

Lakeville Rotary Club Enhancement Proposal

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Rotary Club of Lakeville

Minnesota, District 5960, Club # 24438

Rotary





Items for Consideration

- Rationale
- Monthly Structure of Meetings
- Consistent, Shared Practices
- Meeting Format, Location & Costs
- Meeting Leadership
- Outreach Focus Area Ideas
- Next Steps

Rationale



- Strengthen and Expand Membership
 - Retain existing members who have low attendance
 - Re-engage past members
 - Gain new members
- Provide Additional Make-up and Participation Opportunities
- Increase Our Community Outreach & Humanitarian Service
- Enhance Rotary Image in Community
- Springboard for a Rotaract/Interact Club
- REMAIN ONE CLUB

The Rotarian November 15 Article



Rotary membership increased in 2014-15

...a net increase of more than 20,000 Rotary members since 1 July 2014. “This is encouraging, and indicates that the innovative approaches we’re using to reach out to new members, and keep existing ones, are reaping the rewards,” says RI General Secretary John Hewko.

...Hewko says, “One of our 2015-16 goals is to increase club membership by 35,000 people, expand the diversity of our members, and keep more of them at Rotary.”

The Rotarian November 2015 Letters



...the point of tracking attendance is not to make people come to meetings. What we're trying to measure is engagement, a key performance indicator (KPI) of how the club is doing...Look at your members' attendance percentages. It always seems that those at the bottom of the list are the ones thinking about resigning...More important, tracking engagement is a way of ensuring that members get the return on their Rotary investment...Rather than say "Four meetings a month is mandatory," let's say, "We expect you to participate in some Rotary activity four times a month." That way, the members pick the activities and times that work for them. It shouldn't be about making people come to meetings, but about offering them a preference-based platform to *Be a Gift to the World*.

-- District Governor Terry R. Weaver, Greer, S.C. USA



Monthly Structure of Meetings

Week 1: Speaker on outreach focus of the month (noon time)

Week 2: Classification talk & service planning activities (noon time)

Week 3: Joint Club Assembly & Students of the Month (morning 7 am)

Week 4: Outreach Project (evening event)

Week 5: Any Rotary Club meeting or participation in any Rotary activity



Consistent, Shared Practices

- Master at Arms
- Taste of Lakeville and all other charitable projects
- STRIVE, Students of the Month, Ethics Workshop
- Club Assembly (3rd Thursday)
- Annual Dinner/Picnic/ Intl Foundation Drive/501
- All rules, goals, expectations and website



Meeting Format, Location & Costs

- 1 Hour Meeting
- Potential Location: Heritage Center
 - No charge for room access
 - Lunch catered in
- All costs consistent with current Club costs



Meeting Leadership

- Noon leader needs to attend Rotary Board meetings (could possibly hold a Community Service board seat based on the Community Outreach focus)
- President Elect could manage the noon meeting (one option)
- Identify liaisons to the Club President, Secretary, Treasurer and Attendance lead
- Keep the Board and the Club apprised of monthly outreach projects (during Club Assembly week)



Outreach Focus Area Ideas

- Literacy (e.g: collecting and distributing books in the community)
- Hunger (e.g: collecting food for food shelf or serving meals)
- Police Partnerships (e.g: Dakota County Crisis Center; injured officer support)
- Domestic Abuse (volunteering at Lewis House via 360 Communities)
- Mental Health (awareness activities)
- Senior Citizens (visiting senior citizen facilities; spending time with seniors)
- Poverty (collection of supplies, clothes, gift cards, adopting families, visiting neighborhoods, etc)
- Veterans (e.g: participating in Beyond the Yellow Ribbon efforts)



Next Steps

- Gain approval to move forward
- Contact potential new members and potential Interact members
- Start noon meetings January 2016
- Establish baseline metrics to measure success (overall net new member growth, participation in monthly outreach projects, net financial impact to Club and Intl)
- Collect information to understand membership at each meeting time
- Update website
- Revisit in June/July to review metrics and decide if this idea is enhancing our Lakeville Rotary Club as proposed



“Don't be afraid to fail...Be afraid not to try”



QUESTIONS?