

Web Leads Conversion Rates

Have you wondered about the conversion of prospective and relocating individuals to Rotary Club membership from the forms submitted to Membership Development through the Rotary International website? An examination has been completed with the following results for the 2003-2006 years:

- 16% of prospective members are inducted into a club
- 25% of those referred to Rotary by a current member are inducted into a club.
- 59% of relocating Rotarians are inducted into a new club.

Current Australian and Worldwide Membership figures

Australia

1175 Clubs
33892 Members
Increase 390 or 1.16% this year

World

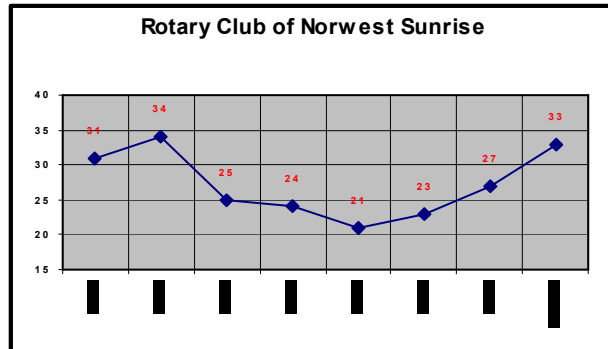
32,901 Clubs
1,217,901 Members
Increase of 23,388 or 1.96% this year

Success Story: Rotary Club of Norwest Sunrise—District 9680

Chartered 11.4.2001—Membership of 31
At 29.2.08—Membership now 33

D9680 Membership Chair Geoff Workman shares with us the thoughts of President Robert Keast of Norwest Sunrise:

- About 3 years ago, we **set up** a Membership Committee—a **small key team**.
- Committee identified the need for a **long term strategy** of attracting leaders to the club.
- Leaders are interested in other leaders—focussed on **key guest speakers** such as CEO of Woolworths, Sydney West Area Health, etc. These speakers encouraged visitors to the club.
- Placed a focus on **relaxed meetings** which **involved** everybody.
- Joint meeting with local **Business Networking Group**—we felt that Rotary under utilises the networking opportunities.
- After a year or so, several of the attendees at Celebrity Breakfasts had been also to Joint Meeting and **showed interest in joining** the Rotary club.
- One member has extensive contact with the public and he has taken the challenge of **inviting people to the club**.
- **Key ingredients** are: A Strategic Plan; fun relaxed meetings; Numbers—invite lots of people, but **don't expect all to join**.
- **Look after** the people who do join.
- **Sell the business connections and the fun aspect** and let the service work follow—the service is a given. Believe that we focus in Rotary too heavily on selling the service aspect and we are therefore asking people to do more work!
- The **club is attracting leaders**—the last person inducted was a Senior Manager at Macquarie Bank.
- Final piece of advice—**SELL THE SIZZLE—NOT THE SAUSAGE!**



GROWTH PATTERN OVER THE YEARS SINCE CHARTER

| | |
|-----------------|-----------------|
| 2001 31 members | 2005 21 members |
| 2002 34 members | 2006 23 members |
| 2003 25 members | 2007 27 members |
| 2004 24 members | 2008 33 members |

**Register now for the upcoming Presidential Membership Conference in Canberra from
11 to 13 July, 2008**

<http://rotamet.com.au/presidential-conferences/canberra/canberra-index.htm>

**SEND YOUR SUCCESS STORIES THROUGH NOW TO YOUR EDITOR AT
bph@bigpond.net.au**

YOUR MEMBERSHIP TEAM IN ZONE 8A FOR 2007/2008

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