Stafford Rotary Club Goals and Vision

2023-2024 Rotary Year

Jamie Larounis, President-Elect

Goals

- Goal setting for 2023-2024 done at Board Retreat

- Cherice has maintained our club post COVID and through challenges, which we needed. We needed that reset. Now, time to take things to the next-level.

- This year: Looking at data as much as possible.

- Theme for this year: Actionable items to members.

Thoughts on the Club

Like: Smaller group, more tight knit
Like: Smaller group, more tight knit
Like: Good speakers, good relationships
Bad: Venue logistics
Like: Feeling like you belong
Dislike: Side chatter
Dislike: Don't like our meetings — need substance at meetings
Dislike: people who pay, but don't participate
Dislike: not an active mentorship program. want this.
Want: Fireside chat for new members
Dislike: too small venue
Like: Sense of family
Dislike: how hard it is to keep members engaged and in the club
Dislike: High dues
Dislike: Need more networking
Dislike: Weekly meeting is tough as a working person
Like: Hybrid is great
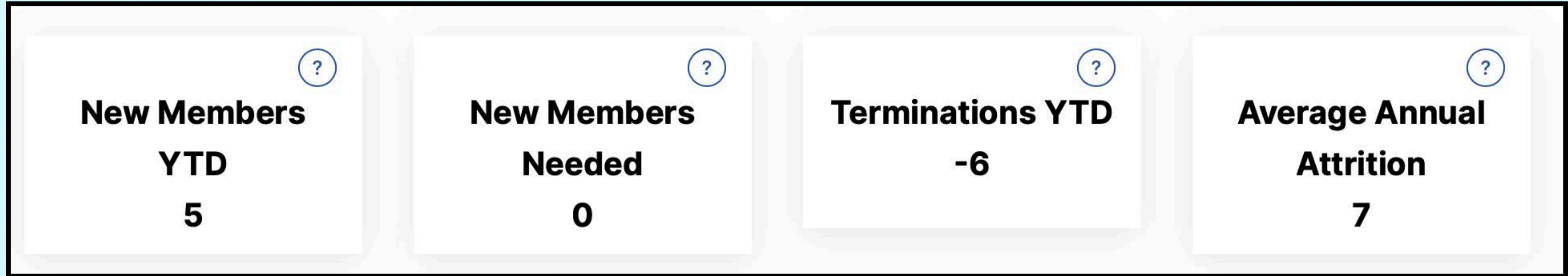Dislike: Needs major improvement: PR
Dislike: Trying to do everything…scale back
Want: Committee meetings at rotary meetings
Want: Foundation minute at meetings
Dislike: Inactive members need to step up

Uh oh….

New Members YTD	New Members Needed	Terminations YTD	Average Annual Attrition
5	0	-6	7

Club Name ↑ 🔍	Starting Mbrs (Jul 1st)	Current Mbrs (May 1st 2023)	Net Gains/Loss	Remaining New Members to Goal	202 Member
Stafford	33	32	-1		

We're losing members faster than we're gaining members…

Previous Statistics

Club Year	Members at Start of Year (July 1)
2022-2023 (current year)	33
2021-2022	37
2020-2021	37
2019-2020	39
2018-2019	33

Annual Attrition Rate (3 year avg): 18.7%
Annual Attraction Rate (3 year avg): 13.1%
Annual Net Growth Rate: -5.6%
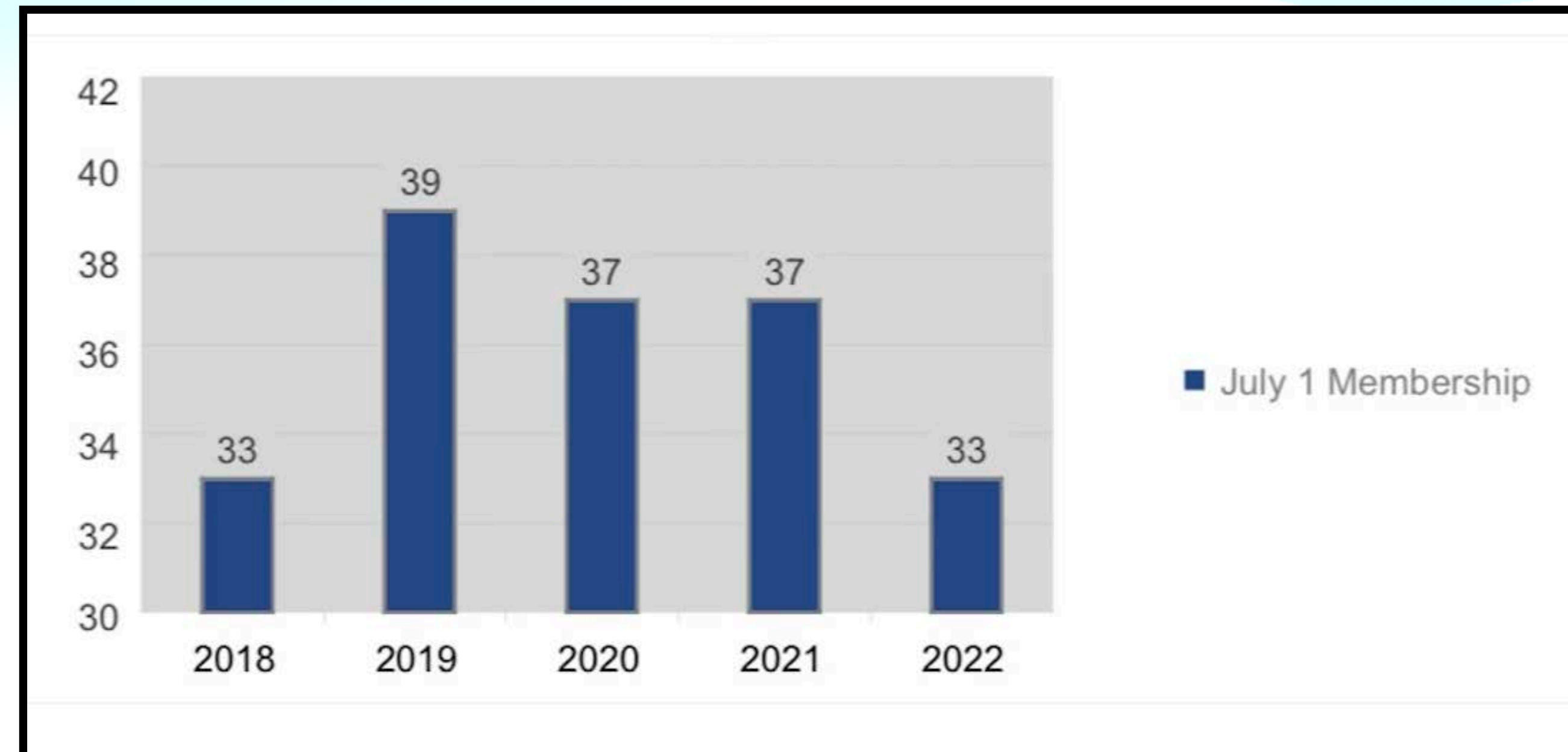
- What are our membership goals? 40!

2023-2024 Membership Goal Setting

Starting Membership July 1, 2022	33	(a)
Current Membership 2/1/2023	33	
Estimated Membership July 1, 2023		
Membership Goal July 1, 2024 (July 1, 2023 Start + Growth)		(b)
Net Membership Growth Challenge = 5% or 5 members		(c=b-a)
Average Annual Attrition to Replace (Greater of Actual or 10% = World Class)	7	(d)
New Members Needed (Growth + Attrition)		(c+d)

Membership

- Providing monthly gain/loss statements to members. More transparency in how our club is growing (or not). Data is key.

- Satellite Club — Let's get our inactive members back, and let's get our honorary members involved.

- Scheduling Rotary Information Nights — Shekela and Leigh Ann are scheduling.

- Creating a list of potential new members and ensuring follow up.

- At each meeting, targeting a new list of potential members and who will follow up with those new members.

- More emphasis on brainstorming targets.

- Ensuring the community knows about our new structure.

Retention

- Bringing back and engaging inactive members.

- Getting honorary members engaged, perhaps back to full or satellite club members.

Treasury

- All members now pay for meals individually at each meeting.

- New Dues Structure:

  - If you pay in advance by first quarter…

    - Full Member: $125/quarter = $500 per year

    - Special Member: $62.50/quarter = $250 per year

  - If you pay quarterly…

    - Full Member: $150/quarter = $600 per year

    - Special Member: $75/quarter = $300 per year

Meeting Procedures

- Due to the changing meeting logistics, there's a few things to keep in mind…

  - Members need to order their food by 11:45am with the restaurant. Come in the front door, order at the register, take a number. Make sure to tip!

  - If you can't be on-site at 11:45am, simply call the restaurant in advance or email them with your order.

  - Anything after 11:45am may not be prepared in time for our meeting.

  - Please order lunch! Lunches help support our new venue partner.

Club Meetings and Service

- Adding more information about Rotary International at meetings. What is Rotary doing? What projects are they supporting? Polio? Etc.

- Signature service project / Permanent service project

- Draw number, sit at different table

- Monthly committee meetings at Rotary meetings

- Organizing an Impact Club (Via Colori) — how many non rotarians are volunteering that aren't a Rotary member?

- Make prominent speakers a large event — open to community

Foundation

- We know fundraising is the "ugly" side to any non-profit.

- We need to balance earning money for club operations and service projects/foundation.

- Increasing our contributions without turning away members.

- If people know what the money is going for, they're more likely to donate — emphasis on Rotary's International projects.

Via Colori and Fundraising

- Getting additional club support.

- Looking down the road for future leaders of the event. Need future leader.

- We NEED an additional fundraising project and someone to take charge of it.

Service Projects

- Signature service project — bringing back dictionaries, etc.

Public Image

- Create instagram account.

- Improve website.

- Following up on leads from RI.

- More social activities.

- More media mentions.