

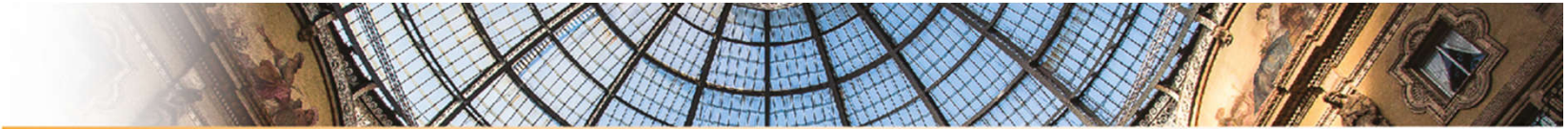
“This Rotarian Age”



Membership challenges

Peter Iblher

Rotary Coordinator zone 14, part of 19



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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 millenium goals of the UNO



Source: <http://www.un.org/millenniumgoals/global.shtml>,
22.06.2015

we derived

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



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We claim:

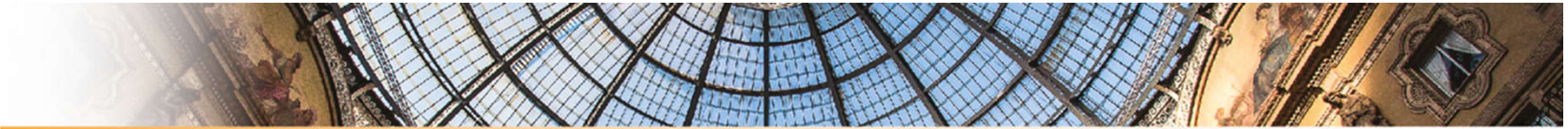
Our Rotarian network links in solidarity

Places of **hardship**

with

Locations where **help** is available





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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?



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For our services we should win

manifold members

competent

creative

innovative

committed

optimistic

cosmopolitan

motivated

helpful

teamworking

goal oriented

reliable efficient

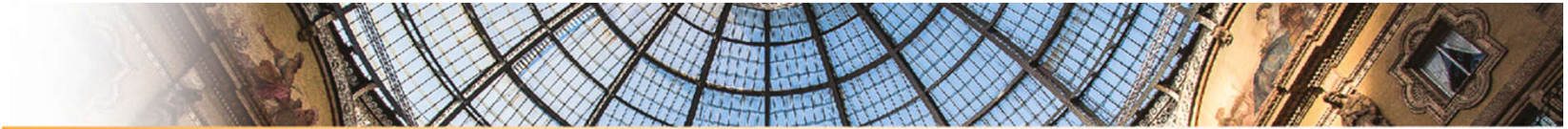
Possibly more
relevant than
important
positions

cheerful

communicative

future oriented

practical

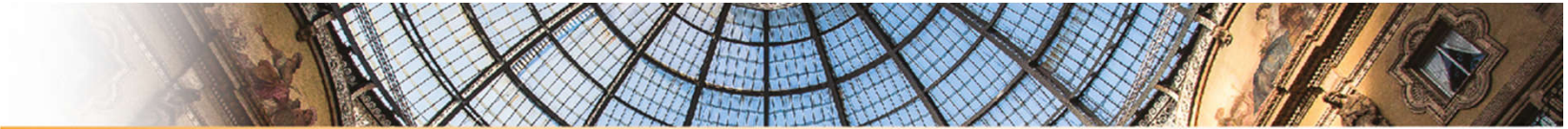


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More Members who put their hands and brains on to sustainable projects

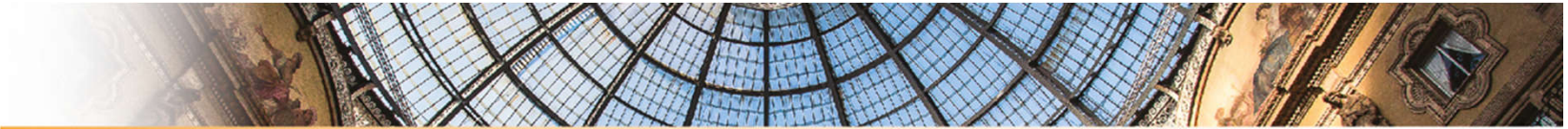
The Rotary Club Meppen, 1850, builds houses for homeless people on the Fidshi-Islands 2014



At present* worldwide
1.224 725 members
in 35 186 clubs

*07.10.2015, source RI

But ...

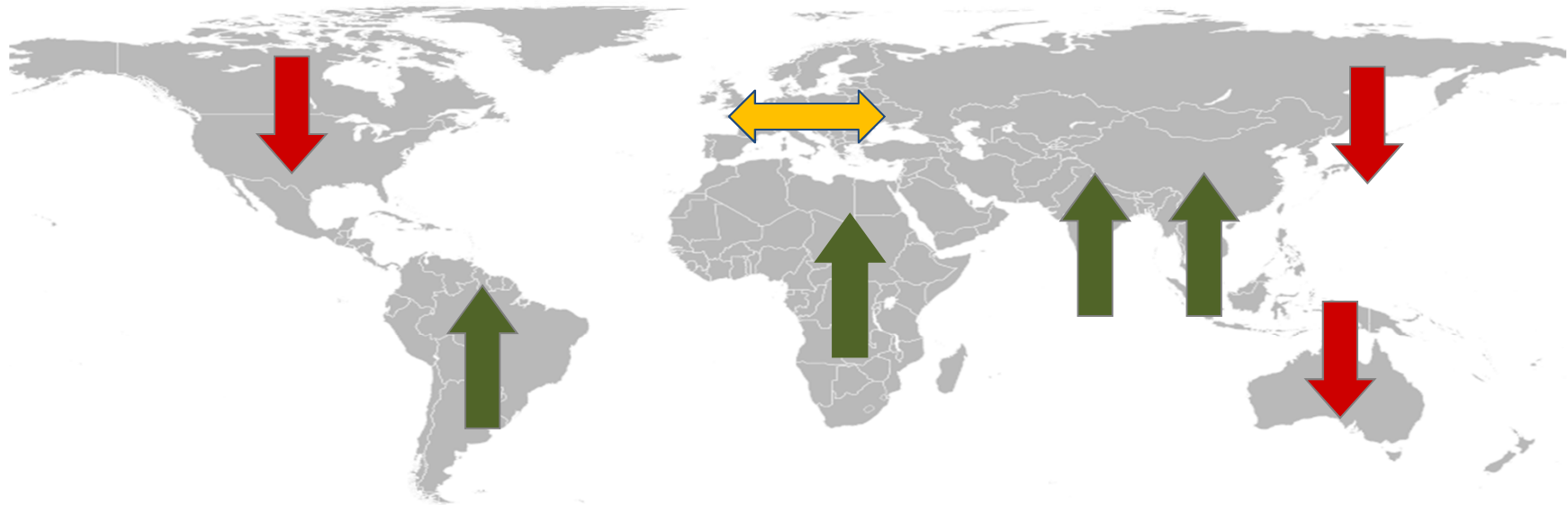


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Membership Growth 1905 to Present 30 June totals

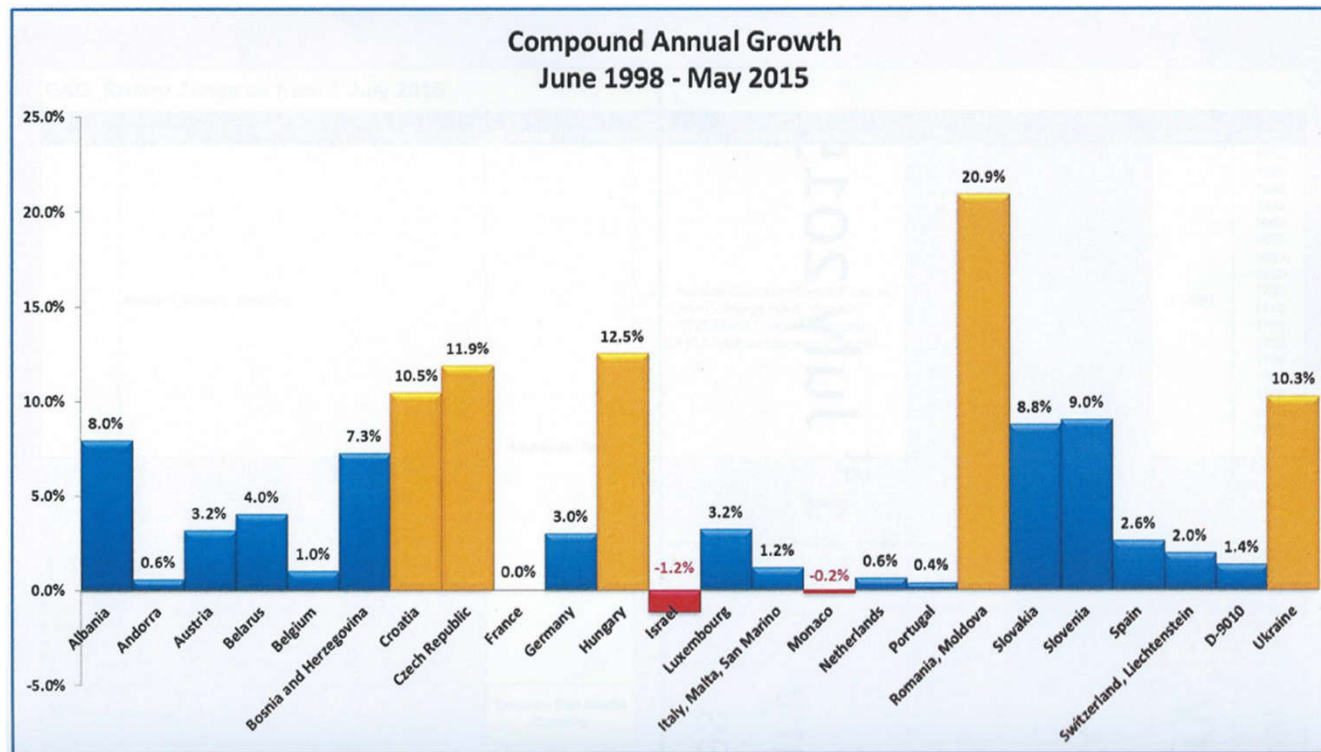


10 years trend of worldwide membership development





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Source: EAO, Zürich



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Under the figures

The development is labile

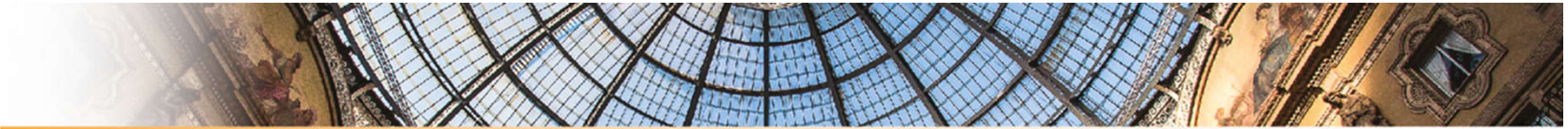
We have sinking growth rates in former boomer countries

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**





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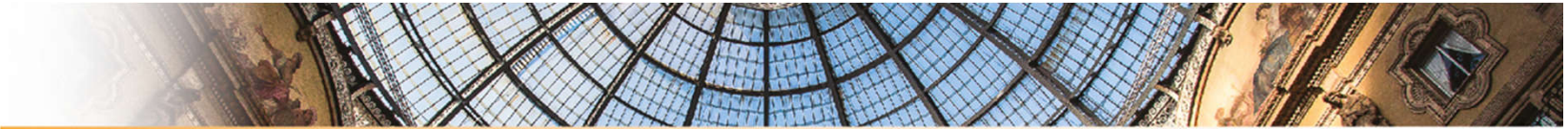


Why are we not developing more dynamically ?

We have many thrilling and great successes



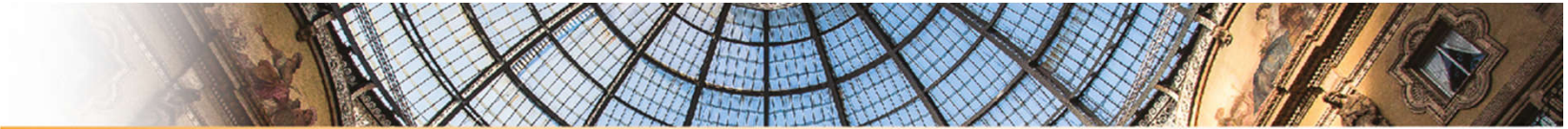
But we are facing
challenges and obstacles



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- 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**

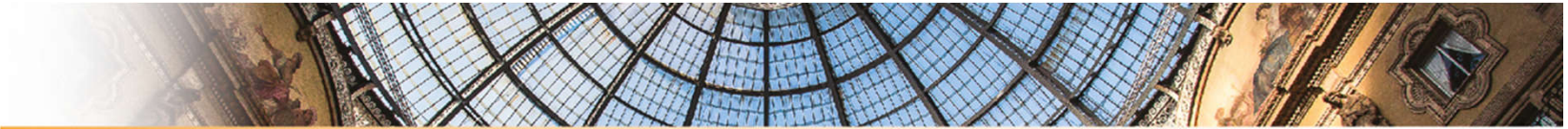


from

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

to

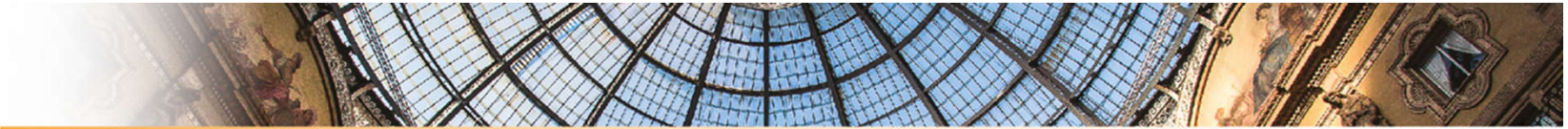
- **Who does need us, who is interested to enter ?**



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





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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



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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



RC Braunschweig-Heinrich der Löwe

And why not another one



REC Bodensee-International

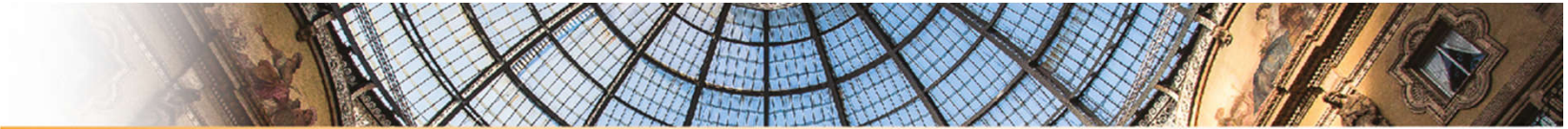


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CONCLUSION



- 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*



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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



Dragonboat race of the RCs of
Erlangen 16.06.2013