

**2018 DISTRICT MID-TERM RALLY
SMALL GROUP DISCUSSION BEST PRACTICES**

MEMBERSHIP DISCUSSION

QUESTION 1: WHAT IS ONE THING YOUR CLUB IS DOING TO ENGAGE YOUR MEMBERS?

TABLE 1

- Two normal meetings per month, one service project, one “virtual” meeting (1905 meeting)
- Incorporated the corporate memberships: get two people
- Service project Thursdays
- 5th meeting of the month is a social
- Changed meeting locations to be able to better engage the community
- Annual fundraiser: expect and require all members to participate
- Actively engage Rotarian families in events and socials

TABLE 4

- One meeting per month is a service project
- Service projects get members involved, especially projects relating to youth programs
- Beer tasting fundraiser
- Invite members to individual outings, such as skiing
- Talk with new members to learn about their interests
- Have membership assembly discussions

TABLE 6

- Survey the members to learn their interests/desires
- Re-started at 5:01 club once per month
- Created a stronger orientation for new members, and are following up regularly
- Varied meetings: 1st week: 5:01, 2nd week: meeting, 3rd week: community outreach (such as Habitat for Humanity, STRIVE, 5K run), 4th week: meeting
- Involve new members immediately in to new programs
- Call members regularly, invite to meetings, keep in touch, involve in to programs

TABLE 8

- Remember that anyone who has “touched” Rotary at events, etc is a potential member
- Make personal asks to potential and current members
- Fundraisers: a great venue to leverage attendees to learn more about the club
- Do a survey, and then use the results to tweak club
- Use transformation time to benefit
- Young members tend to be involved in international service, so create more opportunities
- “Tap Room” idea- use as open house for current & prospective members

TABLE 11

- 5:01 Clubs in the evenings as an alternative for members
- Work to engage the families of members
- Make sure the club is doing things the members want to do
- Make a variety of activities and focus on flexibility
- Be well organized to help provide options
- Provide many different opportunities
- Happy Bucks and Good News
- Put new members on the hospitality/greeter committees

TABLE 13

- Move from attendance to engagement (some other activities: packing food, dictionary distribution)
- Encourage logo wear
- Switched from 4 meetings to 2 plus a social event
- Defined an engaged Rotarian policy- signed by members
- Promote giving to the Foundation as a way to increase passion
- Destination- Service/social events
- Variety of meeting types: service/regular/off site/social
- One to one- how do we engage club to club?

TABLE 14

- Get everyone involved in annual fundraising event (Prior Lake, Roseville)
- Partner with other groups
- Have all members distribute membership packets at community events

TABLE 15

- Increase social events, such as pot lucks, happy hours, etc. (Stillwater Sunrise)
- "All hands-on deck" events (Lakeville, Prior Lake)
- 5:01 Club- wine appreciation events (White Bear Lake)
- "alignable.com"- using social media to reach out to potential members (NSP/Maplewood/Oakdale)
- Corporate membership program (Princeton)
- Moving meeting location to be more visible in neighborhood (St. Paul Sunrise)
- Multiple programs targeting youth from elementary school through college (St. Paul)

TABLE 16

- Mentorship & obtain commitment to a service area (NSP/Maplewood/Oakdale)
- Quality speakers (White Bear Lake)
- Fun & Social- developing friendships (Rochester Risers)
- Newspaper articles, 6-8 social events, make friends (Prior Lake)
- Fun/Social, Community involvement/social membership/one social event per month (Chain of Lakes)

UNKNOWN TABLE

- Youth Exchange connections
- Student of the Month...some have later joined
- Encourage spouses to join
- "Taste of the Green Line" event
- Recruit young members...can help with social media. Program to pay dues
- Lunch for new members
- 1st week of month service projects
- Get new members involved soon
- President has personal touch/call with potential members

UNKNOWN TABLE

- Service First Thursdays (Feed My Starving Children, Meals on Wheels, Food Shelf)
- 5:01 Meetings (more social)
- Once per quarter have really dynamic speaker and invite public
- If 5th week, have social event instead of regular meeting

UNKNOWN TABLE

- Personal interaction with new members
- Have PowerPoint in background every week at club to highlight current events, etc
- Annual open house with a well-known speaker

UNKNOWN TABLE

- Youth Exchange involvement
- Meeting format: 2 traditional, 1 service, 1 on YouTube with small group discussions
- Social activities
- Have a big fundraiser
- Place people on committees

QUESTION 2: WHAT IS ONE IDEA YOU'D LIKE TO TRY?

TABLE 1

- New member project- see what new members are interested in and provide funds to get started
- Bring in cultural liaisons from school district to talk to club and let them know that club is looking for members from different demographics, and ask how best we can approach
- Ethical leadership concept sounds great...way to get involvement from school
- Conduct survey of club and find out what everyone wants to do
- Need to diversify- like several ideas
- Partner with High School on volunteer projects to access Interact, Rotaract and Rotary prospects with diversity in mind
- Talk to your children about Rotary and being members

TABLE 4

- 5:01 Meeting
- Take the club out to the community (when donating, present the check at their meetings)

TABLE 6

- Reduce the number of regular meetings. One time per month, do community outreach or something else
- Small scale service project monthly
- Monthly service day
- Different meeting location on occasion (field trips)
- Music festival
- 5:01 Club

TABLE 8

- Identify mentor for new (and potential new) members
- Auction off membership at silent auction

TABLE 11

- Hospitality committee
- 5:01 Club

TABLE 13

- Implement “Power of one” idea: importance of singular idea with passion that spreads desire among members- spreads like “wild fire”
- Signed commitment from membership to be actively engaged
- Try 5:01 again
- More mixers

TABLE 14

- Try a 5:01 Club
- Do a Visioning event

TABLE 15

- Have one person responsible for communication (Stillwater Sunrise)
- Increase social activities for members and families (Lakeville)
- Alternative meeting schedule (Prior Lake)
- Open house event (White Bear Lake)
- More social activities for members and families (NSP/Maplewood/Oakdale)
- Alternative meeting schedule (Princeton)
- Corporate member program (St. Paul Sunrise)
- Find ways to be more visible in city (St. Paul)

UNKNOWN TABLE

- Do something like the 5:01 club idea
- Honor both long-term/elite members and new members and new projects
- Move visioning event forward
- College professor: research speaker

UNKNOWN TABLE

- Invite host families to come to meetings

- Create a prospective member list
- Establish a position to attract members and what they are passionate about
- Mixed events of Rotarians and non-Rotarians to subtly introduce people to Rotary (exercise groups, book clubs, etc.)
- Open houses that have an educational basis
- Run events with multiple clubs involved and co-recruit

PUBLIC IMAGE DISCUSSION

QUESTION 1: WHAT IS ONE THING YOUR CLUB IS DOING TO PROMOTE ROTARY AND ENHANCE YOUR PUBLIC IMAGE?

TABLE 1

- One of members of bulletin staff is part of club- Rochester (3 clubs work together)
- Rotary wheel is the center of the basketball court for sponsored tournament
- 5K in July: will call and invite editor of newspaper to attend event
- Electronic weekly newsletter
- MPR has covered annual forum, and then replays it around the state a number of times
- Fly banners created are being used at other events to promote local projects
- Signs all over, announce everything
- Made an effort to focus on this area vs ad hoc approach

TABLE 4

- Submit editorials on a monthly basis to tell the story
- Facebook: like things more intentionally
- Work with local newspaper to expand coverage
- Snapchat: widen use, broaden scope
- Speakers: highlight meetings, programs in advance
- Partnerships: Highlight, tell the story of shared impact

TABLE 6

- Continue to share Facebook page
- Have presence at other community events
- Good relationship with the newspaper
- Created a social media plan: spotlight of members twice per month highlighting Rotary, encouraging sharing of posts, tag people in posts
- Making a strategic plan to promote the activity...be intentional!
- Engaging the members on Facebook

TABLE 8

- Created multiple flag banners for fundraiser to tell Rotary story and who the club has supported (Roseville)
- Complimentary membership to the local newspaper
- Recognize sponsors of fundraising events (White Bear Lake)
- Intentional effort to have the weekly bulletin on website, and then put it on Facebook (Coon Rapids)

- Created contest/Drawing to add people to communication lists at events (White Bear Lake)
- Reporter for local paper leads Public Image committee (White Bear Lake)
- Enhanced public image committee and initiatives (Prior Lake)

TABLE 11

- Get a person in the club that has knowledge and passion about social media to run Facebook page
- LinkedIn: Individual vs club
- Appreciation events (fire department, etc.) and make sure they are covered by club/media
- Community PHF awards and promote them
- Encourage club member engagement on social media
- Have newspaper put stories on social media

TABLE 13

- Have big events with many volunteers/attendees at have Rotary front and center
- Boost posts on social media
- Decorate holiday tree in town (with signage)
- New Rotary Branding and include club name with logo
- Wear Rotary clothing in public
- Table tents/postcards distributed at events
- Professionally done float for the holiday parade

TABLE 14

- Hand out info packets at community events
- Revamp club website
- Distribute club business calling cards when interacting with groups who participate in fundraising events
- Wear Rotary clothing at events
- Improved the Club's Facebook page

TABLE 15

- Make at least 3 Facebook posts per week (St. Paul Sunrise)
- Launching first club website (Princeton)
- Using "buffer.com" to reduce time required to cover social media outlets (NSP/Maplewood/Oakdale)
- Local newspaper is corporate member of club (White Bear Lake)
- "People of Action" as Facebook theme (Prior Lake)
- Videos from meetings are posted each week (Lakeville)
- Hired (membership trade-off) professional to handle/upgrade social media communications (Stillwater Sunrise)
- Pioneer Press ad to name/honor students and teach recognized at annual Education Day meeting (St. Paul)

TABLE 16

- Enhancing online presence (North St. Paul/Maplewood/Oakdale)
- Invited reporter to meeting and article followed. Climate change radio program (Northfield)

- Updated Club Website (White Bear Lake)
- Leveraged Facebook more, and spent money to boost posts (Rochester)
- More focus with PR; if recognizing people at meeting, recognize on social media (Prior Lake)
- Club has a “Selfie king” & pays to have website (Chain of Lakes)

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- Share Facebook posts among 3 Rochester clubs
- Club sponsor media person as club member
- Have more positive stories in paper
- LinkedIn should be a target
- Moved to a more diverse location and are promoting (St. Paul Sunrise)

UNKNOWN TABLE

- Good communication on social media using pictures, etc.
- Have public events such as 5K, bike-a-thon, etc.
- Small, short videos featuring what’s going on in Rotary today/this week
- Short newspaper articles
- Bi-fold glossy literature highlighting what club does
- Postcards to send to potential members
- Small cards to fill out and give to people we know regarding upcoming programs, etc.

UNKNOWN TABLE

- Weekly Facebook update: 800-2000 hits per week and 3 new members
- Journalist in club
- Bulletin on website
- How do you make public interested in discussion regarding polio?

UNKNOWN TABLE

- Established a website through ClubRunner
- Tie name to large event, i.e. Music Fest, Food Packing, etc.
- Non-traditional meeting that is sent out via Facebook Live...exposes others to club)
- Inviting local media to events
- “Rotarian at Work” t-shirts worn at service projects
- “Rotarian at Work” vests worn when volunteering--Drop on Facebook photos and get attendance credit!

QUESTION 2: WHAT IS ONE IDEA YOU’D LIKE TO TRY IN YOUR CLUB?

TABLE 1

- “Next-door” has not been used yet- talks about issues in your neighborhood- locally focused and can be the positive message
- Interact club at high school- parents could be club members
- Cover Facebook posts with people of action template- make sure people are linking and sharing
- Be intentional about being present in different local, visible events- have people and banners available to promote

- Use social media to post/promote impromptu activities and invite others (family focused- join us for sledding, etc.)

TABLE 4

- Explore LinkedIn
- Share stories of Student of Month/Scholarship Award recipients
- Empower those who are already engaged (ie those using Facebook/Snapchat- what is catching your eye, what would catch your eye, what would catch the eye of others)
- Partner with organizations- how can Rotary help your group be successful?
- Fine people for not wearing Rotary clothes
- Have Exchange students tell their stories more...not simply how Rotary supports the program

TABLE 6

- Hire people to take photos
- Go to Hispanic (or other) center for presentations/introductions
- Connect with youth at high school (Interact?)
- Promote the sharing of posts
- Getting media involved in club
- Rewarding Rotarians who share/post on regular basis
- Community outreach...both inviting and meeting on their turf. More presentations!
- Action photos vs “big check” for articles
- Create more video
- Joint activities with other service clubs

TABLE 8

- Made connection with digital news service and invited editor to club (Roseville)
- Email blast to database of broader community for invitation to events
- Work to get articles in newspaper and promoted to clubs (New Brighton/Mounds View)
- Promote next week’s program before!
- Snapchat filter for event attendees to use
- Make a big deal of a member induction!

TABLE 11

- Do more with LinkedIn
- Build relationship with local newspaper
- Change picture in paper to show impact rather than check presentation

TABLE 13

- Promote Rotary in multiple languages
- Promote Rotary at conventions/trade shows to expand audience
- Encourage more word of mouth promotion from members
- Promote satellite clubs in various languages
- Promote open houses
- Partner with local organizations/associations

TABLE 14

- Place ads/articles in local newspapers
- Have banners promoting the recipients of our projects
- Use Instagram
- Increase use of Facebook
- Better newsletters and send to friends/families
- Invite guests to special Rotary Programs
- Highlight use of money from fundraising

TABLE 15

- Use of “Next Door” social media platform (St. Paul Sunrise)
- Get more members posting on Facebook page (Princeton)
- Ask members to help write news articles (N. St Paul/Maplewood/Oakdale)
- Help members become savvier about social media and use (White Bear Lake)
- Have regular schedule for monthly articles (Prior Lake)
- Re-establish connections with local media (Lakeville)
- Get someone to lead PR efforts (Stillwater Sunrise)
- Develop better connections at City Hall (St. Paul)

TABLE 16

- Develop a closer relationship with print media (NSP/Maplewood/Oakdale)
- Send action pictures- more successful with all media, and provide more notice time (Rochester)

UNKNOWN TABLE

- Be more intentional following up with guests
- Put signs at meeting place
- Wear Rotary gear

UNKNOWN TABLE

- Utilize the People of Action campaign
- Make announcements about what is coming up
- Utilize snapchat!

UNKNOWN TABLE

- Place information in community papers since Pioneer Press is difficult to get in
- Find someone who is technically and social media savvy
- Training for club members on social media function
- Exploring new ideas, like LinkedIn, etc.