



## **Rotary Club In a Club: A Tool to Attract and Retain Members Under 30**

***"The "millennials" or "echo boomers" born from 1977 to 1994 — will number 9.2 million in Canada by 2011." (MacLean's, December 2007)***

An important aspect to Rotary's survival is to create a plan for attracting and retaining younger members in Rotary.

They are the Generation Y workers -- self-assured, multi-tasking, technology-savvy Twenty-Something's who have just descended upon the workplace in droves with their degrees. A typical polytechnic or university graduate entering the workforce today is most likely to have owned a digital music player; snapped photos or recorded a video clip with a phone; posted comments, pictures and video clips on forums, blogs and YouTube; and created a profile on a social networking website such as MySpace.

As the largest demographic group in history, how does your Rotary club plan to attract and integrate them into your clubs?

One effective idea your club may wish to consider is *Club in a Club*— a group approach to membership.

One of the primary areas of growth in Rotary overall has been through the creation of new Rotary clubs. Club in a Club takes the ideas for starting a new club and uses them to bring a like- minded group of people to an existing club. Not only does it provide a way to focus on attracting a specific target membership group, it also provides a natural method of support and interrelationship between the members of the group, increasing long-term retention. Another reason that Club in a Club so effective is that it creates a membership focus, the entire club develops a plan and everyone participates to make it work. .

***Club in a Club is a way that existing Rotary clubs have increased the size of their membership by 10% to 35% or more at one time and maintain the increase.*** It works especially well for younger member groups.

The same approach will also be effective for other target member groups, for example, if your club that does hands on medical projects in developing countries, do you want to attract people in the medical profession as members? By invite a group of people from the same demographic to join at the same time, you will increase their enthusiasm and comfort level which leads to productive and long-term members.

You may wish to use the resources of your District Membership Committee to help as you begin your planning.

This following sample shows a Club in a Club plan for Gen Y/Millennial members. To get started, a little information about Gen Y group and ideas for your club on how to more effectively reach these individuals for membership in your club.

## Gen Ys

Who They Are	What They Want	Ideas for Your Club
Wants things BY them and FOR them.	They enjoy innovative volunteer and fundraising projects that they create or source. They want these projects to address issues that are important to them.	<p>Use younger members to recruit younger members.</p> <p>Use technology to attract: Websites/social networking</p> <p>Let them choose the projects they would like to get involved with. Allow them the flexibility to create projects.</p>
They seek approval.	They like to be provided with feedback and encouragement. They want information that is constructive and will help them develop further.	<p>Offer mentorship/feedback from seasoned Rotarians. Provide encouragement and support to younger members by:</p> <ul style="list-style-type: none"> <li>- Attending their meetings</li> <li>- Ask: How can I help</li> <li>- Help out with their projects by volunteering or advising</li> </ul> <p>Younger members, when shown this support are more than happy to reciprocate.</p>
Radically different ideas of what work should be and how things should be run.	"Collaboration and mentorship are in; hierarchy and bosses are out."	Younger members prefer to feel 'equal'. They prefer collaborative environments where everyone works together as a team.
Worldly and informed, heavy emphasis on corporate, social and environmental ethics.	<p>19 to 35 yr olds say buying green products is important to them, 35% prefer Canadian-made products and 36% buy organic and locally sourced goods where possible.</p> <p>Corporate social responsibility initiatives make a company more attractive to us, creating the perception that, by not just living selfishly, they are making a difference in the world.</p>	<p>Market the results of past projects and the social impact of these.</p> <p>Give younger members the opportunity to source and create their own projects to address issues that affect them.</p>
Highest number of qualified, skilled employees of any generation in history. Reduced sense of urgency in forging a	Attributed to the increased comfort level: working is no longer a matter of survival, and most graduates move back in	<p>Give them the opportunity to lead, create and innovate.</p> <p>Ensure that younger members</p>

<p>career path.</p>	<p>with their parents after university, affording them the luxury of taking time to choose a job that they really enjoy.</p>	<p>are involved in projects that they enjoy.</p> <p>If they feel disengaged, they will quickly move on. However, you must strike a balance so that they are not overloaded.</p>
<p>They want work-life balance.</p>	<p>There is a higher value placed on un-delayed self-fulfilment (this means sooner rather than later!).</p> <p>They want to live for more than work. We like to feel that we are living for more than just ourselves.</p> <p>Younger members put just as much time/energy into their volunteer commitments (as long as they enjoy it) as they do work commitments.</p> <p>They want an organization that accommodates their family and personal lives, not vice versa.</p>	<p>Show them how Rotary helps them achieve this balance via its impact on society, etc.</p> <p>Rotary could potentially play a large part in helping them to achieve the "Life" balance of the equation. Display trust and grant flexibility to how they run their club. You will gain more productive and loyal younger members.</p> <p>Give them the opportunity to involve friends and family members in club activities.</p>
<p>Thrive on overcoming challenges.</p>	<p>Generation Y has grown up in the midst of the greatest knowledge boom in history – the Internet. It is irrefutable that information has been more widely accessed by youth compared to previous generations.</p> <p>The competitive and fast-paced world of youth has evolved them into better problem solvers, able to handle big decisions quickly and properly, and even cope with failure better</p>	<p>Give them the opportunity to lead or spearhead a project.</p> <p>Rather than make decisions for them, guide them through the decision making process and let them feel like they are making the ultimate decision.</p>
<p>Technology is crucial.</p>	<p>Access to technology is important.</p> <p>This is the first generation to have built social networks online. They develop close friendships based on online interaction via blog, tweet and updates on their Facebook status.</p> <p>Their ability to find information</p>	<p>Provide Technological platforms for younger members to communicate. Such as:</p> <p>a) Website - To attract/inform members</p> <p>b) Facebook Group - Attract &amp; Inform members - Discussion Boards</p>

	that is relevant in a very short time creates efficient, and results in a more productive and successful organization.	<p>c) Twitter -Informs the public about their activities/thoughts in real time. (i.e. if they are at a meeting and find the speaker fantastic, they'll tweet it to their friends.)</p> <p>d) Blackberry Messenger - Get updated re: last minute information on their phone.</p>
Don't like to be micromanaged.	<p>They think:</p> <p>"If I cannot be trusted to get things done without supervision, I do not deserve to have a job, and I will not have a job."</p> <p>Isn't this what college is for though? We prove our ability to succeed on our own and it is reflected in our GPAs and non school activities.</p> <p>With the increased use of technology, there is no need to be micromanaged any longer.</p>	Increased trust between Rotarians and Younger members.
Jobs no longer define who we are.	<p>They like to be identified for all the things that they spend their time on.</p> <p>For example: Many of them have "Real" Careers, but spend time doing other things that they love. Such as writing, blogging, setting up online companies, etc.</p>	<p>Give them the opportunity to use their various skills and talents through different projects and roles within the Club within a club.</p> <p>Be open to their ideas and embrace it.</p>
Entrepreneurial	<p>Technology has enabled them to pursue and create their careers. Anyone can set up an online business and overnight become entrepreneurs. Their parents have taught them that they can do and be anything they want to be.</p> <p>To keep young members around, you compete with young people's motivation and impatience. Organizations must feed their urge to jump ship.</p>	<p>Provide them with "Intra-preneurial" Opportunities within the club.</p> <p>Give them the opportunity to come up with an idea and have free rein over development, implementation and follow through.</p>

## BARRIERS

Possible Barrier	What this means to your club	Ideas to Implement
Financial Restrictions	Some members may not be able to afford the \$100 Initiation and \$200 yearly membership.	<p>Tiered membership program</p> <p>Work membership fees into the weekly fee</p> <p>Offer reduced fee for members. i.e. (\$20 future members, \$10 non members)</p>
Time and commitments	Not able to commit to weekly meetings during lunch hour. Can't get away during the week.	<p>Structure the meetings as breakfast, happy hour or weekend meetings.</p> <p>Find out their interests and provide them with an opportunity to pursue their "passion". They will make time for things they enjoy.</p>
Stigma	Referred to as an Old Boys Club. A number of clubs are mostly men.	<p>Brand &amp; Market differently "Not just another old boy's club!"</p> <p>Seek out members in the minority.</p>
Membership	Finding the right member that can easily transition into a regular Rotary club.	<p>Look for younger members who have already entered the workforce. They are easily accessible via a younger member's personal contacts. A quick place to find them all is on Facebook.</p> <p>Recruit Rotaract Alumni who have entered the workforce.</p> <p>Recruit from other organizations such as young professional groups</p>

## Club in a Club Project

### Timeline and Budget

If your club decides on a club in a club project, this sample timeline and budget will help with planning considerations.

Phase	Tasks	Duration
Phase 1	<b>APPROVAL OF "CLUB IN A CLUB" PROJECT.</b>	Week 1-2
	<p><b>BUILDING THE COMMITTEE</b></p> <p>Recruit a committee consisting of younger members to take on the project. Add non-Rotarians in target age group to provide an outside perspective on development strategies</p> <p><b>Initial Meeting: Project kick-off meeting with committee members</b></p> <p>Select meeting location and time Set direction and generate ideas for the club Define goals of club (Mission/Vision) Set fundraising goals &amp; plan Create marketing &amp; event Plan Come up with name/logo for the new club Create a prospect list of potential members.</p>	Week 3-4
Phase 2	<p>Implement marketing and event plan</p> <p>Development of new members</p>	Week 5-10
Phase 3	<p><b>LAUNCH THE CLUB</b></p> <p>New membership takes on needed roles in club and implements fundraising plan.</p> <p>Submission/feedback of project progression to Rotary club.</p> <p>Integrate new membership into current Rotary Club. Attend meetings periodically; help out with various projects, etc.</p>	Week 11 - 52
Evaluation	<p><b>EVALUATION OF CLUB IN A CLUB</b></p> <p>Obtain feedback from "sponsor" club and the club in a club. members</p>	Week 53 (After 1 year)

## Sample Budget

<b>MARKETING &amp; ADVERTISING EXPENSES</b>	<b>Budget</b>	<b>Notes</b>
<b>LOGO DESIGN</b>	\$200	
<b>Website</b>	\$3000	
<b>Printing Costs -</b> 100-Brochures (\$300) 150 Business/networking cards (\$200) 100 Posters (\$150) 500 Handbill/Postcards (\$300)	\$1500	
<b>Facebook</b> Advertising - pay per click (4,000 clicks) \$0.25/click	\$1000	
<b>Attraction Events -</b> 1 per month (Budget \$200 each) Venue - No charge Food - finger food Speakers - No charge	\$2400	*Ideally this will be sponsored by the venue to cover food (appetizer) costs.
<b>Miscellaneous</b>	\$1,900	Office supplies, etc.
<b>Total Budget</b>	<b>\$10,000</b>	* Ideally, this is a loan. The club within a club will eventually reimburse Rotary Club.