



D6380 Members First Summit

Many Rotarians have asked us to repost the information and materials from the “Members First” Summit in August. The three breakout sessions were redone on October 10th.

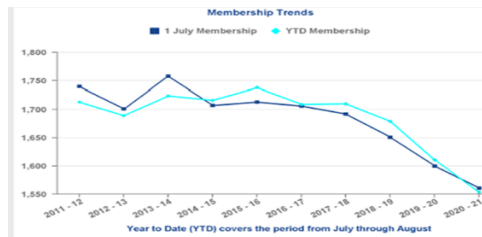


At the Summit, Valarie Wafer, RI Director and our Zone 28 lead told the audience that RI membership is staying constant at approximately 1.2 million members, but membership in NA is on the decline. Valarie emphasized that clubs need to be innovative and continue to reinvent themselves. They need to understand the needs of their members and the needs of the communities in which they live. Valarie’s full message can be viewed at:

https://www.youtube.com/watch?v=0rCLX_9FAVc

Diana Edwards, Rotary International Membership Officer shared the district 6380 membership statistics which shows the decline in membership over the last 10 years. View Diana’s message at:

<https://www.youtube.com/watch?v=gupN437kZpU>

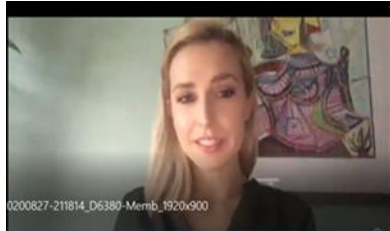


District Governor Karen Gabrys focus for this year is to retain members and stop the membership slide. Increasing member engagement and revitalizing member interest will encourage members not only to stay motivated in their clubs, but also help spread the Rotary message. Consistent with this year’s RI theme Rotary opens opportunities, there is also an increased focus on membership development. DG Karen’s full message can be

viewed at: <https://www.youtube.com/watch?v=6r1PolbcA58>

The three breakout sessions focused on increasing Club Value Proposition, Increasing Club Experience and Member Engagement and the tools and resources available to clubs.

- Three breakout sessions are posted at the Youtube link:
<https://www.youtube.com/watch?v=U4o7I7yHLg>
 1. Improving Club Experience – Sharna Hatcher (video start at 12:15) Presentation posted at: <https://portal.clubrunner.ca/50031/Documents/en-ca/c37dabe1-0308-47e6-97aa-9fad7bce53f4/1/>
 2. Membership Tools and Resources – John White (video start at 44:55) Presentation posted at: <https://portal.clubrunner.ca/50031/Documents/en-ca/0b6814bd-09d0-4aab-9c1e-2d9e1f3dc562/1/>
 3. Increase your clubs Value Proposition – Brittany Arthur (video start at 1:08:12)



Brittany Arthur, one of the first Rotaractors to benefit from the Council of Legislation (COL) changes where she was a double member of both of Rotaractors Berlin and Rotary Club of Berlin International, led the breakout session on increasing club value proposition.



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Your District 6380 Membership Team will be reaching out to each club to understand membership trends and how they can help. We request you to take this seriously and use your Membership Team as a key resource.

We want to focus on YOU and put our Members First! The District Membership Team is focused on Developing, Retaining, Engaging all Members (DREaM 2021). All material from the breakout sessions is now available on the D6380 Clubrunner <https://content.clubrunner.ca/50031/Document/List>



Based on the input from the Summit members on what Rotary means to them, key words were captured in the word cloud above. *Service, Community, Compassion, Caring, Change, Learn, Ambassadorship*, all characteristics of **People of Action!**