

WELCOME

District 6970 Governor Dale Moe



- ❖ President Rotary Club of North JAX 2019 – 2020
- ❖ District Rotaract Co-Chair 2017 – 2021
- ❖ Founder and Charter President Rotary Club of Northwest JAX 2021 – 2022
- ❖ **District 6970 Governor 2025 – 2026**
- ❖ Retired U.S. Navy Chief Petty Officer, active Commercial Realtor

MEMBERSHIP INSPIRATION

WHY MEMBERSHIP MATTERS

Chanelle Taylor



- ❖ District 6970 Rotaract Focus Person for the Membership Committee
- ❖ Over five years of professional experience in the event industry
- ❖ Actively involved in Junior Service League of DeLand, current Chair of Grand Marshals for the 2026 Wild Wild West event
- ❖ Home club, Rotaract Club of DeLand
- ❖ Served 2 years as Club Membership Chair

**WHAT'S IN IT
FOR ME?**

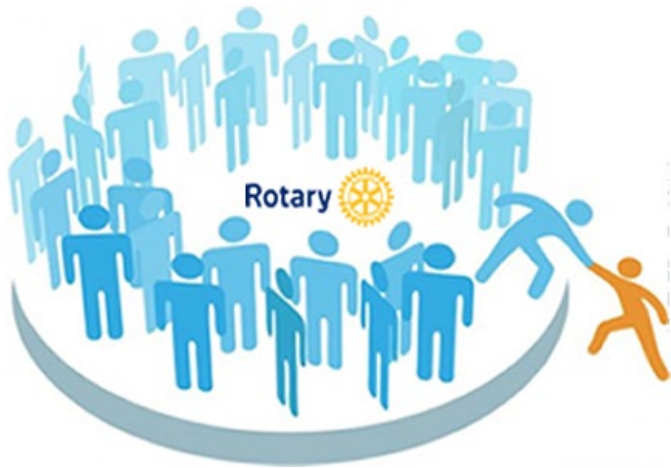


WHY I JOINED, WHY I STAY

- Found my People, Purpose & Path
- Leadership + Service + Lifelong Friendships
- Grew from MEMBER to MOVEMENT-MAKER

WHY IT ALL STARTS WITH MEMBERS

GROWTH



MORE IMPACT
MORE REACH

SUSTAINABILITY



FUTURE LEADERS
LEGACY

INNOVATION



NEW ENERGY
FRESH IDEAS

WHAT MAKES PEOPLE SAY YES?



Purpose

“Be part of something bigger than yourself”

The chance to make a local & global difference



6

People & Connections

“You’ll find your tribe here”

Networking, Mentorship, Lifelong Friendships



Personal Growth

“Skills for life, not just Rotary”

Leadership, Public Speaking, Confidence, Service Learning



Opportunities to Lead & Shine

“Rotary gives you the stage to step up”

Projects, Events, Causes → YOU get to drive change!

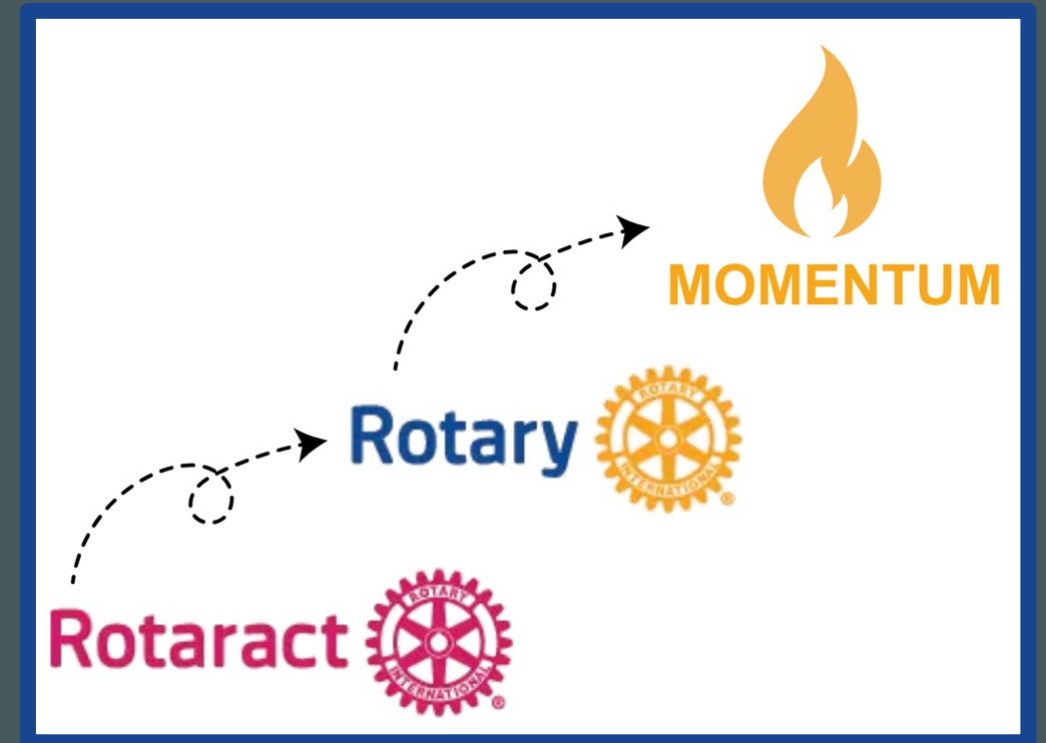
MEMBERSHIP AS OF 1 JULY 2025:

	ROTARY	ROTARACT
Members	1,124,681	132,296
Clubs	36,358	9,550
Women	27%	46%
Average Age	57	26



HOW TO KEEP THE SPARK ALIVE

- Feeling Valued & Seen
- Fun + Impact
- Mentorship & Belonging
- Room to grow into leadership
- A clear path from Rotaract → Rotary



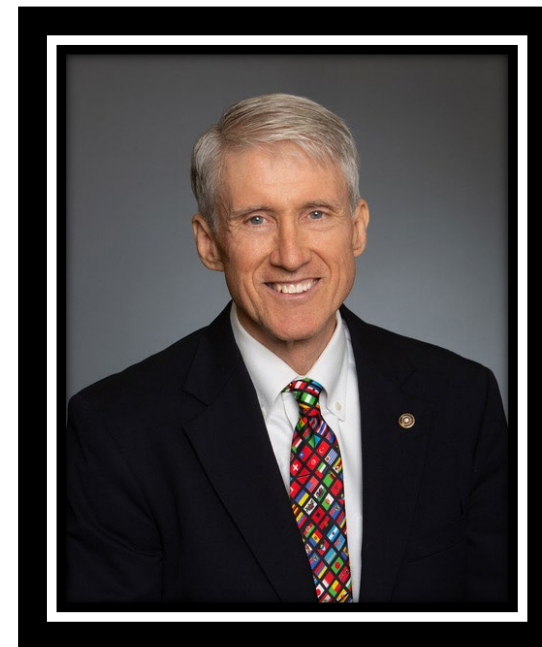
“Who’s the next Rotaractor you can invite into your club’s future?”

Quick Wins = Member Magic



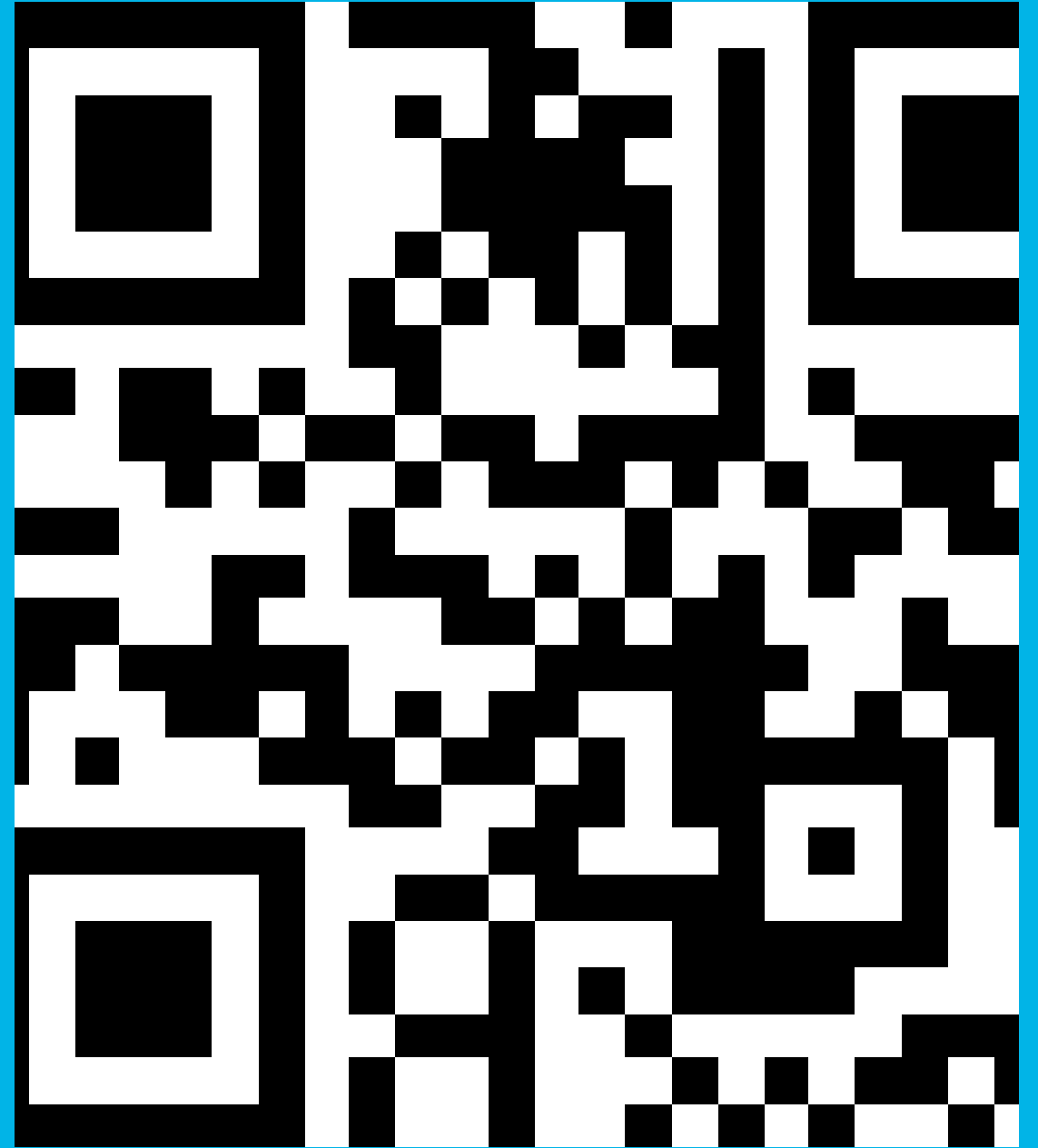
ROTARY CLUB DYNAMICS

PDG Mike Darragh



- ❖ District Membership Chair 2015 – 2019
- ❖ District Governor 2019 – 2020
- ❖ Zone 34 New Club Coordinator (ICA) 2020 – 2023
- ❖ Zone 34 Rotary Membership Coordinator 2021 –2024
- ❖ Home Club South Jacksonville
- ❖ MikeHDarragh@gmail.com

ACCESSING THE MEMBERSHIP SUCCESS CENTER & GOAL SETTING INSTRUCTIONS



This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below.

Annual **Attrition Rate** (3-year average): **19.3 %**
 Annual **Attraction Rate** (3-year average): **14.3 %**
 Annual **Net Growth Rate**: _____ %
 (Subtract Attrition Rate from Attraction Rate)

Success Targets
Attrition less than 15%
 (July 1 membership x .15)
Attraction 5% greater than Attrition

The problem we need to solve is:

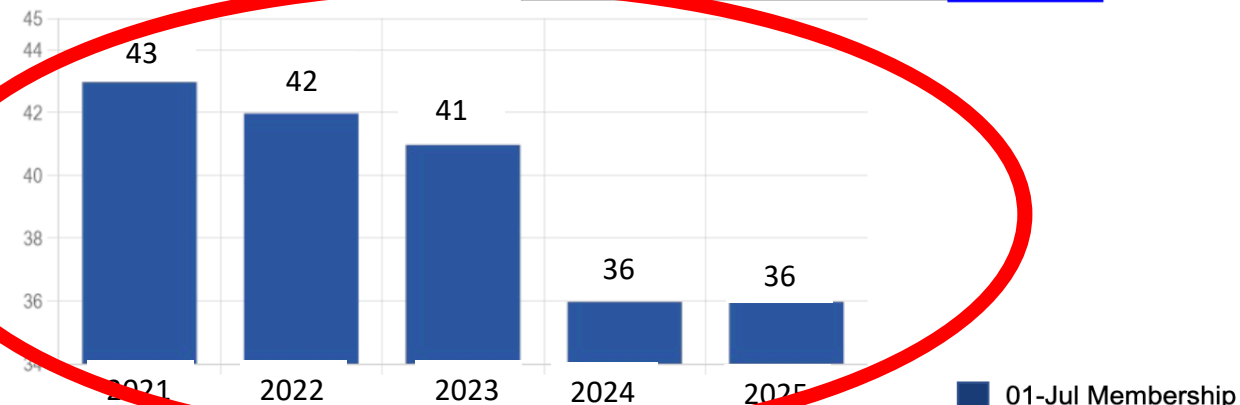
- ☐ **Low Retention** -- Our Attrition Rate Exceeds 15%
☐ **Insufficient New Member Attraction** - Our Attraction Rate is less than 5% above our Attrition Rate
☐ **Neither** - We need to build on our current membership growth culture and strategies

Membership History

Club Year	Members at start of year (01-Jul)
2025-26	36
2024-25	36
2023-24	41
2022-23	42
2021-22	43

2025-2026 Membership Goal Setting

Starting Membership 01-Jul-2025	36	(a)
Current Membership As of 01-Sep-2025	36	
Membership Goal 01-Jul-2026 (01-Jul-2025 Start + Growth)		(b)
Net Membership Growth Challenge = 5% or 5 members		(c=b-a)
Average Annual Attrition to Replace	8	(d)
New Members Needed (Growth + Attrition)		(c+d)



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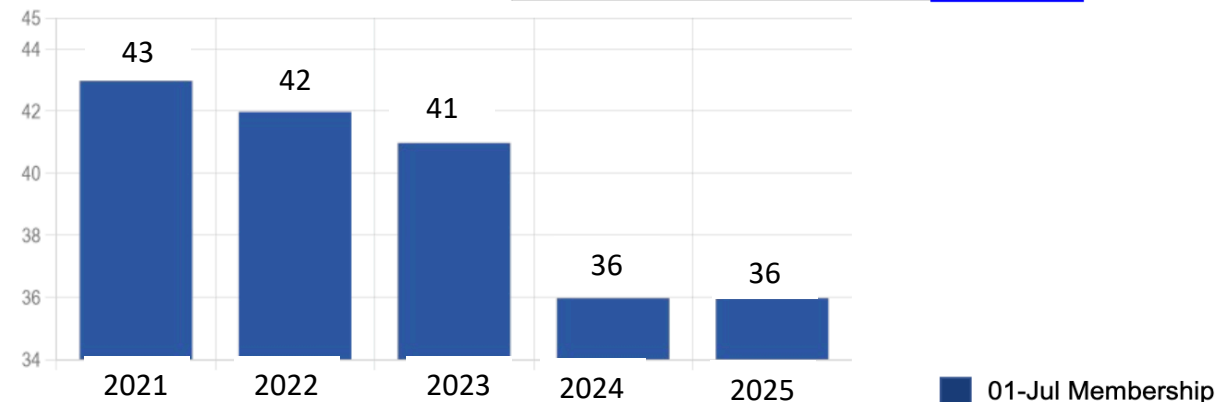
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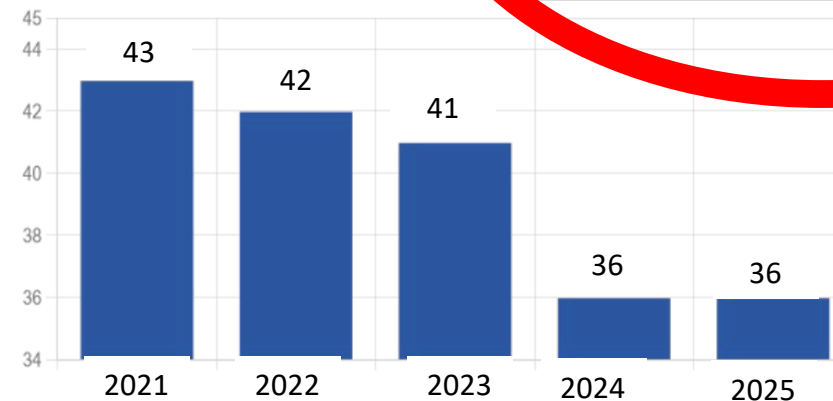
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01-Jul Membership

QUESTIONS

DISCOVER ROTARY OPPORTUNITIES

Mary Stutts



- ❖ District 6970 Membership Chair 2024 – 2026
- ❖ District Innovative Club Advocate, District Membership Committee Member 2022 – 2024
- ❖ Champion for the Satellite Club of Oceanside Rotary 2022
- ❖ Area 7 Assistant Governor 2019 – 2022
- ❖ Jacksonville Oceanside Club President 2017 – 2018
- ❖ Home club Jacksonville Oceanside, BOD and Club Membership Chair
- ❖ mdstutts@comcast.net



"Discover Rotary" refers to two main things within the Rotary organization: a specific event format for introducing potential members to Rotary's activities and values, and a broader initiative to share information and resources about Rotary to attract new members to the organization

DISCOVER ROTARY

The basic questions

- Who is involved?
- What is the budget?
- What is the timeline?
- What type of event to hold?



VOLUNTEER AT A COMMUNITY EVENT

Example: Assist in ensuring a community event runs smoothly; support the coordination and flow of the event

Pros

- Demonstrates service and community support
- Potential for high visibility
- Low cost to participate

Cons

- Challenge to capture attendee interest



VOLUNTEER AT A COMMUNITY EVENT

zephyr

\$0 Pricing

Solutions

Switch to Zephyr

Resources

All-in-one fundraising platform with **zero fees**.

Rotary Clubs Near You

Orange Park Sunrise

🕒 Fridays at 7:15 AM

📍 Club Continental, 2143 Astor St

[Visit Website](#) [Contact](#)

Orange Park Noon

🕒 Tuesdays at 12:00 PM

📍 Holiday Inn on Wells Rd in OP

[Visit Website](#) [Contact](#)

Orange Park Sunset

🕒 2nd & 4th Tuesdays at 6:00 PM

📍 Holiday Inn, 620 Wells Rd

[Visit Website](#) [Contact](#)

Fleming Island

🕒 Wednesdays at 7:15 AM

📍 Eagle Harbor Annex, 1879 Eagle Harbor Pkwy

[Visit Website](#) [Contact](#)

Fleming Island Interact (High School Students)

🕒 2nd & 4th Tuesday of Each Month

📍 Fleming Island High School Cafeteria

[Instagram](#) [Send a DM](#)



HOST A MEMBER PROSPECT EVENT

Example: Secure a local venue and invite guests of members and warm prospects in the membership pipeline

Pros

- Ability to showcase your club's culture
- Impactful follow-up for warm prospects and new members in one event
- One-on-one dialogs that are comfortable for all
- Opportunity to incorporate technology

Cons

- Expense



Have fun!



Share details of participating clubs and membership types



An opportunity to talk about the amazing initiatives of the Rotary Foundation



Share club passions and positive impacts on the community and the world

HOST A MEMBER PROSPECT EVENT

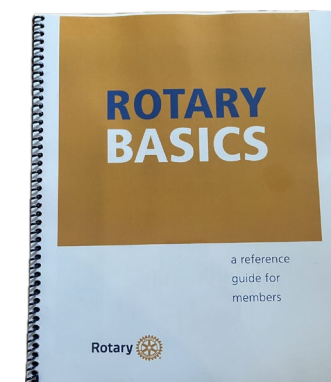
Customizable PPT



Compelling Rotary.org videos



Rotary “how to” guides



WELCOME



DISCOVER

WHO WE ARE | WHAT WE DO | LOCAL IMPACT





Gustavus Loehr

Silvester Schiele

Hiram Shorey

Paul Harris

TOGETHER, WE SEE A WORLD
WHERE **PEOPLE** UNITE AND TAKE ACTION
TO **CREATE** LASTING
CHANGE ACROSS THE GLOBE,
IN OUR COMMUNITIES, AND IN OURSELVES.



WAY TEST



Is it the truth?

Is it fair to all concerned?

Will it build goodwill
and better friendships?

Will it be beneficial
to all concerned?



Rotary

| **SERVICE ABOVE SELF**

The
Rotary
Foundation



**PEACEBUILDING AND
CONFLICT PREVENTION**



**DISEASE PREVENTION
AND TREATMENT**



**WATER, SANITATION,
AND HYGIENE**



**MATERNAL AND
CHILD HEALTH**



**BASIC EDUCATION
AND LITERACY**



**COMMUNITY ECONOMIC
DEVELOPMENT**



ENVIRONMENT

Rotary  | **WHAT WE DO**

END POLIO NOW

Rotary  | WHAT WE DO



Name of
Rotary
Club



District 0000



Day & Time of Meeting



Location



Rotary  | **LOCAL IMPACT**



Life-Long Friendships



Service to Others



Professional Networking



Leadership Development



Personal Growth



*"I joined Rotary to make new friends,
I stayed to change the world."*

Rotary  | **WHY JOIN?**

Name of
Rotary
Club



- 1 **Discover Rotary**
- 2 **Attend 3 Meetings**
- 3 **Application Process**
- 4 **Orientation**
- 5 **Induction Ceremony**

Rotary  | **JOIN OUR CLUB**



Thank You!

Take A

Break!

BUILDING BELONGING FROM DAY ONE

EFFECTIVE ONBOARDING

Lisa Finkelstein



- ❖ District Membership Committee Member
- ❖ Rotarian since 2007; currently Immediate Past President, Rotary Club of Amelia Island Sunrise
- ❖ Downtown District Manager, City of Fernandina Beach 2025
- ❖ Former Executive Director, Fernandina Beach Main Street Program
- ❖ Former Assistant Scout Executive, Minsi Trails Council, Boy Scouts of America (Lehigh Valley, PA)
- ❖ Former owner of Attick's Inc., a family-run wholesale floral import business
- ❖ Active in community service and nonprofit leadership

INTRODUCTION & SESSION FRAMING



Purpose of the Session

Focus on improving member retention

Emphasis on intentional onboarding practices



Three Key Areas for Success

Orientation: Introducing new members to club culture

Induction: Formal process of welcoming members

Mentorship: Providing guidance and support



Key Message

Members join and leave clubs, not Rotary as an organization

Key Components of Orientation



Zone 33-34
Toolbox



RC Amelia Island
Sunrise

Pre-Induction Activities

- *Rotary 101 session*
- *Fireside Chat*
- *FAQ document*

Post-Induction Steps

- *Profile setup*
- *Committee involvement*
- *Welcome packet*

Onboarding Tools

- *Rotary Z33-34 Toolbox*
- *My Rotary resources*
- *Branded materials*
- *Rotary Basics course*

Engagement Tips for New Members



Personalize the Experience

- Utilize a new member survey to understand individual preferences

Assign a Buddy

- Pair new members with experienced ones for guidance

Early Involvement in Events

- Encourage participation in service or social activities soon after joining

Implement Feedback Loops

- Conduct regular check-ins at 30, 60, and 90 days

BEST PRACTICES FOR INDUCTION CEREMONIES

Celebrate

- **Celebrate New Member Publicly**
 - Use personalized music intro during club celebration
 - Share photos and updates on social media platforms

Introduce

- **Assign Speaking Role**
 - Offer a speaking opportunity if the new member is comfortable
 - Provide two prompts in advance to help prepare

Testimonial

- **Include Testimonials**
 - Share a short testimonial from the sponsor
 - Feature a testimonial from a recent inductee or special guest

Resources

- **Utilize Resources**
 - Refer to sample script for the event
 - Use planning checklist



STRUCTURING THE MENTOR PROGRAM

Assign a Mentor Before Induction

- Choose an engaged member

Provide Mentors with a Checklist or Guide

- Use Red badge/Blue badge lists

Set Clear Expectations for Mentors/Mentees

- Schedule three-month check-ins to track progress
- Offer a club tour to familiarize new members
- Introduce mentees to various committees

WHY MENTORSHIP WORKS

Mentorship
Builds
Connection and
Accountability

Encourages
Early
Engagement
and Retention

Supports
Leadership
Development

Bonus:
Mentor-Mentee
Service Project

Bonus:
Recognition for
Mentors

AUDIT YOUR CLUB'S ONBOARDING PROCESS

- **Orientation: Setting Expectations**
 - Clarify roles and responsibilities for new members
 - Ensure everyone understands the club's mission
- **Induction: Making It Special**
 - Celebrate new members with a welcoming event
 - Foster a sense of belonging from the start
- **Mentorship: Getting Involved**
 - Encourage experienced members to guide newcomers
 - Provide ongoing support and advice

QUESTIONS

INNOVATIVE MEMBERSHIP & CLUB APPROACHES

Brittany Gloersen



- ❖ District Membership Committee Member
- ❖ Two-time Rotary Club President, Founding member of the Family Forward Rotary Club, DeLand Sunset
- ❖ Serves on the District 6970 Policies and Funds Board
- ❖ Assistant Governor, Area 10, awarded the Avenues of Service Award
- ❖ Managing Attorney at Landis Graham French

MEMBERSHIP TYPES

- Family Membership
- Corporate Membership
- Young Rotary Leader Membership
- Community Membership

CONSIDER:

- GOAL
- CHALLENGES
- ACTIVE OR HONORARY
- DUES

[ROTARY.ORG/FLEXIBILITY](https://rotary.org/flexibility)

SAMPLE EDITED BYLAWS ON FLEXIBLE MEMBERSHIP TYPES

Here's an example of how you could modify your club bylaws to include alternative membership requirements.

Article 12 Membership

Our club offers the following membership types:

- _____ : These members enjoy all the benefits, opportunities, and responsibilities of Rotary. Requirements include _____.
- _____ : [Explain requirements for membership type "b" here]
- _____ : [Explain requirements for membership type "c" here]
- _____ : [Explain requirements for membership type "d" here]

GROW ROTARY MORE QUICKLY



Satellite /
IMPACT &
Companion
Clubs

5 BENEFITS OF FORMING NEW CLUBS:



Grows Rotary **more quickly**



Retains members longer



Attracts **younger & more diverse** members



Makes Rotary **more visible**



Increases partnership opportunities

INTEREST-BASED



DIFFERENCE Focuses on a particular **interest or hobby**

FOR Rotarians wanting to enjoy Rotary in a **specific way**

ACTIVITIES Projects aligned with **interest**

FUELED By members' interests

EXAMPLE The Rotary Club of Southeast Volusia Golf

CAUSE-BASED



DIFFERENCE

Focuses on a particular **cause**

FOR

People who want to connect with others while **focusing on a particular issue**

ACTIVITIES

Projects & speakers are **related to the cause**

FUELED

By members' **passions & community's needs**

SATELLITE CLUBS

The easy steps to launch

- Define your vision
- Develop a plan
- Bring in all impacted parties
- Gain BOD approval
- Launch

5 KEYS TO SUCCESS



A PASSIONATE CHAMPION



CAMARADERIE / FRIENDSHIP



SHARED DESIRE TO SERVE



STARTED WITH FRIENDS



NURTURED BY A CLUB OR DISTRICT

AVAILABLE RESOURCES



Guide to starting a Satellite Club



Steps to build a Companion Club



QUESTIONS



Herb Silverman is the founder and current President of the Rotary Club of IMPACT Ocala, which transitioned from a Satellite Club to a free-standing club last year. After nearly 3 decades in management, marketing, and sales, he has embraced retirement now dedicated to volunteering, networking, and blogging. Staying connected to his Ocala community is a priority and he actively participates in various committees and local charities to make positive results. He cherishes moments spent making meaningful connections with both old and new friends, believing that every interaction has the ability to inspire and transform.

IMPACT Ocala



Anne Cartier is the current President of the Rotary Club of Debary, Deltona, Orange City. She relocated to Deltona in 2020, joined her current club and has consistently held several different leadership roles. A mother of two daughters, she has been deeply involved with community and youth organizations. She devoted 13 years to the Edison Festival of Light in various leadership roles, including President. She has decades of expertise in the fields of insurance sales and marketing, leading several teams across high-tech, publishing, and manufacturing sectors.

Debary, Deltona, Orange City



Jerry Pryor is the Membership Chair for Amelia Island Sunrise. With others, he instituted the flexible membership type of Active Community which has been adopted by the District as a pathway for clubs to transition to Companion Clubs. He has practiced law in Boston and Washington DC. He worked on a number of regulatory issues involving wireless service providers and also clerked for a former FCC Commissioner. He joined Harris Guidi Rosner PA in 2018 and represents disabled and injured clients in Social Security disability and worker's compensation claims.

Amelia Island Sunrise



Brittany Gloersen is the founding member of the Rotary Club of DeLand Sunset, a family forward Rotary effort focused on making Rotary more inclusive for families. Currently she serves on the Policies and Funds Board for the District. She has served as a Rotary Club President twice for two different clubs and has served as the Area 10 Assistant Governor. As AG, her area clubs reached 100% of their goals resulting in her Avenues of Service Award. She is a Managing Attorney and proud mom to son Gray.

DeLand Sunset

QUESTIONS

WRAP UP / EVALUATIONS

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PLEASE TAKE OUR **QUICK**
MEMBERSHIP SUMMIT **SURVEY**

