

**Rotary Opens
Opportunities**

District 7030 PETS 2021 / SFPE 2021 du District 7030

Membership D 7030

Effectif D 7030

Presented by:
District Membership Chair
- Joseph Nouh-Chaia

Présenté par:
President de L'Effectif du District
- Joseph Nouh-Chaia



**Le Rotary ouvre
des opportunités**

Membership D 7030

How are we doing?

- State of Membership now
 - Goals Set for 2020/21
 - Achievements 2020/21

- 1. Goals Set by Clubs in 7030
 - a) Goal Set 2,461 members
 - b) Achievement 2,314 members

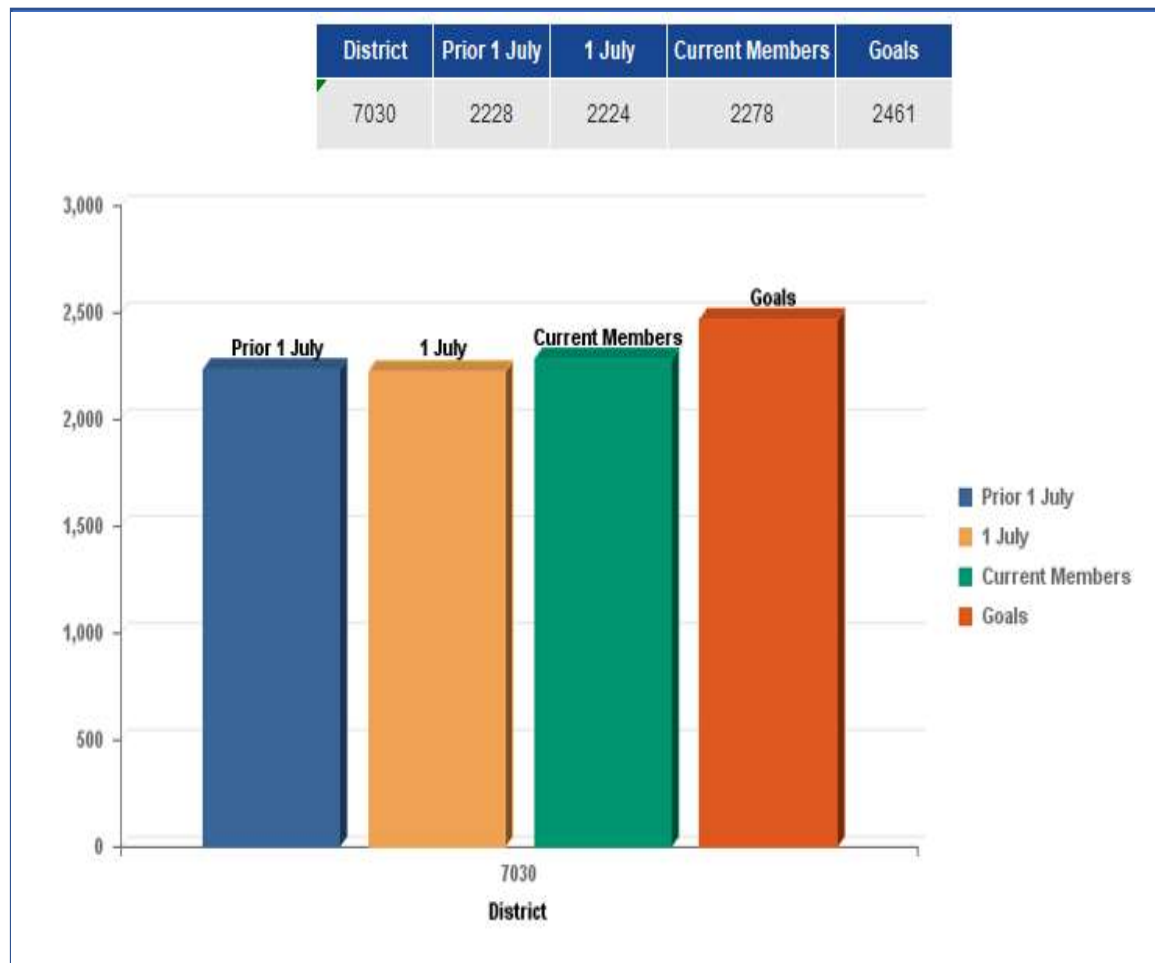
Effectif D7030

Où en sommes-nous?

- Situation actuelle de l'Effectif
 - Objectifs fixés pour 2020/21
 - Réalisations 2020/21

- 1. Objectifs fixés par les clubs dans le D7030
 - a) Objectif fixé 2,461 membres
 - b) Réalisation 2,314 membres

D7030 Progress to Goal



Objectifs et réalisations

Zone 34 Latest Membership figures as compared to 1st of July 2020 year start figures.

Zone 34 progress to MembershipPlus. This is a simple +/- table. For full details of Attraction and Retention figures, please see full report from ROTARY INTL. Figures as of 4/15/21

District	Start Membership 7/1/20	Current Membership	+/- for the 2020/21 year
District 7020	2381	2539	158
District 7030	2224	2314	90
District 6930	1482	1466	-16
District 7000	945	925	-20
District 6890	1622	1591	-31
District 6960	2214	2181	-33
District 6990	1894	1771	-33
District 6980	1697	1653	-44
District 6940	2141	2069	-72
District 6970	3206	3131	-75
District 6910	3103	3022	-81
District 6900	4048	3964	-84
District 6950	1769	1680	-89
District 6920	2981	2819	-162
	31617	31125	-492

What have we done so far as a District:

- Many clubs made a membership plan,
 - All 73 clubs entered their membership goals in RCC
 - The District Gained one Club.
-

Ce que nous avons accompli jusqu'à présent en tant que District :

Chaque club a établi un plan Effectif

Les 73 clubs ont saisi leurs objectifs en matière d'effectif dans le RCC

Nous avons gagné un club dans le District.

Why do we need for membership to Grow?

- That is the biggest question on each fellows mind
 - Is it just another paying customer for ROTARY?
 - Are we pushing Growth at all cost?

Pourquoi avons-nous besoin que l'effectif augmente?

- C'est la question la plus importante à laquelle pense chaque membre

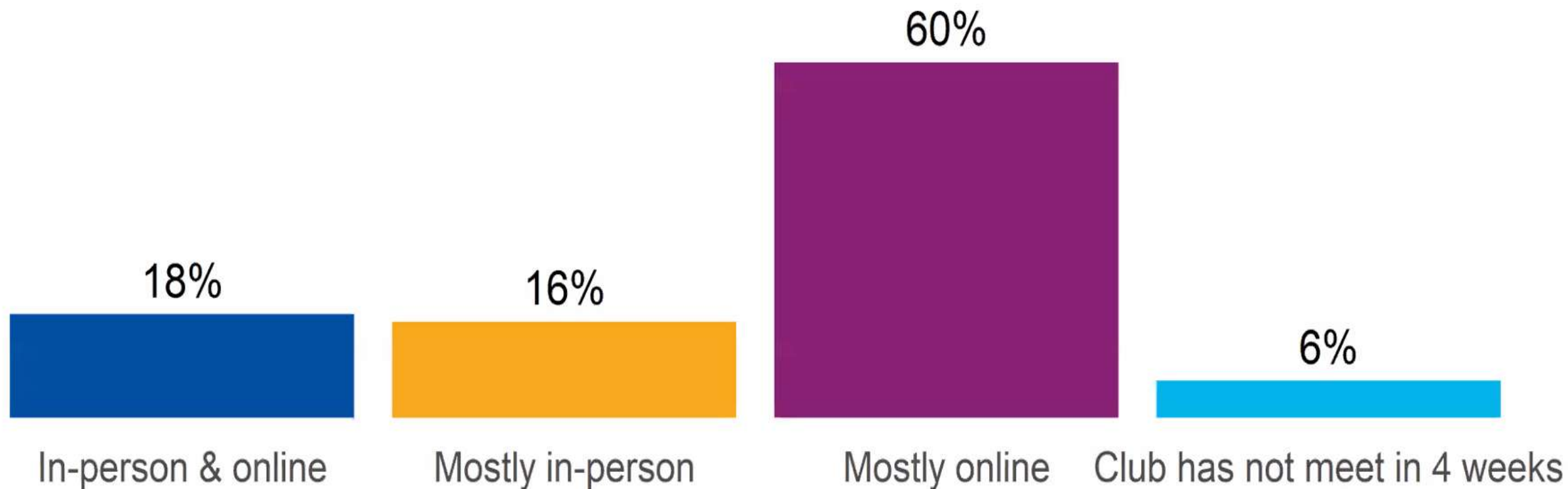
S'agit-il simplement d'un autre membre payant pour le ROTARY ?

Poussons-nous la croissance à tout prix ?

HOW ARE CLUBS MEETING?

In the past four weeks, has your Rotary club met mostly in-person or mostly online?

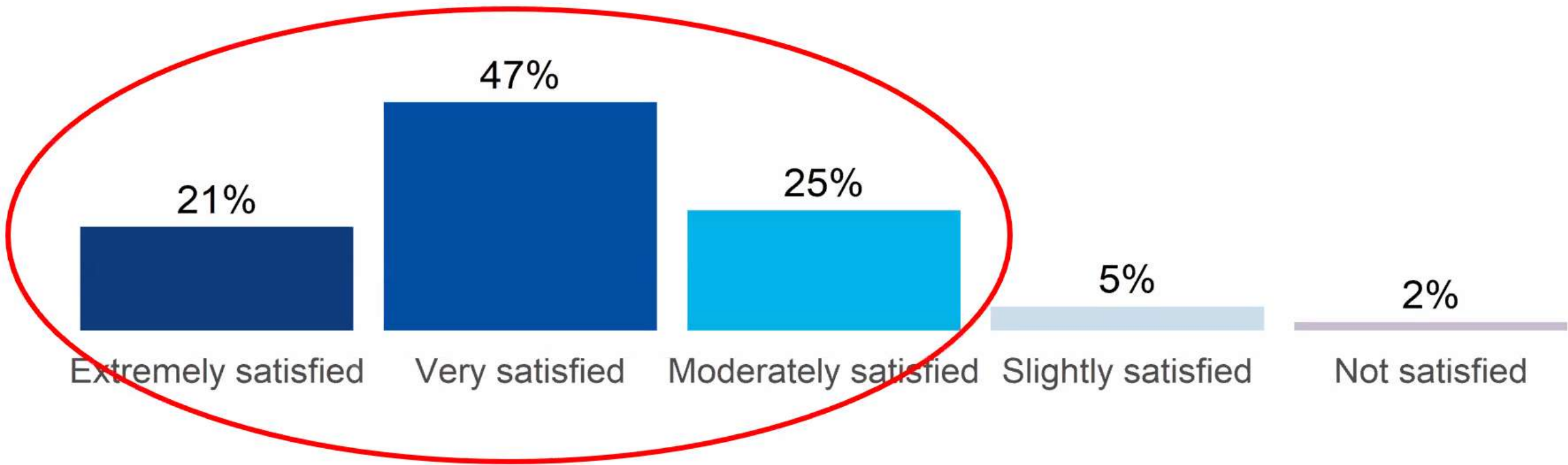
Number of Responses = 112,755



MEMBERS ARE STILL SATISFIED WITH THEIR MEMBERSHIPS

Overall, how satisfied are you with your Rotary membership?

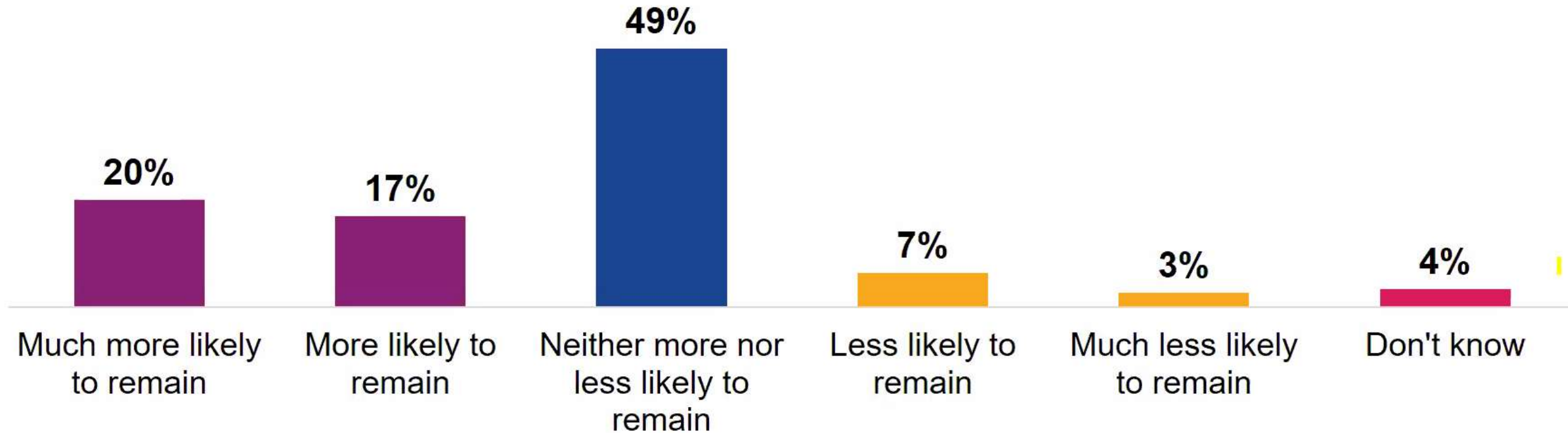
Number of Responses = 110,274



WILL MEMBERS LEAVE DUE TO THE PANDEMIC?

Has the Covid-19 Pandemic made it more or less likely that you will remain a Rotary Member in the next year?

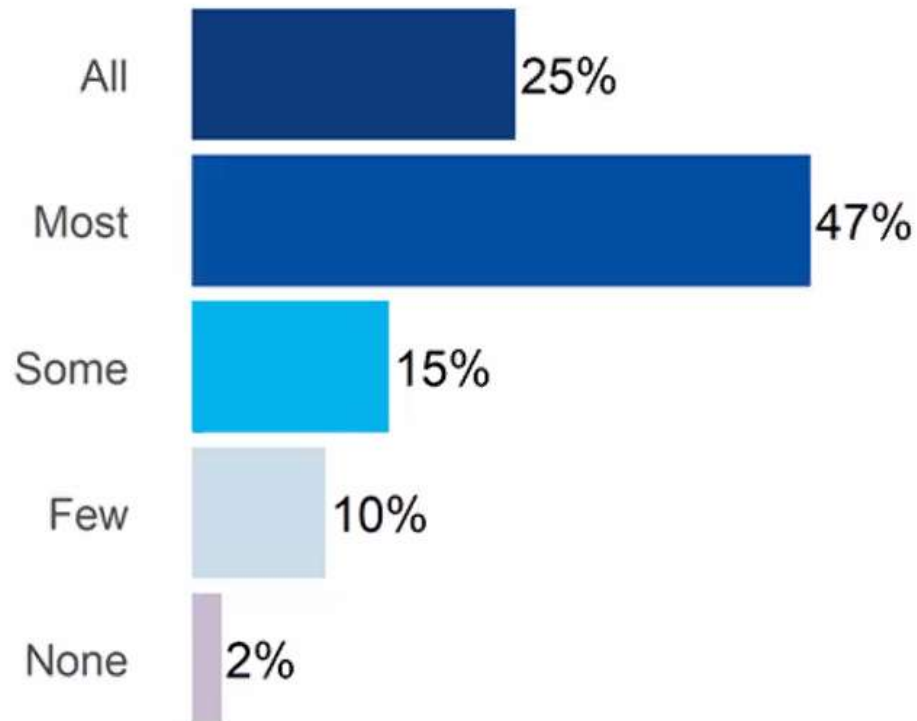
Number of Responses = 126,059



THE PANDEMIC HAS NOT HAD A LARGE EFFECT ON THE CLUB EXPERIENCE

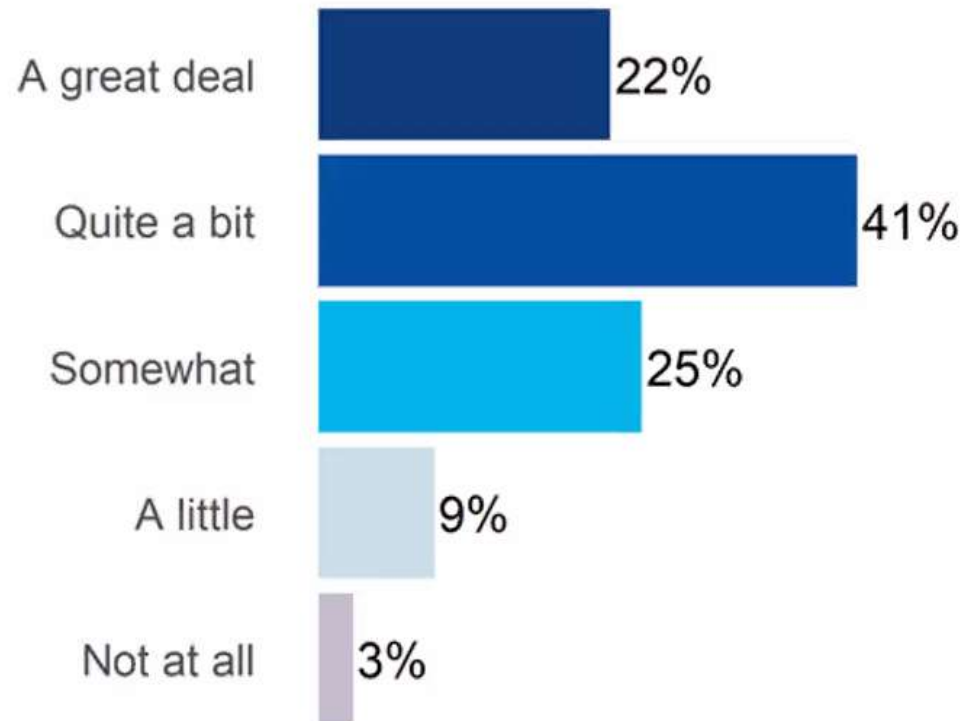
In the past year, how many club meetings have you attended?

Number of Responses = 112,416



In the past year, how much have you enjoyed club meetings?

Number of Responses = 111,638



THE PANDEMIC HAS ACCELERATED MEMBER LOSS

- 16,125 clubs were represented in the 2020 Member Census
- We used the information about these clubs from the Census to measure changes in members from over three periods from 2018 to 2021
- The results show an acceleration in member loss for all meeting types

Meeting Type (From Member Census)	Average Change, Jan 2018-Jan 2019 (In Members)	Average Change, Jan 2019-Jan 2020 (In Members)	Average Change, Jan 2020-Jan 2021 (In Members)
In-Person	-0.73	-0.18	-1.26
Online	-0.44	-0.39	-1.34
In-Person & Online	-0.16	-0.09	-1.85

THE PANDEMIC HAS ACCELERATED MEMBER LOSS

Logical interpretation:

Members are leaving due to COVID

Actual Fact: **WRONG**. Members are leaving **at or below** historical rates.

Better Title:

**THE PANDEMIC HAS SLOWED OUR
ATTRACTION OF NEW MEMBERS**

ROTARY'S RETENTION MYTH

“We attract about 150,000 members in a year and we lose about 170,000. We're pretty good at attracting members – we're just not so good at keeping them. We have a **retention** problem.”

Le mythe de la fidélisation du Rotary

“Nous attirons environ 150 000 membres par an et en perdons environ 170 000. Nous sommes plutôt bons pour attirer des membres - nous ne sommes pas si bons pour les garder. Nous avons un problème de fidélisation.”

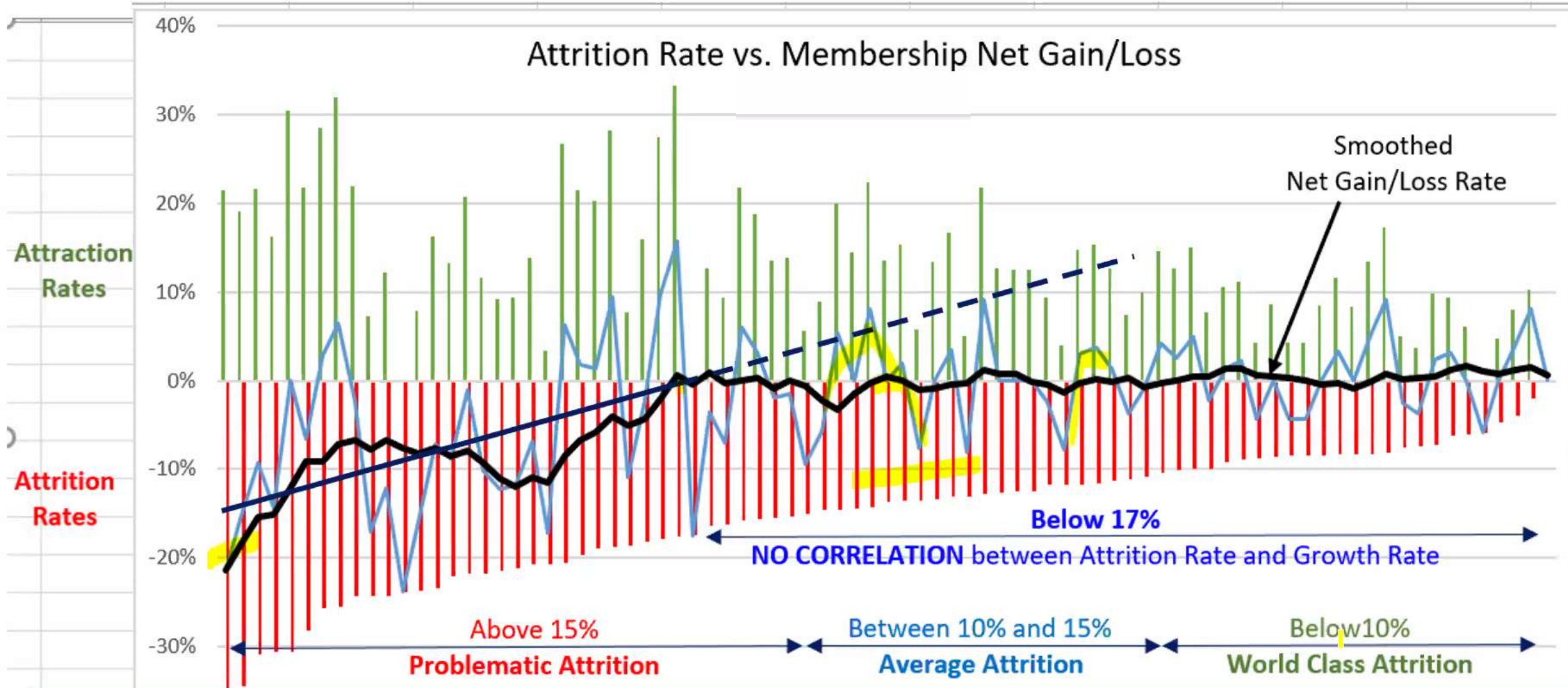
ROTARY'S RETENTION MYTH

Fact: Most clubs that are really good at keeping members are **AWFUL** at attracting them.

There's almost **NO** correlation between Retention and club Growth.

Fait : la plupart des clubs qui parviennent à conserver leurs membres sont très mauvais pour les attirer.

Il n'y a pratiquement **AUCUNE** corrélation entre la Fidélisation et la Croissance du Club.



Conclusion: Most clubs are willing to work just hard enough at membership to **ALMOST** maintain or grow membership. When success is in sight, we just stop our new member attraction efforts.

Conclusion

- Our narrative that “Retention is the Answer” has misdirected clubs’ membership efforts.
 - Improving Retention has no demonstrable relationship to club growth
 - As clubs get better at Retention, they slack off sooner on attracting new members.
-
- Notre discours selon lequel " la Fidélisation est la Réponse " a mal orienté les efforts des clubs en matière d'effectif
 - L'amélioration de la Fidélisation n'a pas de relation avérée avec la croissance des clubs
 - Plus les clubs progressent en matière de fidélisation, plus ils relâchent leurs efforts pour attirer de nouveaux membres

Proposed Narrative

- Rotary is a membership organization-Community Service is our “product”
 - As a membership organization, the one metric of success is consistent, moderate membership growth-Short of that, we are FAILING.
 - Attrition is real-members leave membership organizations-half of our attrition is beyond our control.
-

Le discours propose

- Le Rotary est une organisation basée sur les membres - Le service à la collectivité est notre "produit"
- En tant que structure basée sur les membres, la seule mesure du succès est une croissance constante et raisonnable de l'effectif - Sans cela, nous ECHOUONS.
- Les départs sont réels - les membres quittent l'organisation - la moitié de nos départs est indépendante de notre volonté.

Proposed Narrative (Continued)

- While retaining every member possible, we must execute intentional strategies to consistently attract new members at a rate exceeding our attrition rate.

Le discours proposé (Suite)

- Tout en gardant autant de membres que possible, nous devons mettre en œuvre des stratégies volontaristes qui attirent constamment de nouveaux membres à un taux supérieur à notre taux de perte d'effectif.

Complacency

A feeling of quiet pleasure or security, often while unaware of some potential danger or defect.

If we fall in Complacency, the only result will be to have a great organization to deliver service without people to do so.

La Complaisance

Un sentiment de plaisir tranquille ou de sécurité, souvent dans l'ignorance d'un danger ou d'un défaut potentiel.

Si nous tombons dans la complaisance, le seul résultat sera d'avoir une grande organisation pour fournir un service sans les personnes pour le faire.

Failure to grow means Failure of the Organization

- Growth is the only path forward
 - We inevitably need more members in ROTARY as the world population is also growing.
 - We need members to deliver service
-

L'absence de croissance signifie l'Echec de l'Organisation

- La croissance est le seul moyen d'avancer
 - Nous avons inévitablement besoin de plus de membres au sein du ROTARY puisque la population mondiale augmente également.
 - Nous avons besoin de membres pour garantir le service

Failure to grow means Failure of the Organization (Cnt'd)

- We have noticed other service organizations failing because they are not adapting and not growing.
 - In order for Rotary to remain relevant we need to grow and adapt
 - We need to challenge each other to find quality members who share the same ideal of service as we do.
-

L'absence de croissance signifie l'Echec de l'Organisation

- Nous avons remarqué que d'autres organisations basées sur le service échouent parce qu'elles ne s'adaptent pas et ne se développent pas.
- Pour que le Rotary reste pertinent, nous devons grandir et nous adapter
- Nous devons nous mettre au défi de trouver des membres de qualité qui partagent le même idéal de service que nous.

Challenge for next Year



Défi pour l'année prochaine



QUESTIONS ?

DES QUESTIONS ?

THANK YOU

E: jnc@rotaryclubparamaribo.org

MERCI