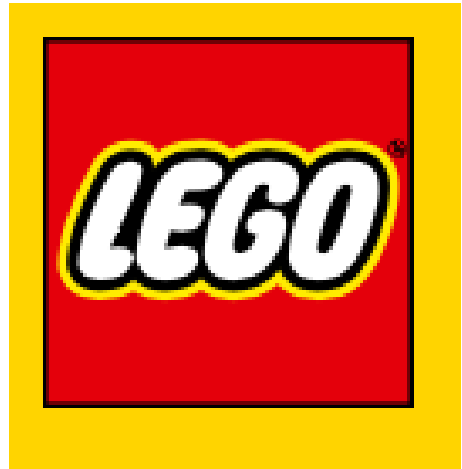




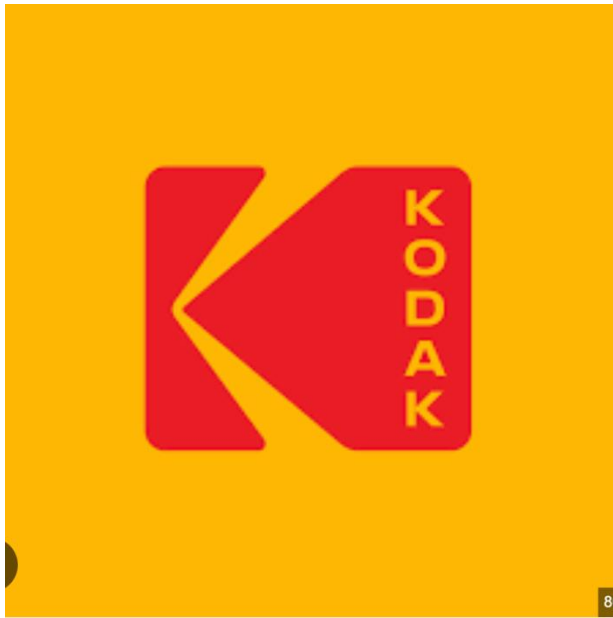
# Membership, change and doing things differently

**It's all about membership**

What do these companies have in common?

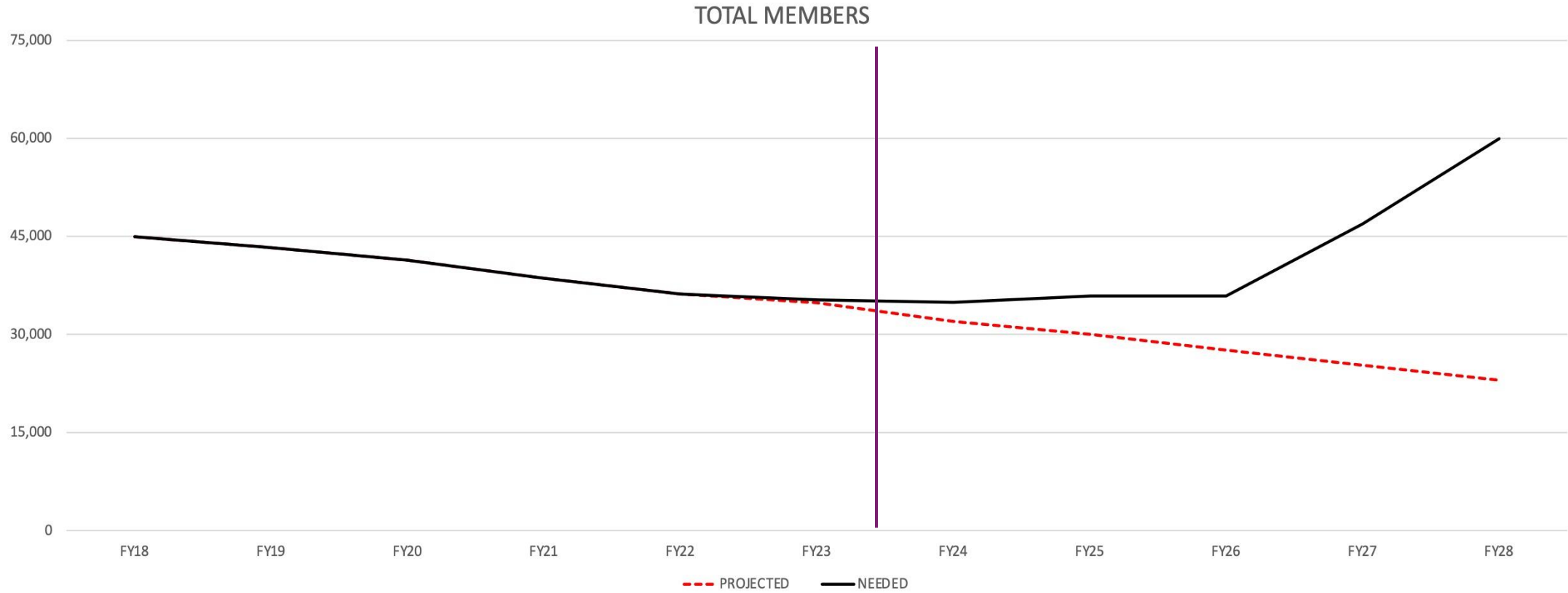


What do these companies have in common?





# Project North Star



Source RGBI



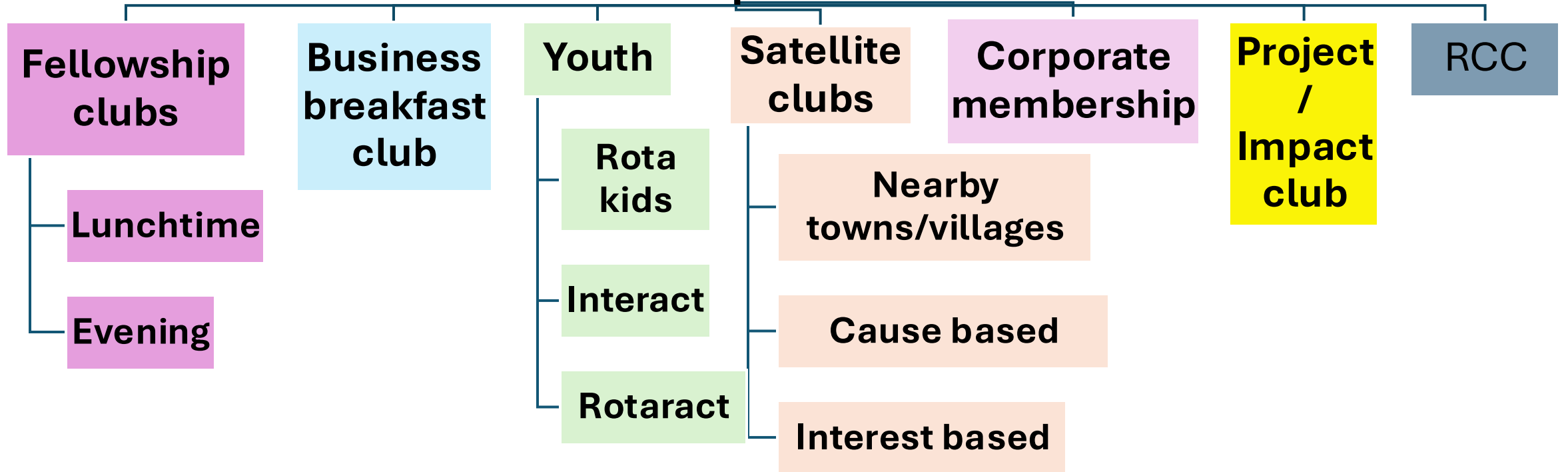


# Lessons to learn pertinent to Rotary

- Don't take your eye off the ball
- Follow market trends and act quickly
- Don't assume the "old way" will continue to work
- Offer brand extensions to revitalise the brand (satellites, cause based, corporates etc)
- Do things differently
- Be brave

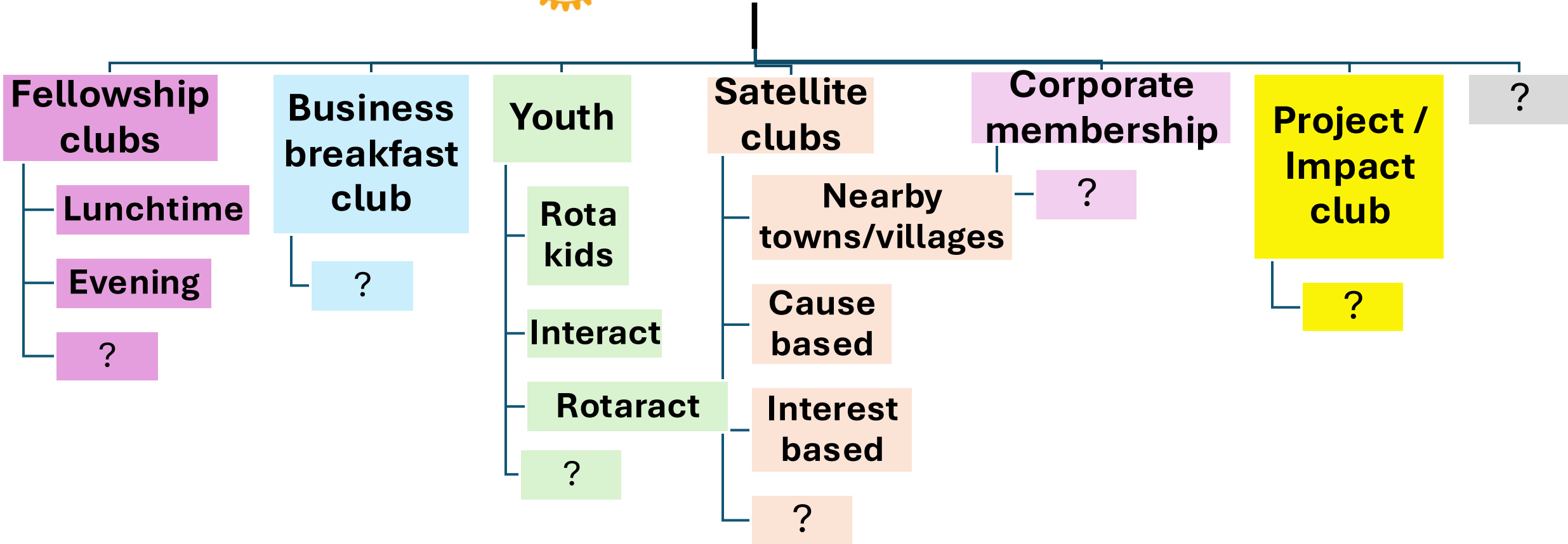
**Rotary**  **In [TOWN]**

# Rotary in [TOWN]

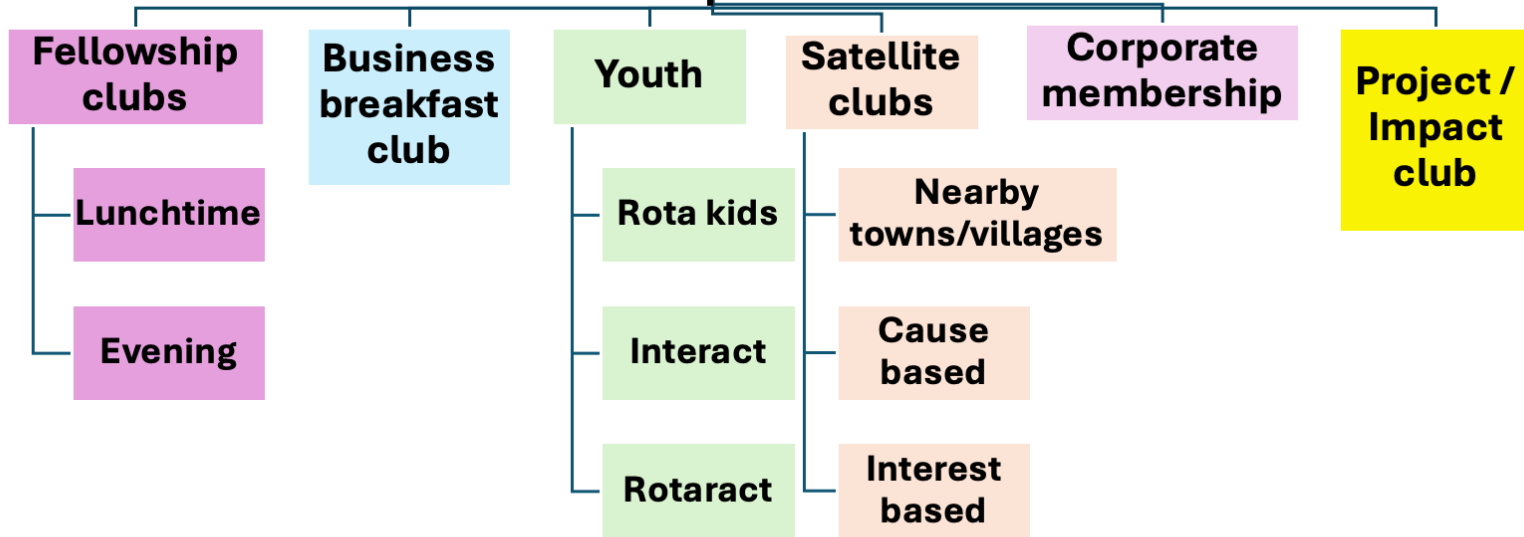




# Rotary in [TOWN]



Rotary  in [TOWN]



## DELIVERY

Face to face regularly

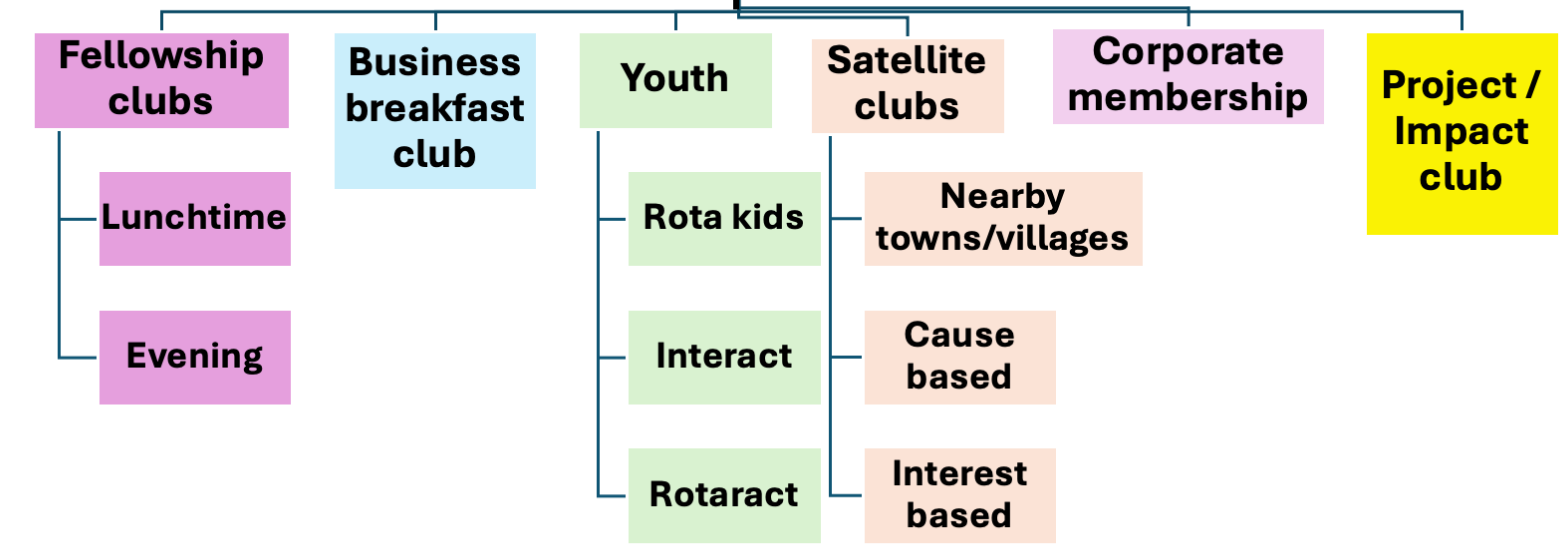
Face to face ad-hoc

Zoom

Hybrid

?

Rotary  in [TOWN]



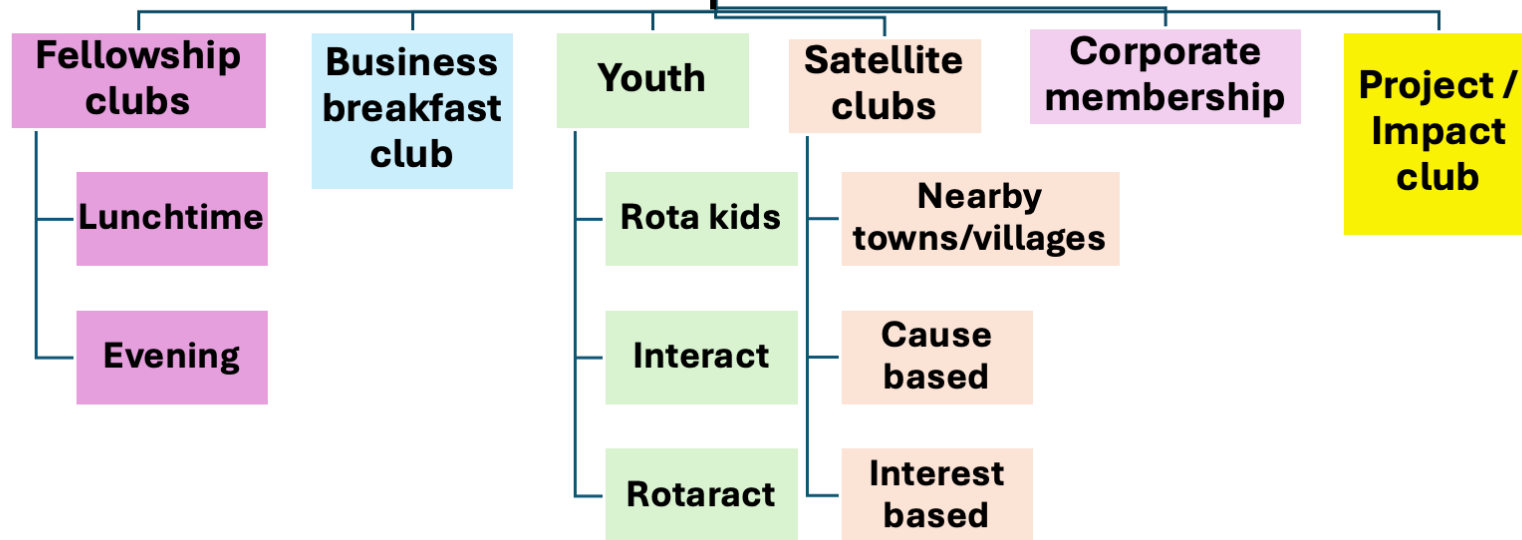
**DELIVERY**

Face to face regularly  
Face to face ad-hoc  
Zoom  
Hybrid

**Direct Membership**

Be ready to welcome them and get them involved

Rotary  in [TOWN]



**DELIVERY**

- Face to face regularly
- Face to face ad-hoc
- Zoom
- Hybrid

**Direct Membership**

Be ready to welcome them and get them involved

**Retention**

Do a club health check survey  
Do everything you can to retain members



# Coming soon

- District wide club survey on membership
- To identify opportunities across district and how the District Support team can help