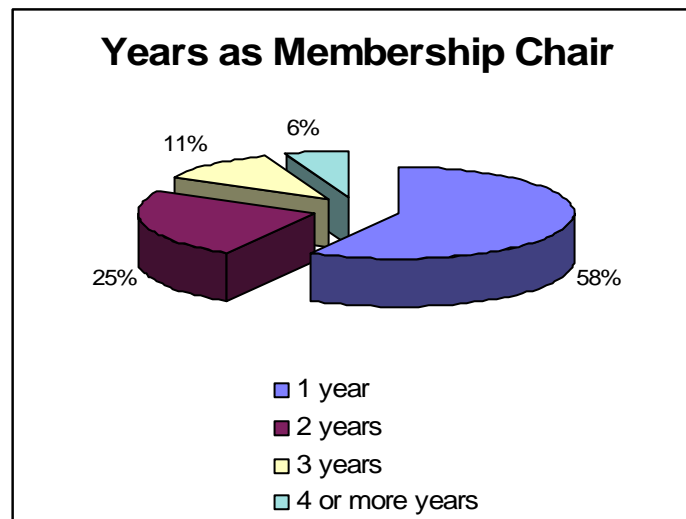
- **37%** have served as **district governor**
- **55%** have served as **assistant governor**

The following table shows the distribution of DMCs as a function of their length of **time as a Rotarian**:

Less than 5 years	7	4%
5-10 years	33	17%
11-15 years	42	22%
16-20 years	36	19%
Over 20 years	74	39%

PART 1 – DISTRICT MEMBERSHIP COMMITTEE

The following chart shows the length of time that DMCs have served as membership chair for their district:



90% of DMCs stated that they would find a district membership chair guide useful. The topics that they would most like to see included in such a guide include:

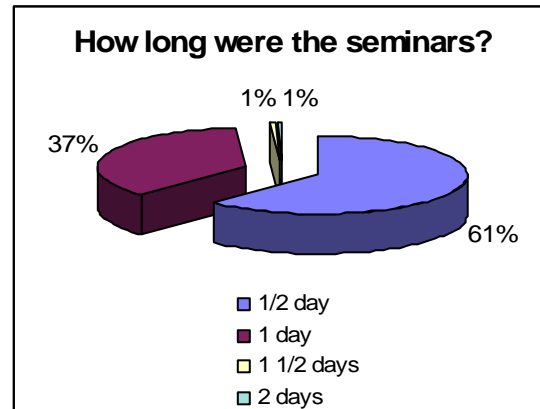
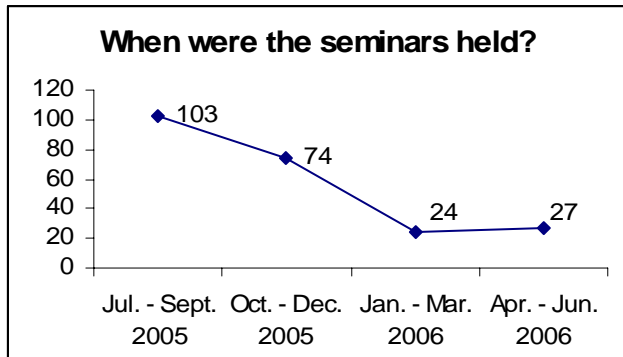
- Retention strategies
- Best practices
- Recruitment strategies
- New member orientation
- Involving and developing members
- How to incorporate diversity in clubs (women, younger members, etc.)
- How to organize a membership seminar
- Organizing new clubs
- A strategic approach to membership development
- Tips for working/communicating with clubs

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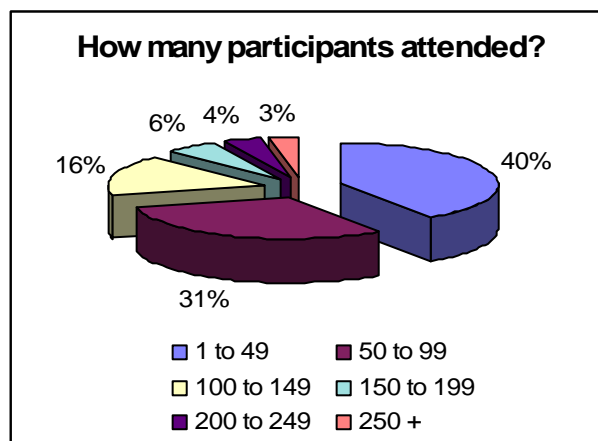
81% of DMCs reported that their district has a membership committee. According to those DMCs who have committees, the **average district membership committee has seven members.** On average, one committee member is a past district governor, two are assistant governors, one is a past assistant governor, and three are other Rotarians, such as past club presidents or governors-elect.

89% of DMCs reported that their district conducts membership development seminars. The average number of seminars per district is 2. To find out how districts are conducting their membership seminars, the following questions were asked.

According to the *Rotary Code of Policies* (23.060), the district membership seminar should be one full-day seminar held annually, preferably in the month of August or September. The following charts illustrate that most seminars are indeed held in the first quarter of the Rotary year, but **most membership seminars are conducted in a half-day instead of a full day.**



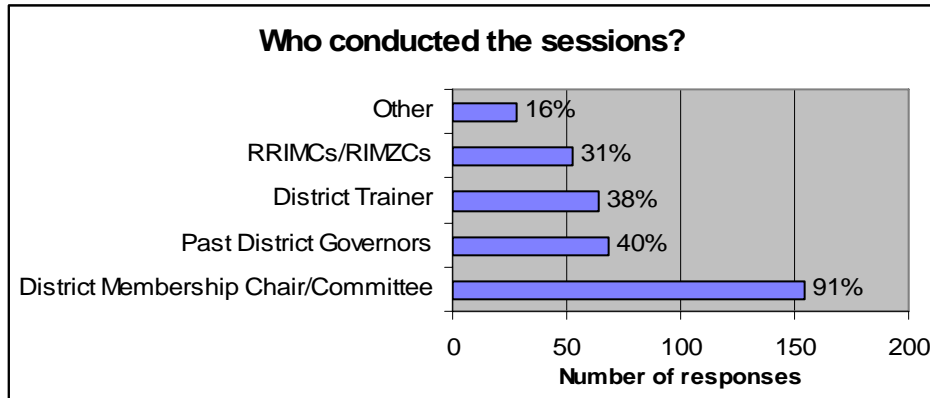
The average seminar attracts 78 participants. The range of participant numbers is illustrated in the following chart.



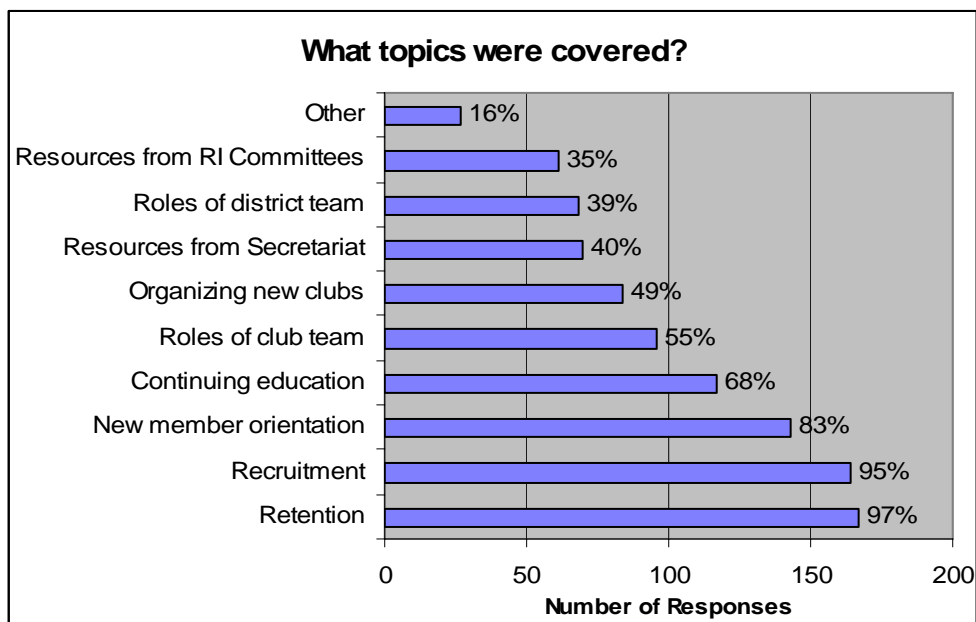
According to the *Rotary Code of Policies* (23.060), the district membership committee is responsible for planning and conducting the seminar in consultation with the governor and the district trainer. The seminar leadership team should consist of qualified past district governors and/or those Rotarians active and successful in membership development activities.

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Consideration should be given to involving the regional Rotary International membership coordinator and zone coordinator. DMC responses regarding who conducted the sessions at their seminars are indicated in the following chart. The most common “Other” responses include DGs, AGs, DGEs, and other experienced Rotarians.



According to the *Rotary Code of Policies* (23.060), the district membership seminar should include the following topics: retention, recruitment, organizing new clubs, roles and responsibilities of district and club leadership, and resources from local communities, district, RI Secretariat, and RI committees/task forces. DMCs were asked which of these topics were covered in their membership seminars. Their responses are indicated in the following chart. **Ideally, pursuant to the *Code of Policies*, each of these topics should reach 100% representation in responses. Only recruitment and retention were close to 100% representation.**



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PART 2 – REGIONAL ROTARY INTERNATIONAL MEMBERSHIP COORDINATORS & ZONE COORDINATORS

The Regional Rotary International Membership Coordinator/Zone Coordinator program was implemented for the first time in 2001-02 and the DMCs were questioned about their interaction with and the support they received from the RRIMC/ZCs.

- **91% of DMCs are aware of the RRIMC program**
- **87% know their RRIMC or RIMZC**
- **77% have been contacted by their RRIMC/ZC**

Below are three of the RRIMC responsibilities which directly relate to the districts, according to the *Rotary Code of Policies* (26.060):

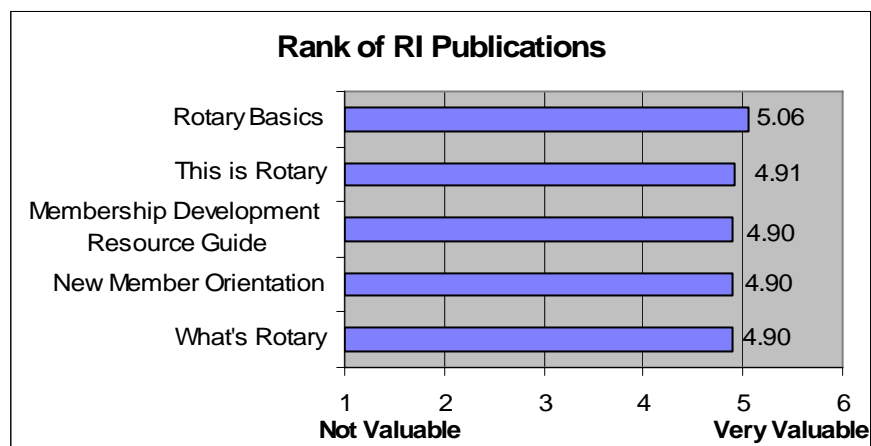
- Serve as a membership development information resource through regular communication
- When requested, conduct informational training sessions on membership development to actively support district leaders in achieving their membership goals
- Encourage district governors to hold a district membership seminar...serve as a resource and, when possible, a training leader for the seminar

According to the DMC responses:

- **52% felt the RRIMC/ZC communicated with them regularly**
- **RRIMCs/ZCs organized training meetings for 39% of DMCs**
- **39% of DMCs asked RRIMCs/ZCs to participate in a membership session at PETS**
- **82% of DMCs feel the RRIMCs/ZCs are readily available to provide support for them and their governor**

PART 3 – MEMBERSHIP DEVELOPMENT RESOURCES AND TOOLS

DMCs were asked to rank the following RI publications in order of value (1=not valuable, 6=very valuable). The following chart shows the average rank of each publication. **Although the margin is slim, *Rotary Basics* is considered the most valuable of these publications.**



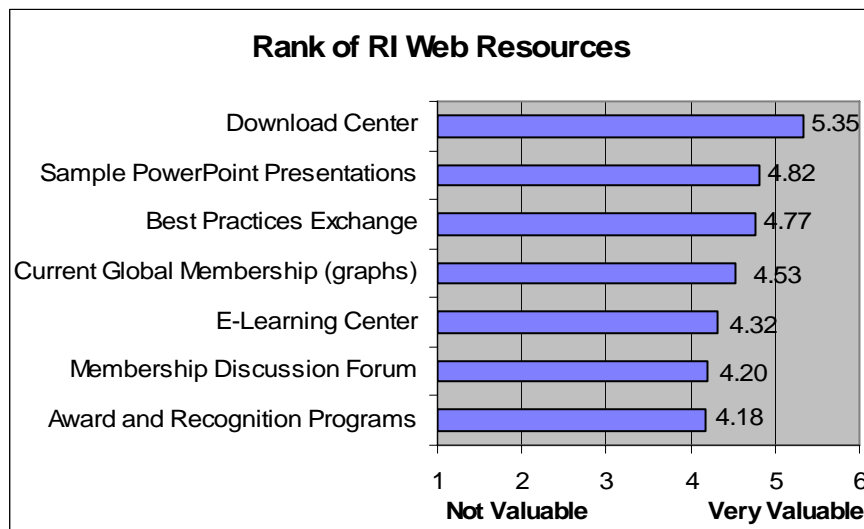
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To increase the education and retention of new members, the Strategic Planning action teams for Membership Development and Leadership Education & Training collaborated on a new member bulletin to be sent from the RI president to all new members inducted, starting in 2004-05. **40% of DMCs are aware of the New Member Bulletin** and welcome letter that the RI president has been sending to new members. Of those who are aware of this bulletin and letter:

- **93% think it will make new members feel welcome in Rotary**
- **84% think it will make new members feel connected to the international scope of Rotary**
- **64% think it will increase the long-term retention of these new members**

In July 2004, the Membership division launched the *Membership Minute* e-newsletter to disseminate membership development ideas and strategies to club and district leaders. **63% of DMCs subscribe to RI's *Membership Minute* e-newsletter.** Of those who subscribe, **91% think it is a valuable membership development tool** for clubs and districts.

80% of DMCs have used the Membership section of the RI Web site. DMCs were asked to rank specific Web resources in terms of value (1=not valuable, 6=very valuable). The following chart shows the average rank of each.

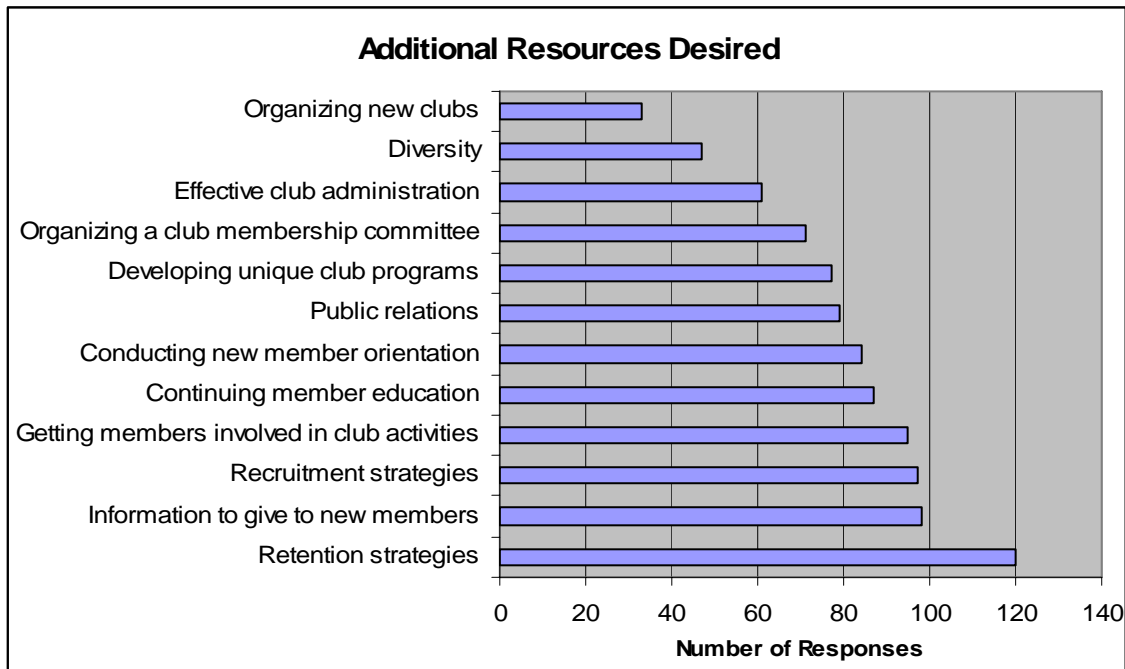


DMCs were then asked the open-ended question of what would they like to see added to the website to make it more useful. The most frequent responses are indicated here:

1. **Widen access to reports on *Member Access***
2. Best practices
3. Improved navigation
4. More PowerPoint presentations
5. More statistics

When asked to select which topics they would like to see additional resources made available, DMCs responded as follows:

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PART 4 – CLUB SIZE

According to their survey responses, DMCs consider **clubs over 81 members to be large clubs**. **65% of DMCs think that large clubs have different membership development issues** than average size clubs. **10% of DMCs said that their districts provide special training for large clubs**. DMCs identified the following as the top five **unique issues facing large clubs**:

- 1. Poor fellowship / lack of personal contact**
- 2. Poor involvement in club activities**
3. Retention
4. Hard for new members to fit in
5. Club cliques and factions

According to their survey responses, DMCs consider **clubs with fewer than 26 members to be small clubs**. **80% of DMCs think that small clubs have different membership development issues** than average size clubs. **24% of DMCs said that their districts provide special training for small clubs**. DMCs identified the following as the top five **unique issues facing small clubs**:

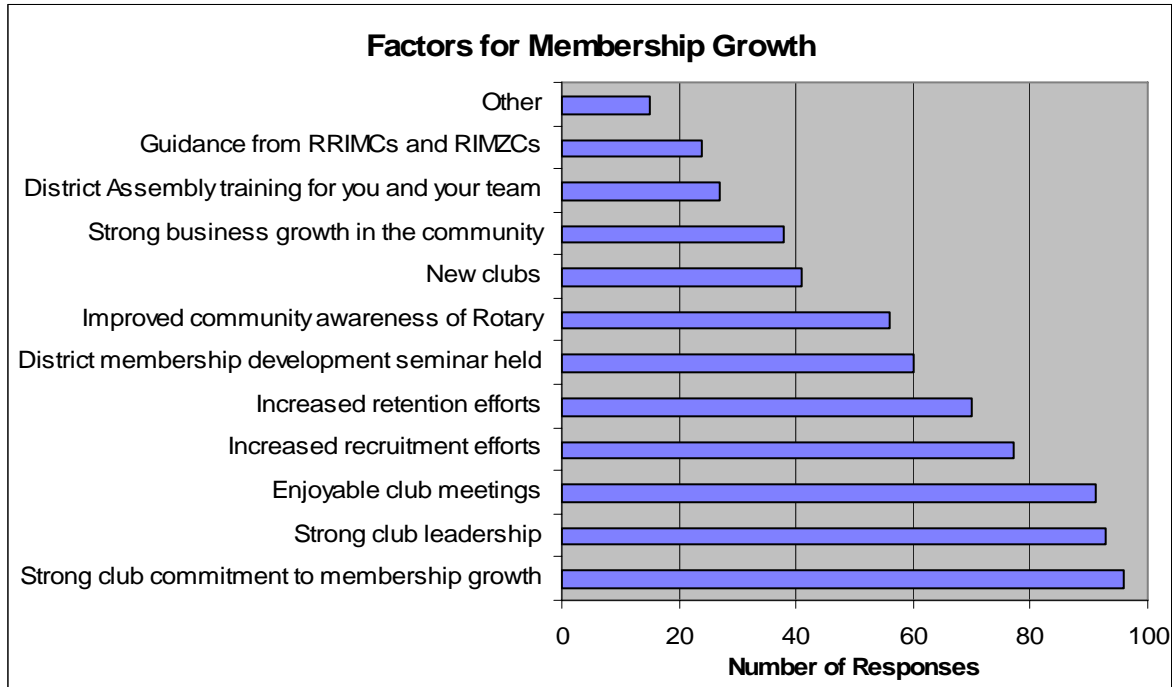
- 1. Too much work to go around / member burnout**
- 2. Lack of good programs and projects**
3. Recruitment
4. Club unattractive to prospective members
5. Small recruitment pool in small communities

PART 5 – IDENTIFYING TRENDS

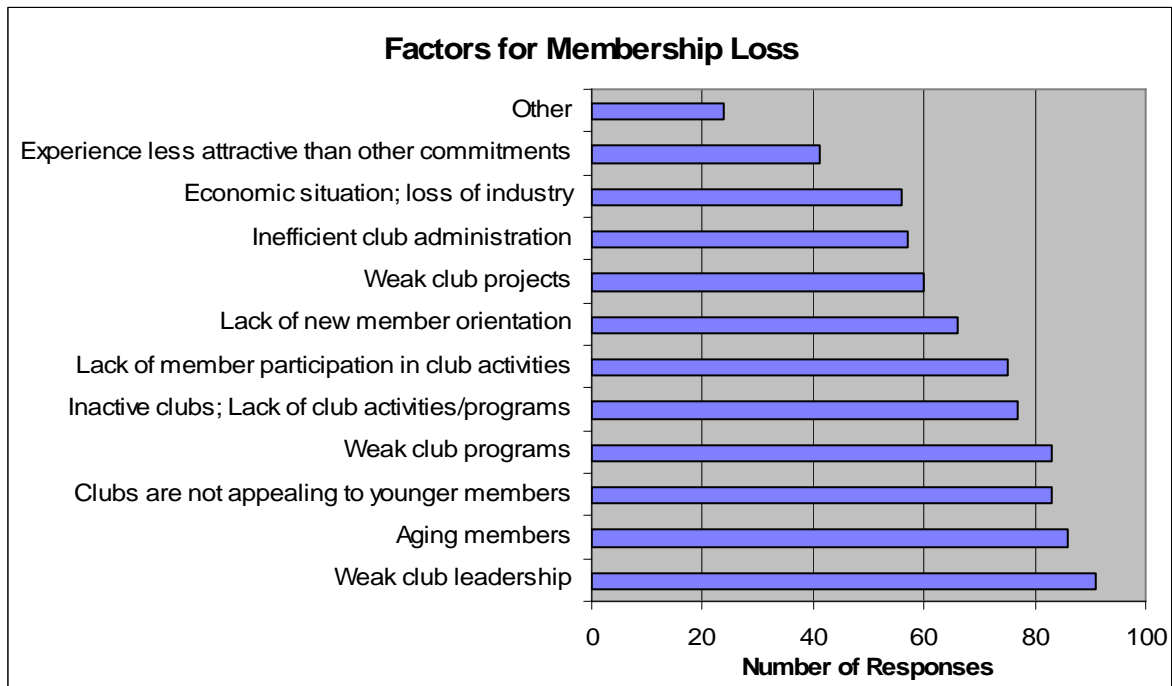
80% of DMCs consider public relations (PR) to be an effective strategy for recruiting and/or retaining members. 83% promote PR as a strategy for membership development in their district.

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DMCs were asked if **clubs in their districts have concerns with membership development – 85% said yes**. They were then asked to identify those factors they believe lead to membership growth, which are illustrated in the following chart.



91% of the DMCs say that membership losses can be attributed to a certain condition. The following chart ranks the factors for membership losses that were identified by the DMCs.

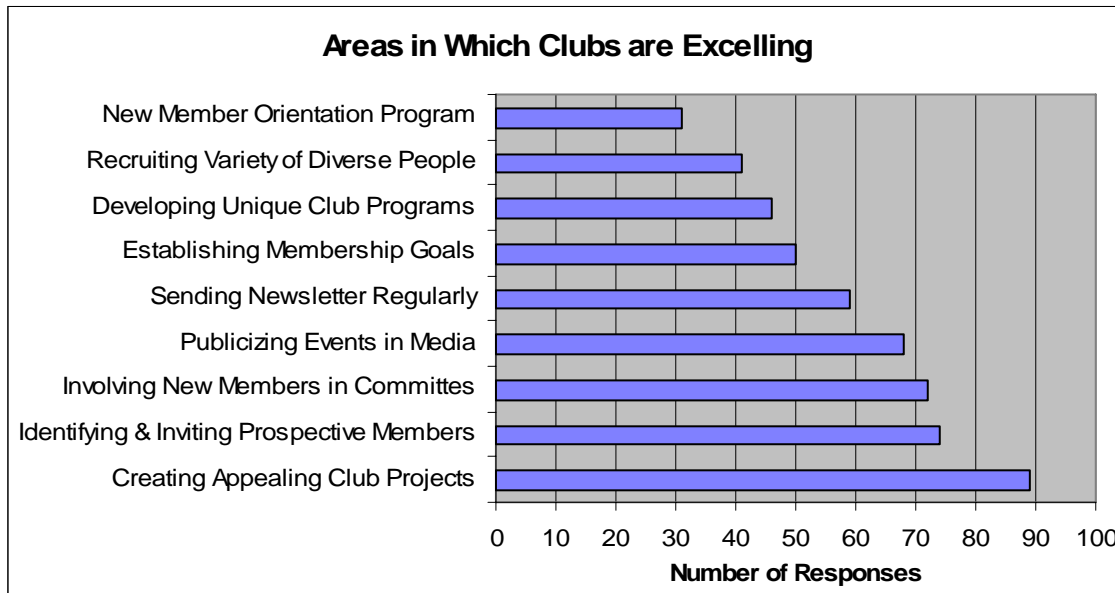


To gain a more complete picture of factors that affect membership losses, DMCs were given the option to fill in “Other” factors not listed. The most common “Other” responses for membership

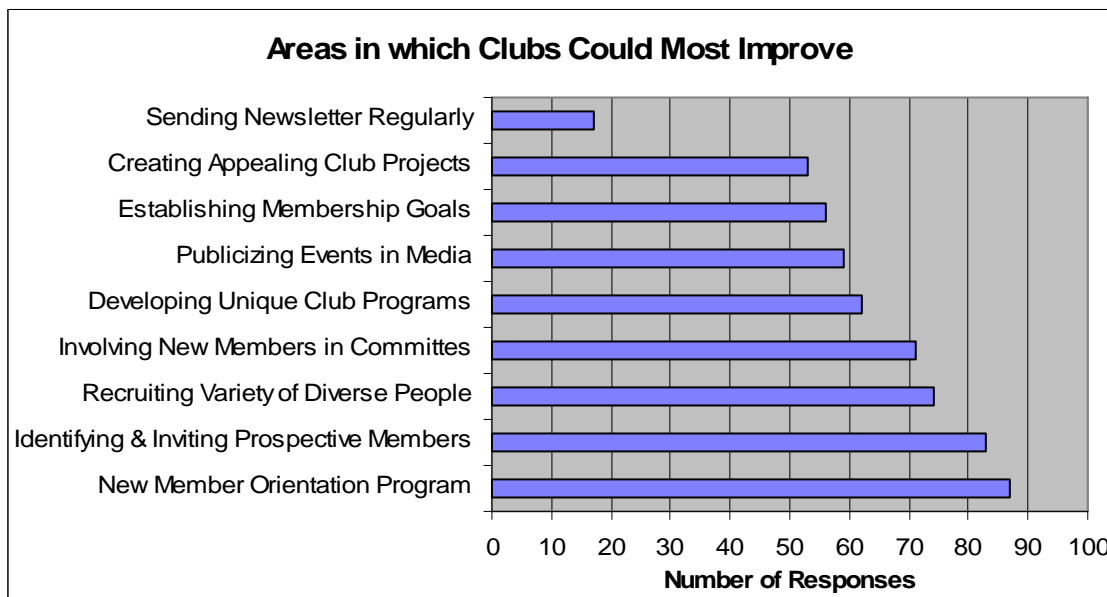
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loss are **apathy from club members, cost of membership, and interpersonal problems within clubs.**

In order to obtain information about what things clubs are doing well, DMCs were asked to select three areas in which the clubs in their district are excelling. The following chart ranks their identified areas of strength.



DMCs were then asked to select three areas from the same list of options in which the clubs in their district could most improve. The following chart ranks their identified areas of weakness.

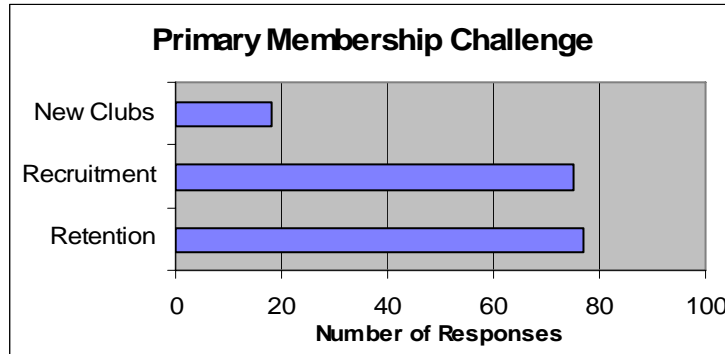


It is interesting to note that **identifying and inviting prospective members** appears as both the number two area in which clubs are excelling as well as the number two area in which clubs could most improve.

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Clubs are clearly struggling with **new member orientation**, as it is the lowest ranked area in which clubs are excelling and the highest ranked area in which clubs could most improve. Clubs appear to also need help with **recruiting diverse people**, as it appears as the second lowest area in which clubs are excelling and the third highest area in which clubs could most improve.

DMCs were asked to select the primary challenge facing clubs in their district:



PART 6 – PROSPECTIVE MEMBER AND RELOCATION PROGRAMS

Since 2001, RI has administered the following three recruitment tools on the RI Web site.

- The Rotarian Relocation form is designed to assist Rotarians who are moving and would like to be connected with clubs in their new area.
- The Prospective Member form allows non-Rotarians to express their interest in Rotary.
- The Membership Referral form allows Rotarians to recommend qualified potential members.

When RI receives one of these forms it is reviewed and e-mailed to the appropriate district governor and district membership chair, who can then forward it to local clubs for further action. In order to obtain more information about DMC's knowledge of these tools, they were asked a series of questions regarding their district's participation in the programs. (*DMCs in Japan, Korea, Germany, Austria, and Switzerland were excluded from this part of the survey because Rotarians in those countries do not participate in these programs.*)

DMCs were asked if they had received e-mails regarding the following:

62% have been contacted regarding **a relocating Rotarian***

72% have been contacted regarding **a non-Rotarian interested in Rotary***

44% have been contacted regarding **an individual recommended by a Rotarian for potential membership***

Of those who have been contacted, **99% have passed along** to club presidents the contact information received from RI Headquarters. In their opinion, **88% of clubs receiving these referrals have been responsive** to the information. **96% believe these are valuable membership development tools and should be continued.**

**These statistics do not necessarily reflect the number of districts receiving these referrals, as DMCs were not always copied on the referrals sent to district governors.*