

REPORT OF RESULTS FROM SURVEY OF 2006- 2007 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 457 DMCs worldwide. 229 responses** were received resulting in a **50% response rate**. Worldwide, **41%** have served as district governor, and **55%** have served as assistant governor.

DISTRICT MEMBERSHIP COMMITTEE

82% reported that their district has a membership committee. The average size of the membership committee is seven members. **90%** of districts conduct a membership seminar. **96%** of DMCs thought that RI's new DMC newsletter was either very or somewhat valuable.

RRIMCs & RIMZCs

87% of DMCs are aware of the regional Rotary International membership coordinator (RRIMC) program and **90%** know their RRIMC or zone coordinator (RIMZC). **76%** of DMCs have been contacted by their RRIMC/ZC and **57%** reported that their RRIMC/ZC organized a training meeting for them.

RESOURCES AND TOOLS

38% of DMCs are aware of the New Member Bulletin and welcome letter sent by the RI president to new members. **66%** of DMCs subscribe to RI's *Membership Minute* e-newsletter. *This is Rotary* and *Rotary Basics* were ranked the most valuable membership development publications.

84% of DMCs are aware of the Membership Development and Extension Award, **70%** are aware of the Recognition of Membership Development Initiatives, and **83%** think these programs are valuable initiatives.

90% of DMCs indicated that they would like to have access to the same membership reports as the district governors via the Member Access facility on www.rotary.org.

CLUB SIZE

On average, DMCs consider clubs **over 73 members** to be **large** clubs. **63%** 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 23 members** to be **small** clubs. **76%** 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

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IDENTIFYING TRENDS

90% of DMCs indicate that clubs in their districts have concerns with membership development. Recruitment was identified as the primary membership development challenge facing clubs.

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

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. Recruiting a variety of people so that the club's membership reflects the diversity of the community
2. Identifying and inviting prospective members to club meetings or events
3. Publicizing their events and projects in local media

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 **59% have been contacted regarding a relocating Rotarian, 77% have been contacted regarding a non-Rotarian interested in Rotary, and 46% have been contacted regarding an individual recommended by a Rotarian** for potential membership. Of those contacted, **96% have passed along** to club presidents the contact information received from RI Headquarters. In their opinion, **89% 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 -- 457 individuals in 61 countries. **229 responses** were received resulting in a **50% response rate**. Of those who responded:

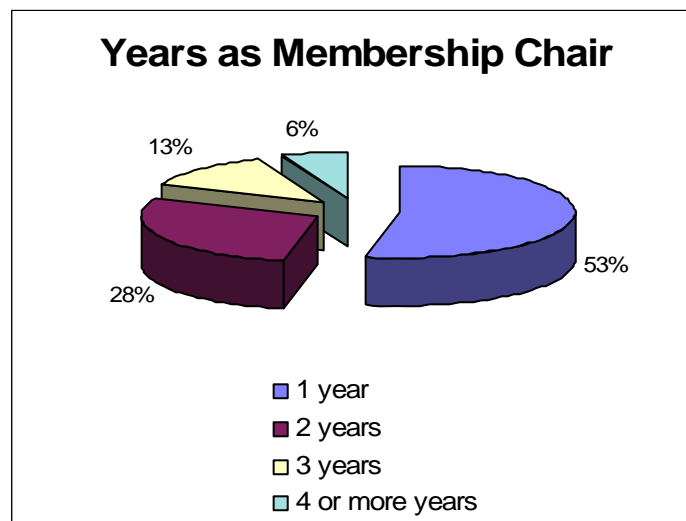
- **41%** have served as **district governor**
- **55%** have served as **assistant governor**

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

Less than 5 years	3	1%
5-10 years	34	15%
11-15 years	50	22%
16-20 years	50	22%
Over 20 years	90	40%

PART 1 – DISTRICT MEMBERSHIP COMMITTEE

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



82% 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.

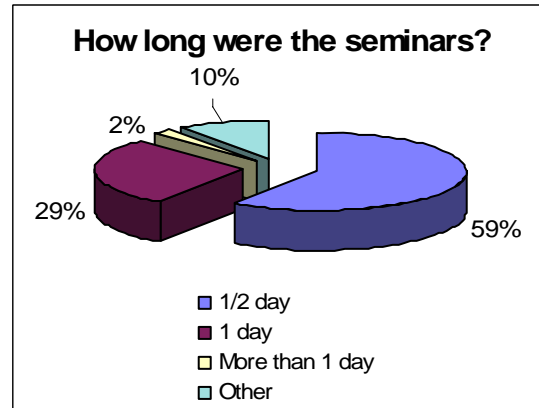
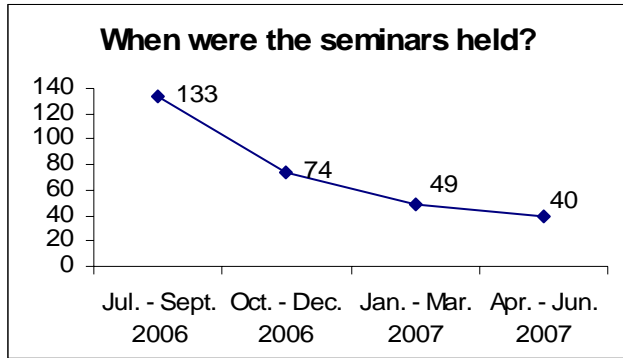
90% of DMCs reported that their district conducts membership development seminars.

The average number of seminars per district is 3. To find out how districts are conducting their membership seminars, the following questions were asked.

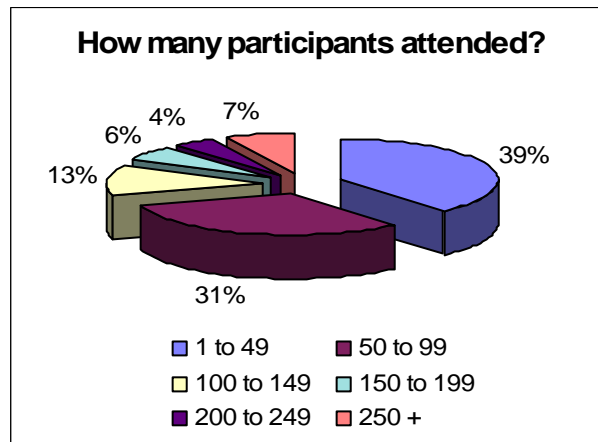
According to the *Rotary Code of Policies* (23.050), the district membership seminar should be one half to one full-day seminar held annually, preferably following the district assembly. The

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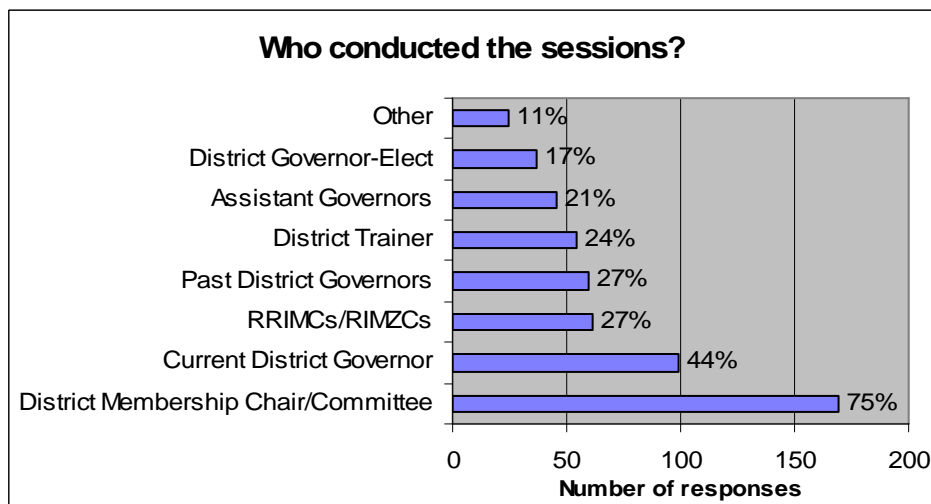
following charts illustrate that most seminars are held in the first quarter of the Rotary year and most are indeed one half to one full day long.



The average seminar attracts 89 participants. The range of participant numbers is illustrated in the following chart.

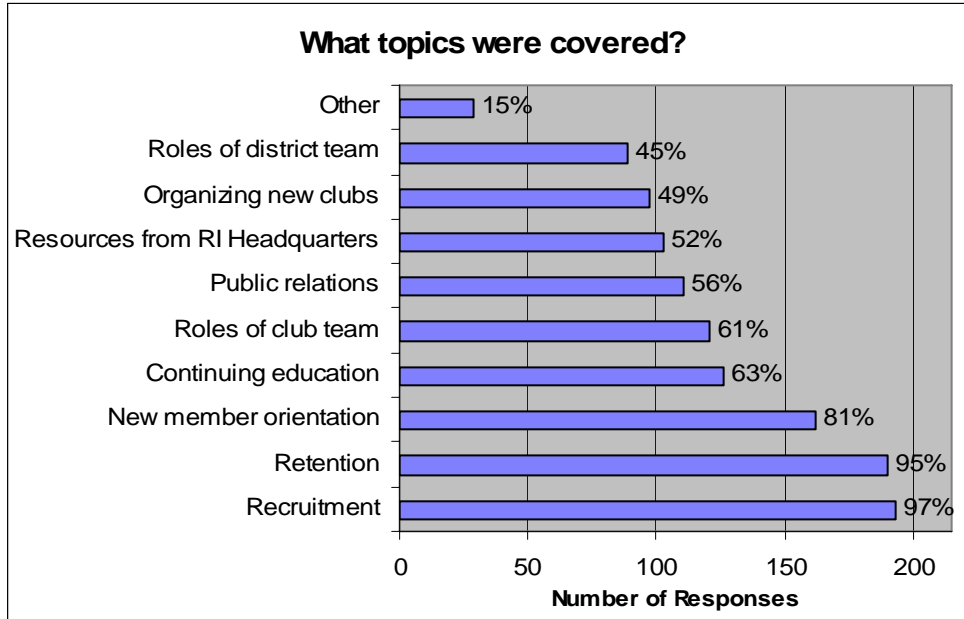


According to the *Rotary Code of Policies* (23.050), the district membership committee is responsible for planning and conducting the seminar in consultation with the governor and the district trainer. The seminar leadership team should consist of qualified past district governors and/or those Rotarians active and successful in membership development activities. 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.



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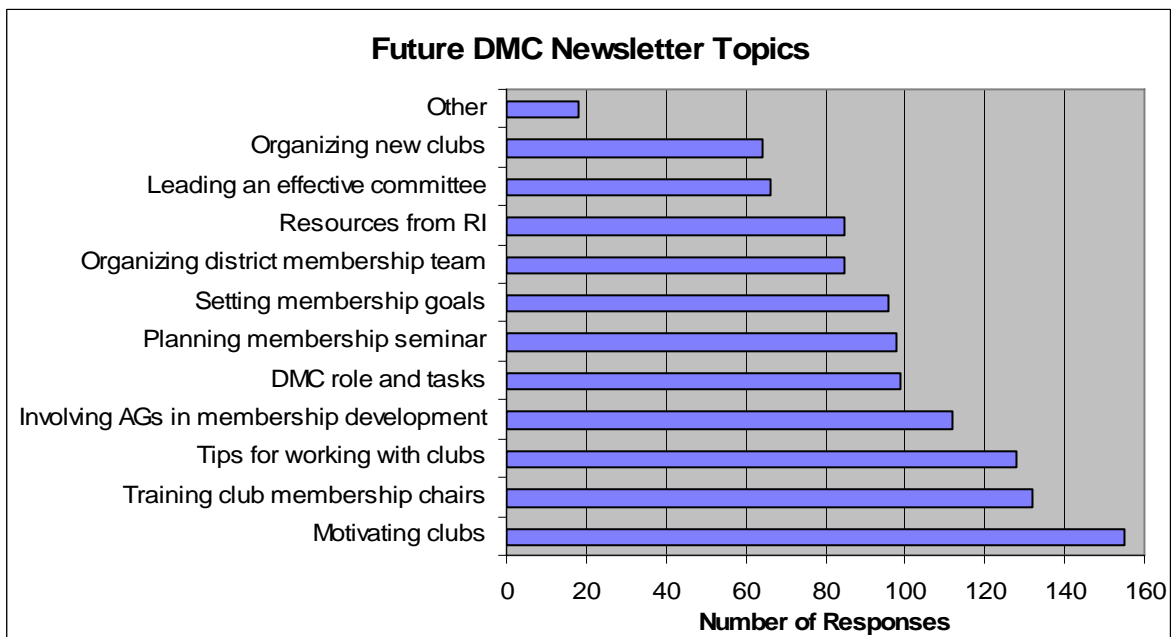
According to the *Rotary Code of Policies* (23.050), the district membership seminar should include the following topics: membership overview, retention, recruitment, organizing new clubs, roles and responsibilities, and resources. DMCs were asked which of these topics were covered in their membership seminars. Their responses are indicated in the following chart.



The Membership Development Division recently launched a prototype of a newsletter for district membership chairs. **71% of DMCs recall receiving this newsletter.** Of those who recall receiving it:

- **45%** thought it was **very valuable**
- **51%** thought it was **somewhat valuable**
- **4%** thought it was **not valuable**

When asked which of the following topics they would like to see included in future editions of a DMC newsletter, DMCs indicated the following:



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91% of DMCs indicated that **they would like to see content** such as that identified in the above chart **available in an ongoing forum, such as a dedicated Web site for DMCs.**

PART 2 – REGIONAL ROTARY INTERNATIONAL MEMBERSHIP COORDINATORS & ZONE COORDINATORS

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

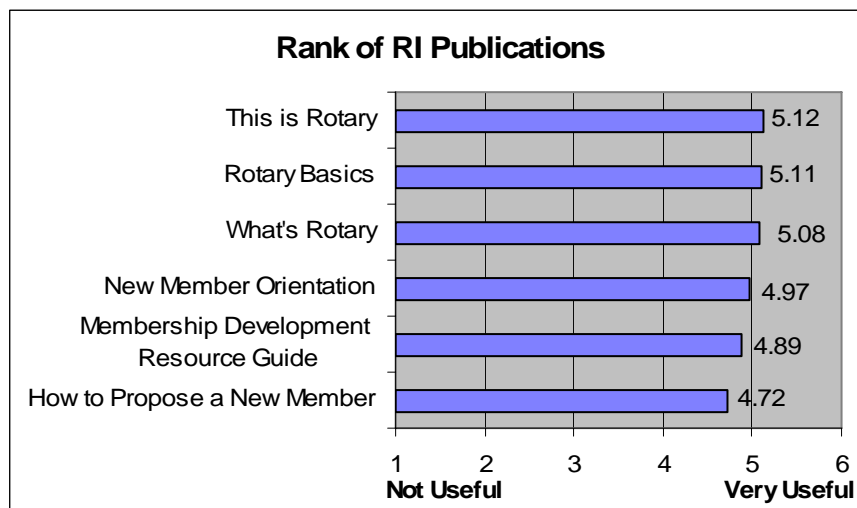
- Serve as a membership development information resource through regular communication
- When requested, conduct informational training sessions on membership development to actively support district leaders in achieving their membership goals
- Encourage district governors to hold a district membership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

DMCs were asked about their interaction with the RRIMC/ZC. According to the DMC responses:

- **87% of DMCs are aware of the RRIMC program**
- **90% know their RRIMC or RIMZC**
- **76% have been contacted by their RRIMC/ZC**
- **RRIMCs/ZCs organized training meetings for 57% of DMCs**

PART 3 – MEMBERSHIP DEVELOPMENT RESOURCES

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



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. **38% of DMCs are aware of the New Member Bulletin** and welcome letter that the RI president has been sending to new members.

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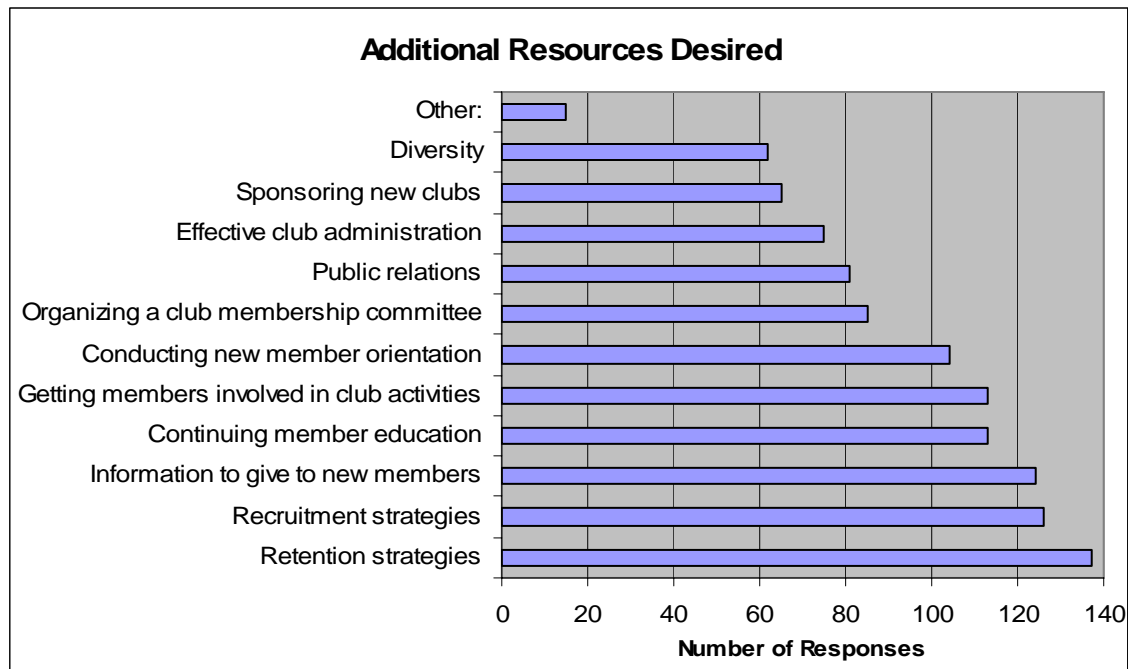
In July 2004, the Membership division launched the *Membership Minute* e-newsletter to disseminate membership development ideas and strategies to club and district leaders. **66% of DMCs subscribe to RI's *Membership Minute* e-newsletter.**

Each year, the Membership Development and Extension Award is given to clubs based on their achievements in overall growth, recruitment, retention, and sponsoring new clubs. The Recognition of Membership Development Initiatives program awards certificates to those clubs that have developed and implemented creative strategies to promote membership in their area.

According to DMC responses:

- **84% are aware of the Membership Development and Extension Award**
- **70% are aware of the Recognition of Membership Development Initiatives**
- **83% think these recognition programs are valuable initiatives**

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



90% of DMCs indicated that they would like to have access to the same membership reports as the district governors via the Member Access facility on www.rotary.org.

PART 4 – CLUB SIZE

According to their survey responses, DMCs consider **clubs over 73 members to be large clubs. 63% of DMCs think that large clubs have different membership development issues than average size clubs. 7% 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. Club cliques and factions
5. Age difference / too many older members

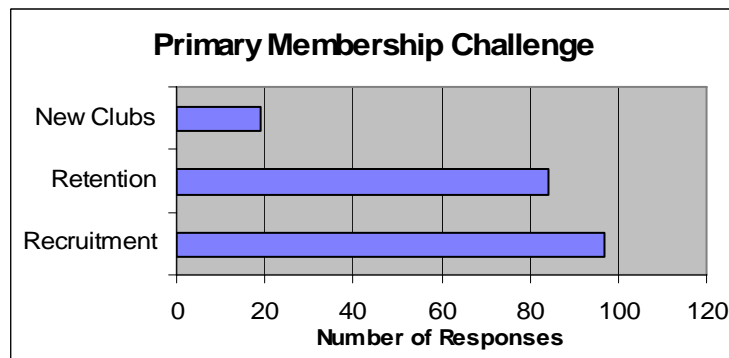
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According to their survey responses, DMCs consider **clubs with fewer than 23 members to be small clubs**. **76% of DMCs think that small clubs have different membership development issues** than average size clubs. **22% of DMCs said that their districts provide special training for small clubs**. DMCs identified the following as the top five **unique issues facing small clubs**:

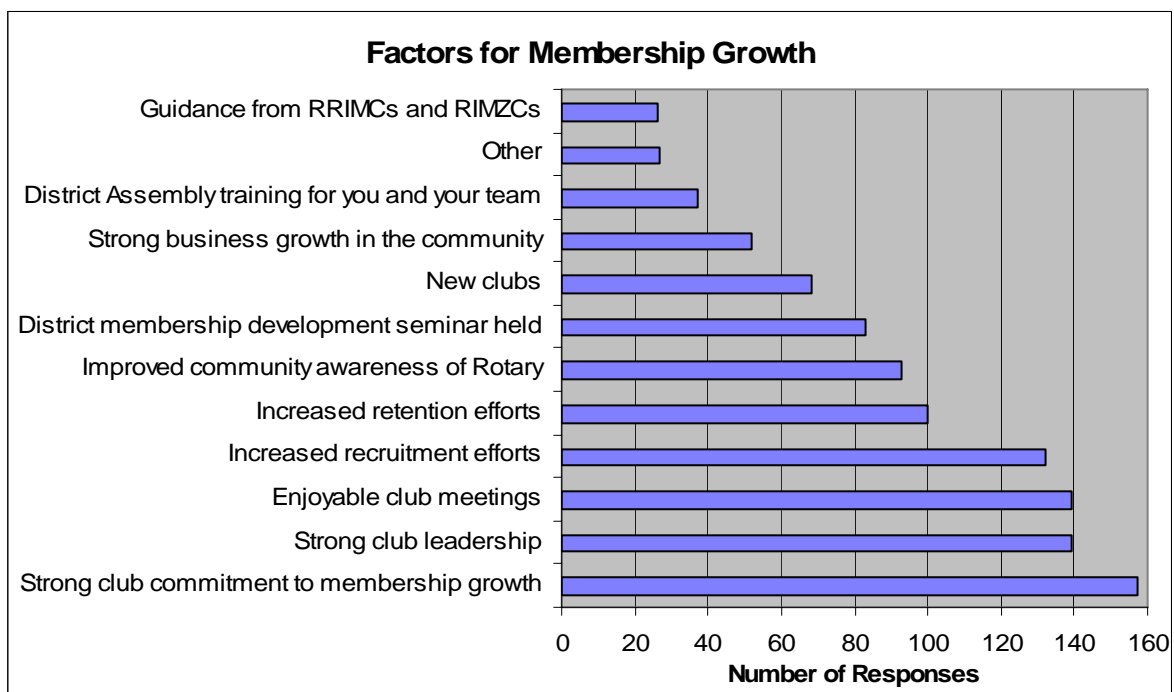
1. Too much work to go around / member burnout
2. Lack of good programs and projects
3. Small recruitment pool in small communities
4. Club unattractive to prospective members
5. Recruitment

PART 5 – IDENTIFYING TRENDS

DMCs were asked if **clubs in their districts have concerns with membership development – 90% said yes**. DMCs were asked to select the primary challenge facing clubs in their District:

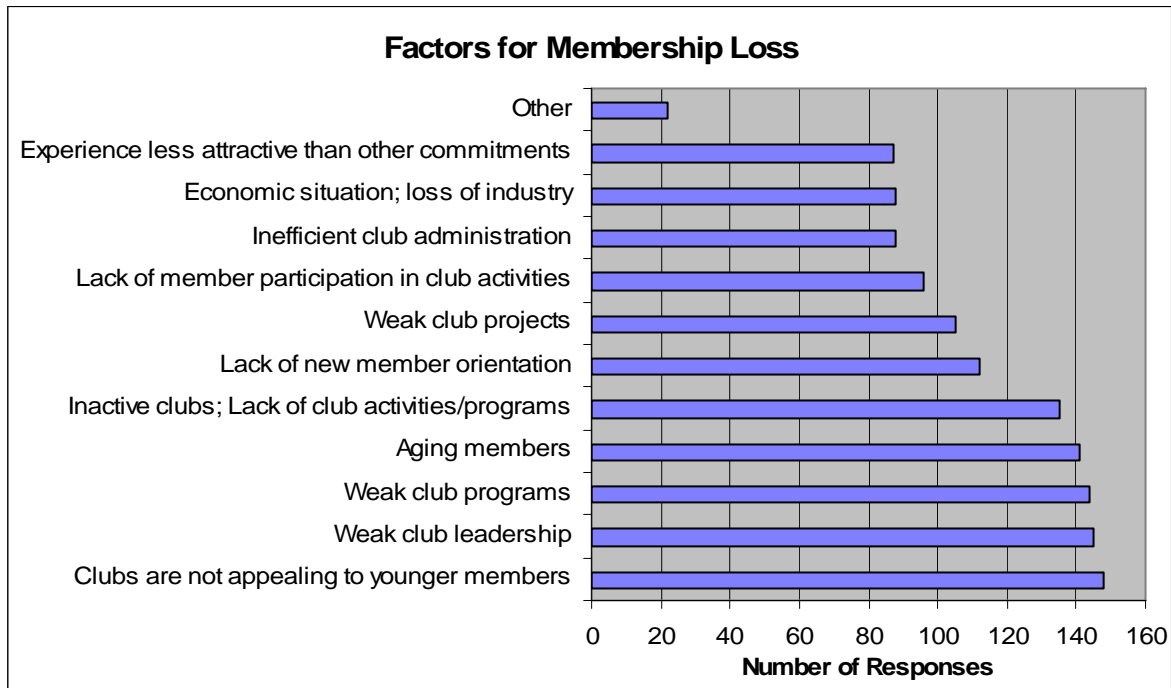


They were then asked to identify those factors they believe lead to membership **growth**, which are illustrated in the following chart.

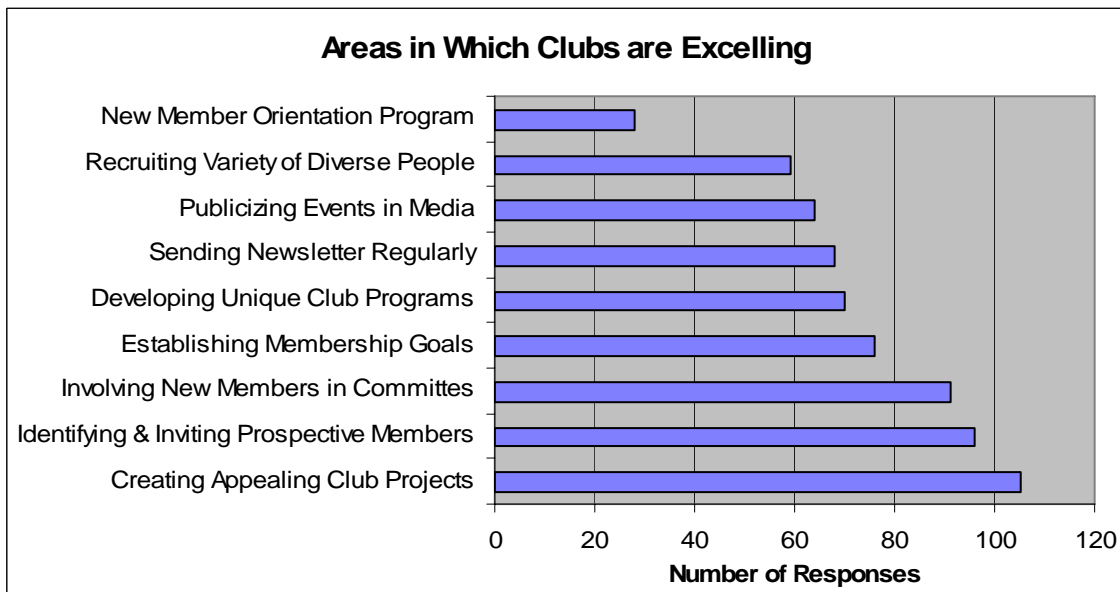


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The following chart ranks the factors for membership losses that were identified by the DMCs.

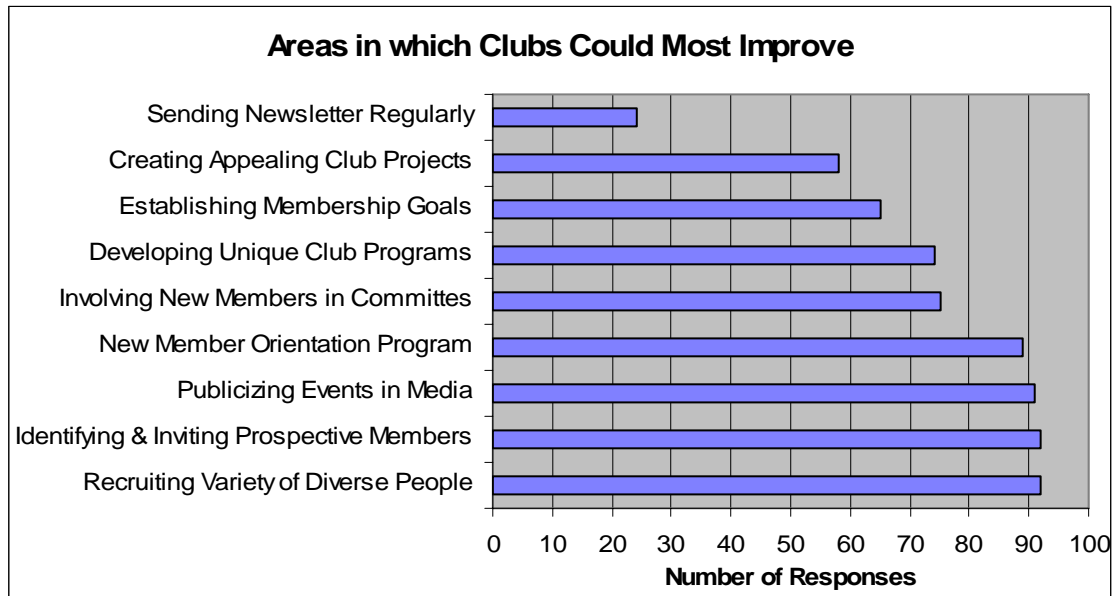


In order to obtain information about what things clubs are doing well, DMCs were asked to select three areas in which the clubs in their district are **excelling**. The following chart ranks their identified areas of **strength**.



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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**.



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:

59% have been contacted regarding **a relocating Rotarian***

77% have been contacted regarding **a non-Rotarian interested in Rotary***

46% have been contacted regarding **an individual recommended by a Rotarian for potential membership***

Of those who have been contacted, **96% have passed along** to club presidents the contact information received from RI Headquarters. In their opinion, **89% 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.*