

REPORT OF RESULTS FROM SURVEY OF 2007- 2008 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 447 DMCs worldwide. 191 responses were received resulting in a 43% response rate. Worldwide, 40% have served as district governor, and 56% have served as assistant governor.

DISTRICT MEMBERSHIP COMMITTEE

81% reported that their district has a membership committee. The average size of the membership committee is 12 members. 97% of districts conduct a membership development seminar (an increase of 7% over 2006 – 07). 95% of DMCs thought that RI's new DMC newsletter was either very or somewhat valuable.

RRIMCs & RIMZCs

89% of DMCs are aware of the regional Rotary International membership coordinator (RRIMC) program and 91% know their RRIMC or zone coordinator (RIMZC). 80% of DMCs have been contacted by their RRIMC/ZC and 88% reported that their RRIMC/ZC organized a training meeting for them (an increase of 31% over 2006 – 07).

RESOURCES AND TOOLS

41% of DMCs are aware of the New Member Bulletin and welcome letter sent by the RI president to new members. 68% of DMCs subscribe to RI's *Membership Minute* e-newsletter.

89% of DMCs are aware of the Membership Development and Extension Award, 81% are aware of the Recognition of Membership Development Initiatives (an increase of 11% over 2006 – 07), and 86% 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.

IDENTIFYING TRENDS

91% 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
3. Increased recruitment efforts

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

1. Aging members (an increase from 2nd place in 2005 – 06)
2. Clubs are not appealing to younger members
3. Weak club leadership

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

1. Identifying and inviting prospective members to club meetings or events
2. Getting new members involved in club committees and projects
3. Creating appealing club projects that meet the needs of the community (*down from 1st place in 2006 – 07*)

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

1. Publicizing their events and projects in local media (*up from 3rd place in 2006 – 07*)
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 **66% have been contacted regarding a relocating Rotarian, 70% 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, **87% have passed along** to club presidents the contact information received from RI Headquarters. In their opinion, **79% of clubs receiving these referrals have been responsive** to the information. And, **92% 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 -- 447 individuals in 61 countries. **191 responses** were received resulting in a **43% response rate**. Of those who responded:

- **40%** have served as **district governor**
- **56%** have served as **assistant governor**

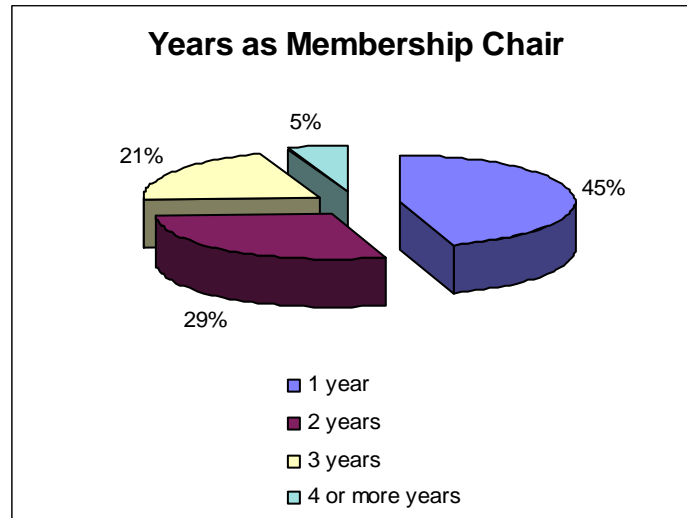
The following table shows the distribution of DMCs as a function of their length of **time as a Rotarian**:

Less than 5 years	2	1%
5-10 years	34	18%
11-15 years	32	17%
16-20 years	39	21%
Over 20 years	78	42%

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PART 1 – DISTRICT MEMBERSHIP COMMITTEE

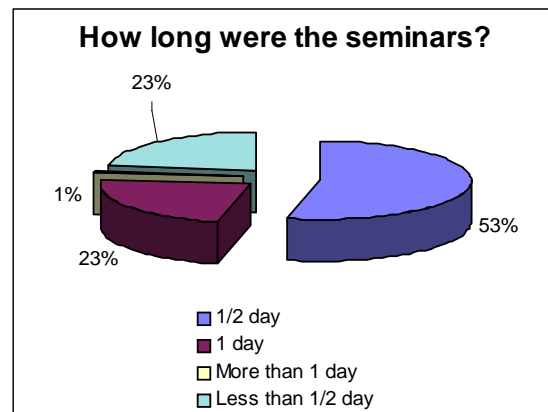
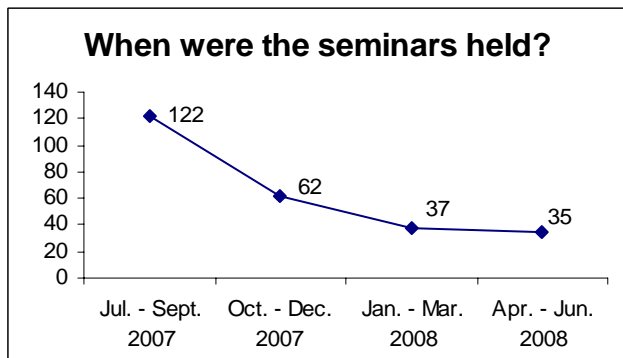
The following chart shows the length of time that DMCs have served as membership chair for their district:



81% of DMCs reported that their district has a membership committee. According to those DMCs who have committees, the **average district membership committee has 12 members.** On average, two committee members are past district governor, three are assistant governors, two are past assistant governors, and five are other Rotarians, such as past club presidents or governors-elect.

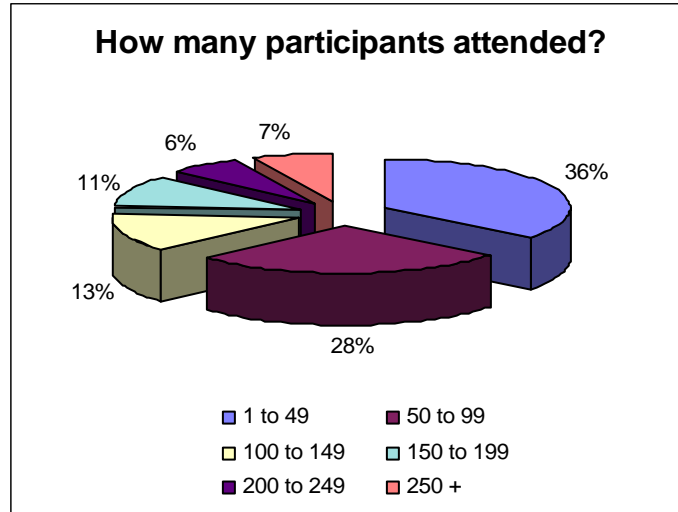
97% of DMCs reported that their district conducts membership development seminars. The average number of seminars per district is 2. To find out how districts are conducting their membership seminars, the following questions were asked.

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



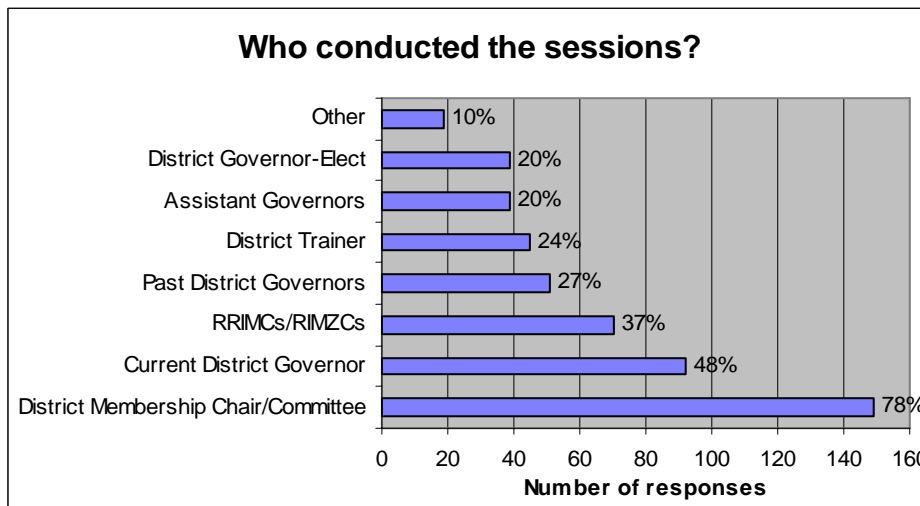
The average seminar attracts 89 participants. The range of participant numbers is illustrated in the following chart.

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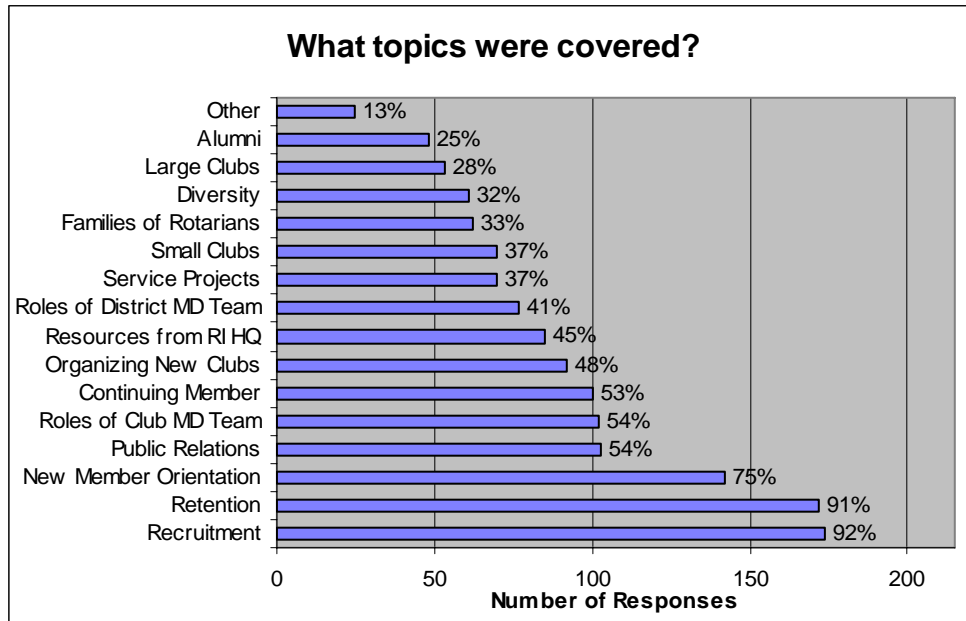
According to the *Rotary Code of Policies* (23.050), the district membership committee is responsible for planning and conducting the seminar in consultation with the governor and the district trainer. The seminar leadership team should consist of qualified past district governors and/or those Rotarians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



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.

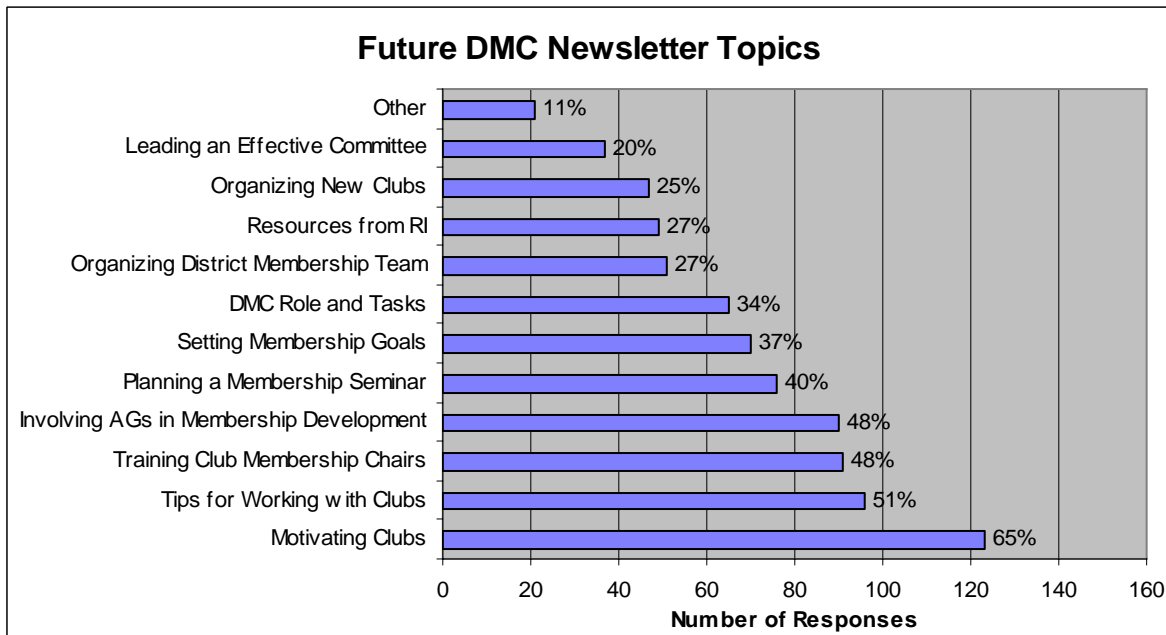
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The Membership Development Division recently launched a prototype of a newsletter for district membership chairs. **75% of DMCs recall receiving this newsletter.** Of those who recall receiving it:

- **37%** thought it was **very valuable**
- **58%** thought it was **somewhat valuable**
- **5%** 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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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:

- **89% of DMCs are aware of the RRIMC program**
- **91% know their RRIMC or RIMZC**
- **80% have been contacted by their RRIMC/ZC**
- **RRIMCs/ZCs organized training meetings for 88% of DMCs**

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PART 3 – MEMBERSHIP DEVELOPMENT RESOURCES

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. **41% of DMCs are aware of the New Member Bulletin** and welcome letter that the RI president has been sending to new members.

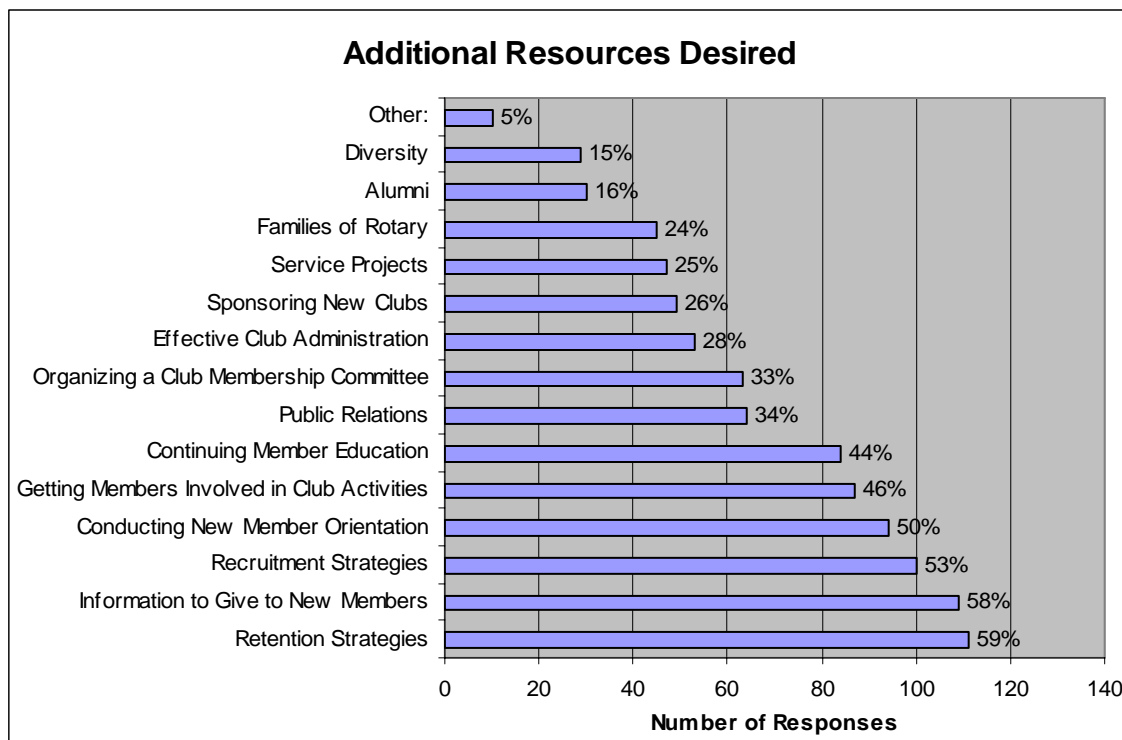
In July 2004, the Membership division launched the *Membership Minute* e-newsletter to disseminate membership development ideas and strategies to club and district leaders. **68% of DMCs subscribe to RI's *Membership Minute* e-newsletter.**

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:

- **89% are aware of the Membership Development and Extension Award**
- **81% are aware of the Recognition of Membership Development Initiatives**
- **86% 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:

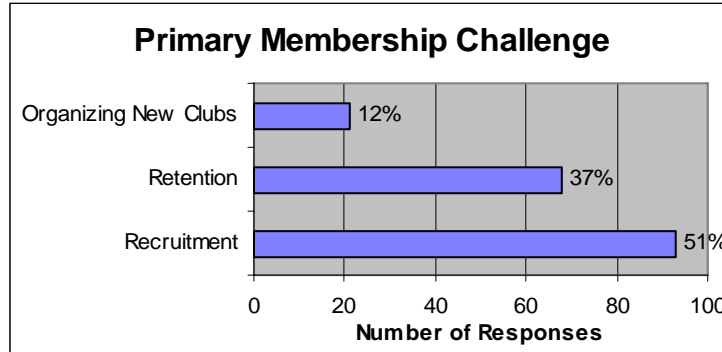


90% of DMCs indicated that they would like to have access to the same membership reports as the district governors via the Member Access facility on www.rotary.org.

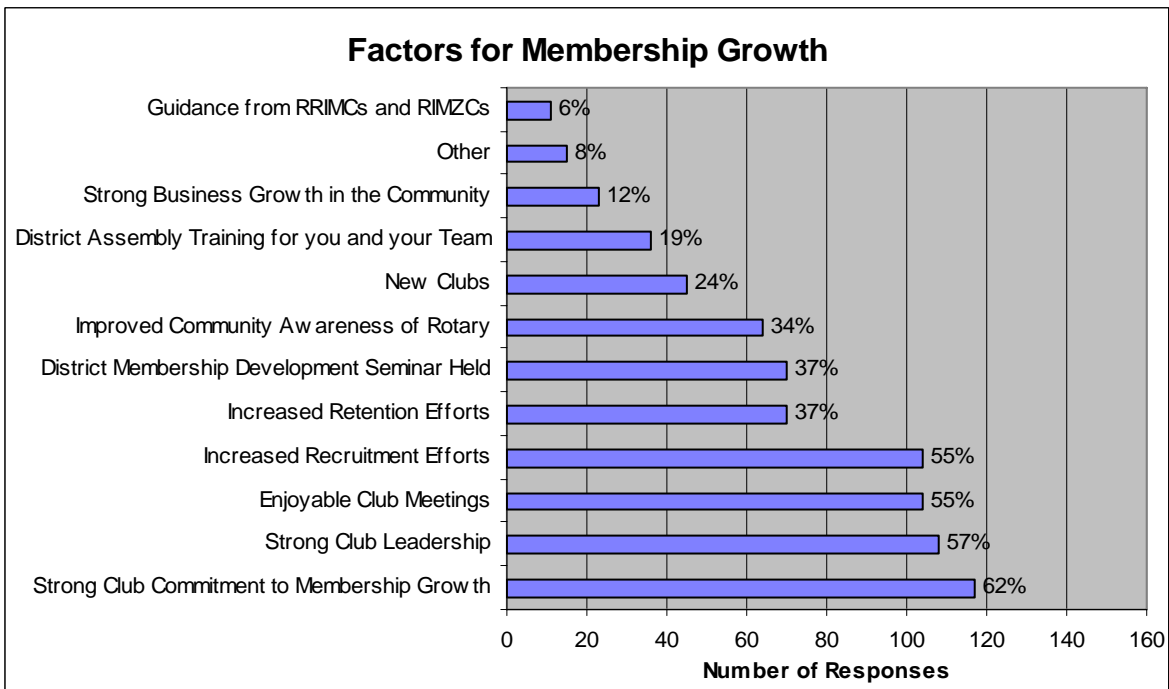
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PART 4 – IDENTIFYING TRENDS

DMCs were asked if **clubs in their districts have concerns with membership development – 91% said yes**. DMCs were asked to select the primary challenge facing clubs in their District:

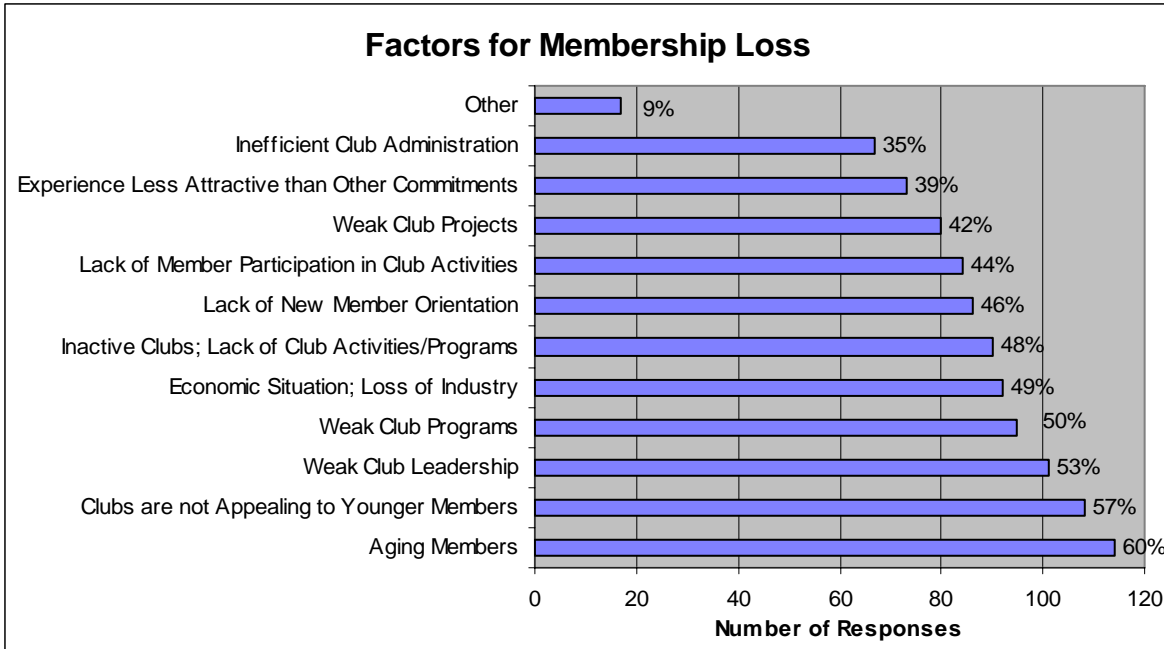


They were then asked to identify those factors they believe lead to membership **growth**, which are illustrated in the following chart.

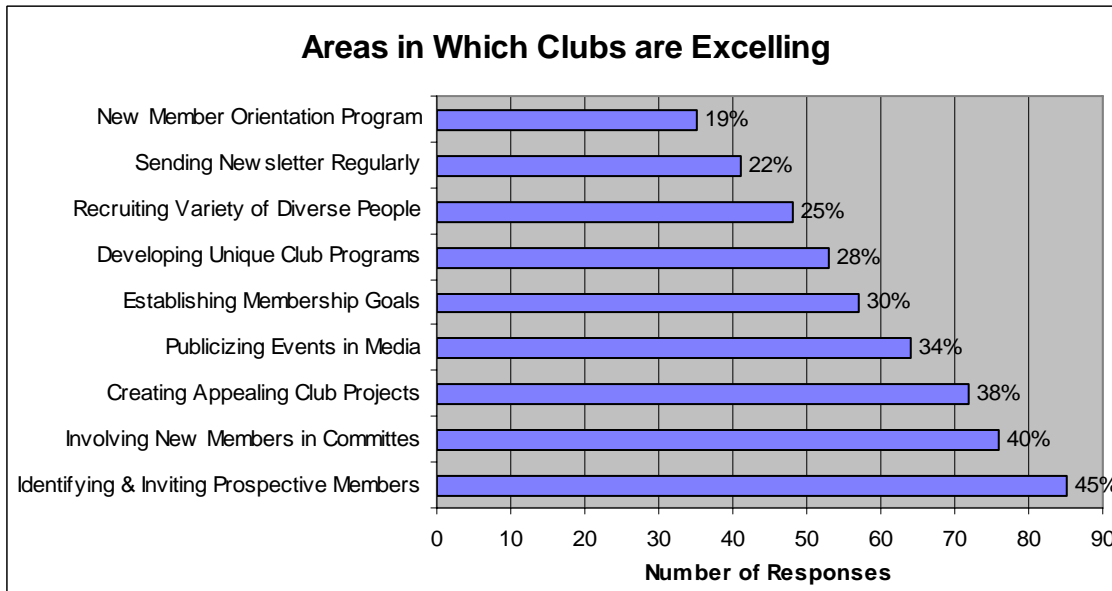


The following chart ranks the factors for membership **losses** that were identified by the DMCs.

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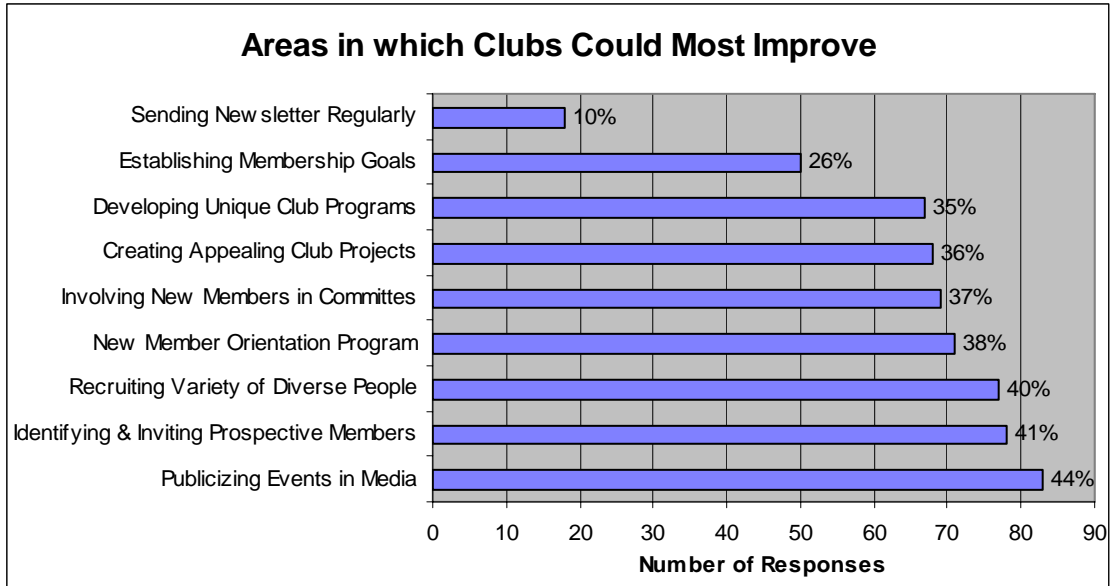


In order to obtain information about what things clubs are doing well, DMCs were asked to select three areas in which the clubs in their district are **excelling**. The following chart ranks their identified areas of **strength**.



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**.

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PART 5 – 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:

66% have been contacted regarding **a relocating Rotarian***

70% 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, **87% have passed along** to club presidents the contact information received from RI Headquarters. In their opinion, **79% of clubs receiving these referrals have been responsive** to the information. **92% 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.*