Membership challenges

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Service is the core of our organization and business

Patients on the shore of an island in the Gangesdelta wait for the Rotarian „lifeboat“

Photo Gundel Iblher
From the millennium goals of the UNO

Source: http://www.un.org/millenniumgoals/global.shtml, 22.06.2015
6 focus areas of Rotarian service, local and international

- Promoting peace
- Fighting disease
- Providing clean water
- Saving mothers and children
- Supporting education
- Growing local economies

Local, Nürnberg
International, Dar Es Salaam
We claim:
Our Rotarian network links in solidarity

Places of hardship
with
Locations where help is available
We need strong resources to render these ambitious worldwide services

Members and funds
Many and more qualified members

How do we find, win, keep, mobilize them?
For our services we should win manifold members
- competent
- creative
- innovative
- committed
- cosmopolitan
- motivated
- optimistic
- helpful
- teamwork
- goal oriented
- reliable
- efficient
- cheerful
- communicative
- future oriented
- practical

Possibly more relevant than important positions
The Rotary Club Meppen, 1850, builds houses for homeless people on the Fidshi-Islands 2014

More Members who put their hands and brains on to sustainable projects
At present* worldwide
1,224,725 members
in 35,186 clubs

*07.10.2015, source RI

But …
Stagnation: Worldwide not many more members than 15 years ago: 1,2 Mio
Loss of competence and influence
10 years trend of worldwide membership development
Under the figures

The development is labile
We have sinking growth rates in former boomer countries
Entrances are counterbalanced by exits and deaths
Periods of membership seem to shorten
Attractivity seems to weaken
We are searching recipes for retention
Continuous access of new members is of strategic importance

- New knowledge
- New skills
- New methods
- New ideas, concepts
- New forms of life
- New energy
- New contacts, networks, friendship
- New symbioses, cooperations in clubs
- New alertness, thrill
- Synchronization with changing society
Why are we not developing more dynamically?

We have many thrilling and great successes.

But we are facing challenges and obstacles.
• Too little diversity esp. ladies, younger people, new jobs and activities
• Too self complacent, ingroupish
• Too formal and too little heart bloodied
• Sometimes too costly
• Missing attractiveness of program and service profile
• Lacking interest in international relations and RI
• Conservative communication
• Insufficient welcome and fellowship culture
• Internal conflicts
• Too slow incorporating changes in society
The **crucial** question for **bringing in new members** has **shifted** from

- **Whom do we need**, whom do we allow in?

**to**

- **Who does need us**, who is interested to enter?
What is essential to draw in the new generation?

- More hands and brains on activities
- More significant service
- Less formal attendance and more personal commitment
- More societal diversity and international orientation
- Like-minded people to team with
- No predominance of old boys
- Quicker decisions and procedures
- Digital communication
- Better public visibility and image
- Welcome culture and family integration
- More fun
Are we aware of the influence of **social environment**, **competition** from other groups and activities?

Can we create the overriding **attraction**?
Necessary change of view?

In the past we talked a lot about
- Classifications
- Attendance
- Positions
- Social importance

Shouldn‘t we put as much weight on
- Altruistic attitude
- Readiness to serve and to donate
- Persistency to reach social goals
- Ability and will to cooperate
So check the **needs and potential** of your club continuously in your regular club assembly

- Are we **open** and active enough for new developments?
- Do we know our **competitors**?
- Are we in harmony with the life style of the **younger „doers“** of our society?
- Do we meet their interest, to **commit themselves and make a difference** by trend-setting, sustainable service projects?
- Are we familiar with **current communication networks**?
- Are we **speedy** enough to **bring in new forces** and ready to let them come to the fore?
- Do we plan and act **systematically and long term enough**?
To make your club attractive to current and potential members

- Clear and generally accepted **goals**
- Transparent organization and responsibilities
- Enthralling and cheerful **program**
- Essential and sustainable **service**
- Diversity of members as to social groups, women and men, professions, experience, age, families, areas of commitment, team roles
- Broad participation and cooperation
- Open communication, reliability, good fellowship
And if your club is hesitant to integrate new groups of members or new modes of club life do not hesitate to

Found a new one

And why not another one
Rotary’s unique feature is service executed in an atmosphere of cooperative friendship.

To be convincing and effective we need continuous access and an up to date composition of creative, committed and capable members.

For these we compete more than ever with other organizations, initiatives and areas of life. Our former supply position is weakened.

To stand out we need a persistent communication of our goals and work.

Attracting new members requires openness and acceptance of people presenting themselves.

We need more freewheeling forms of cooperation and meetings.

Cooperation with other clubs and partners increases our impact and attraction.

Altogether it is necessary to be in step with changes of society worldwide to stay relevant.

Therefore care in each club for an

Anticipatory, sustainable plan of membership development.
Clubs with their members are the basic units of action, that produce our worldwide service, please keep them vital as our essential base of energy.