

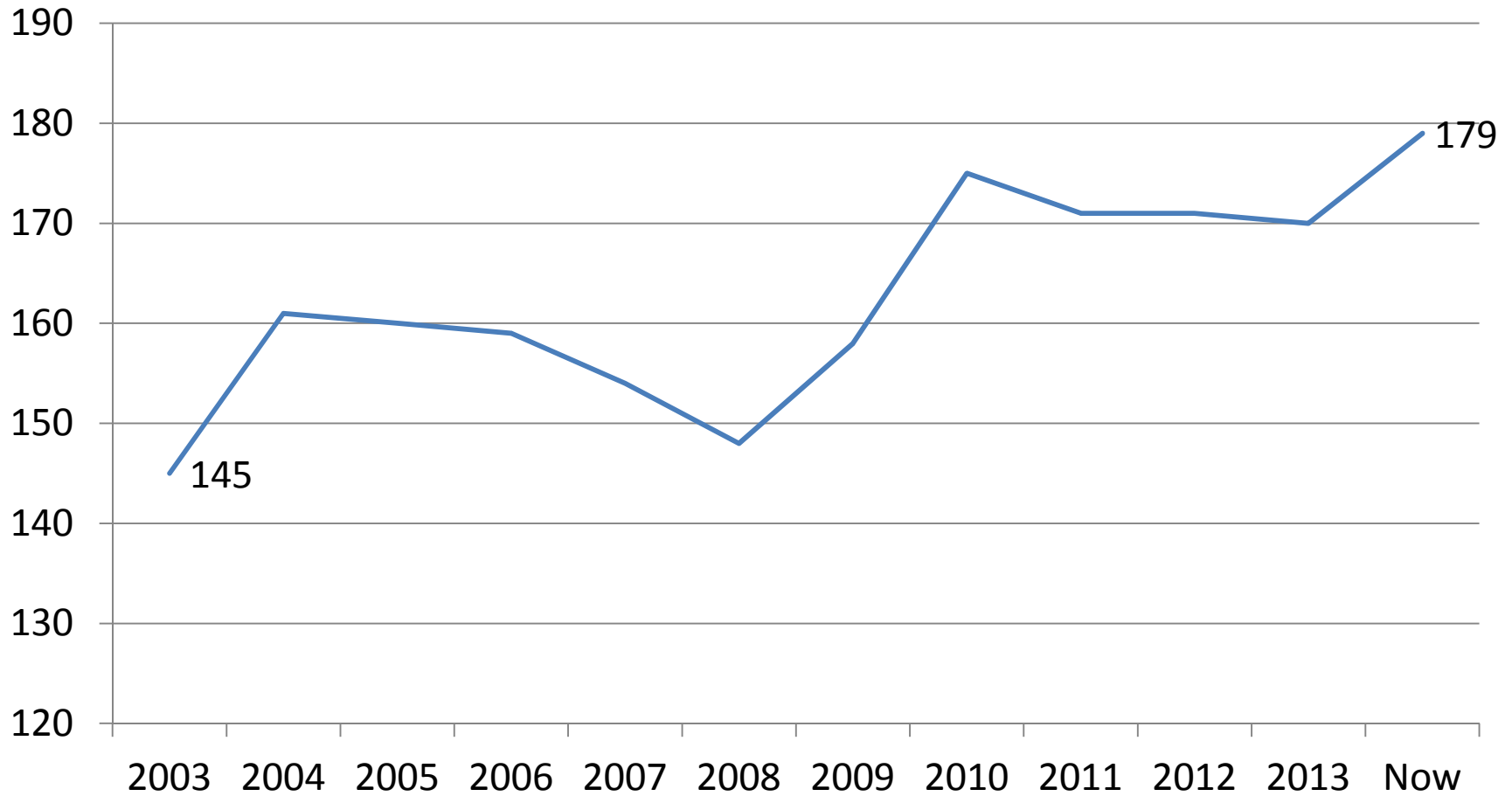


Membership Program

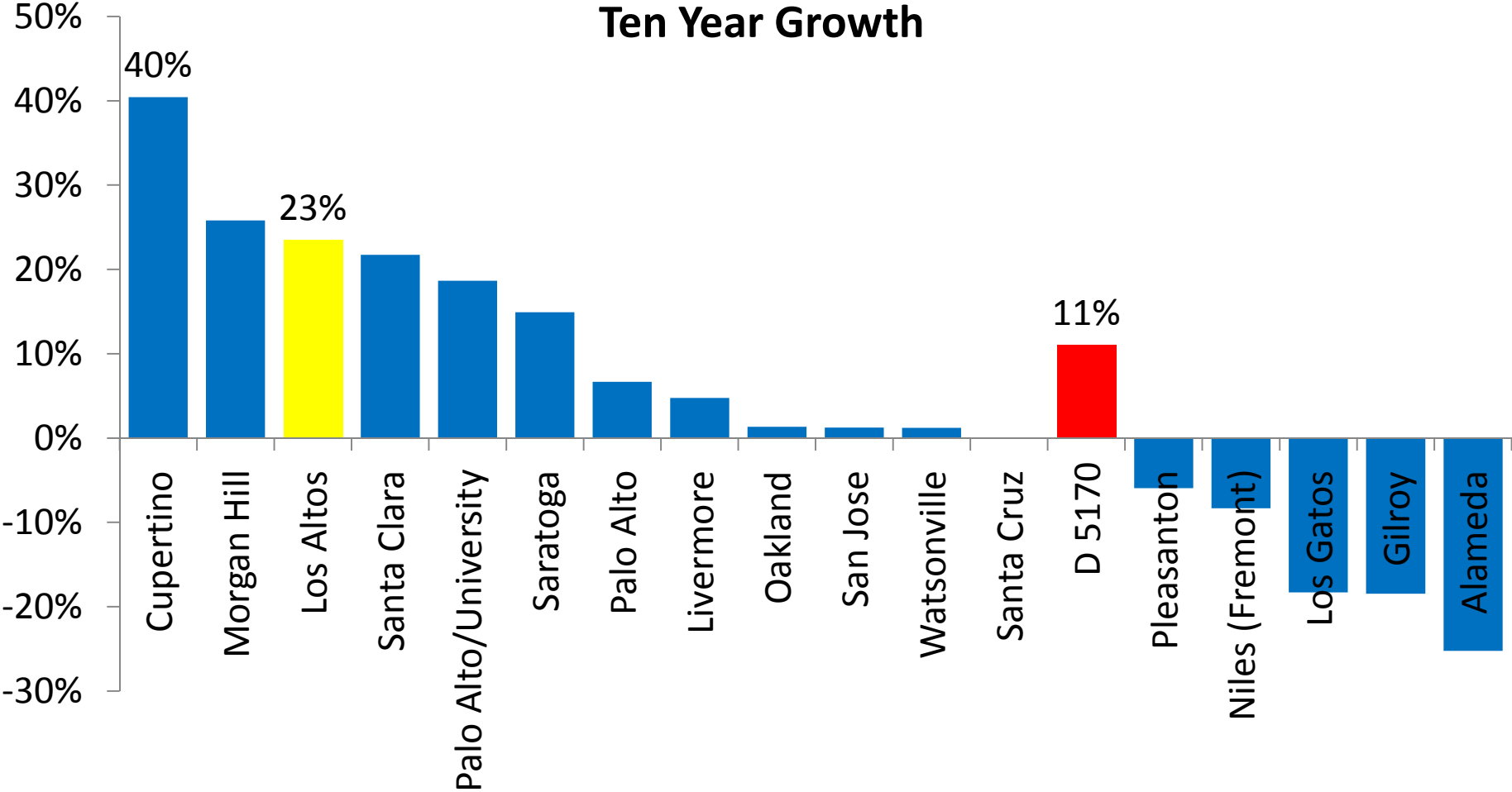
Los Altos Rotary Club

Thursday, February 20, 2014

Our membership has been growing

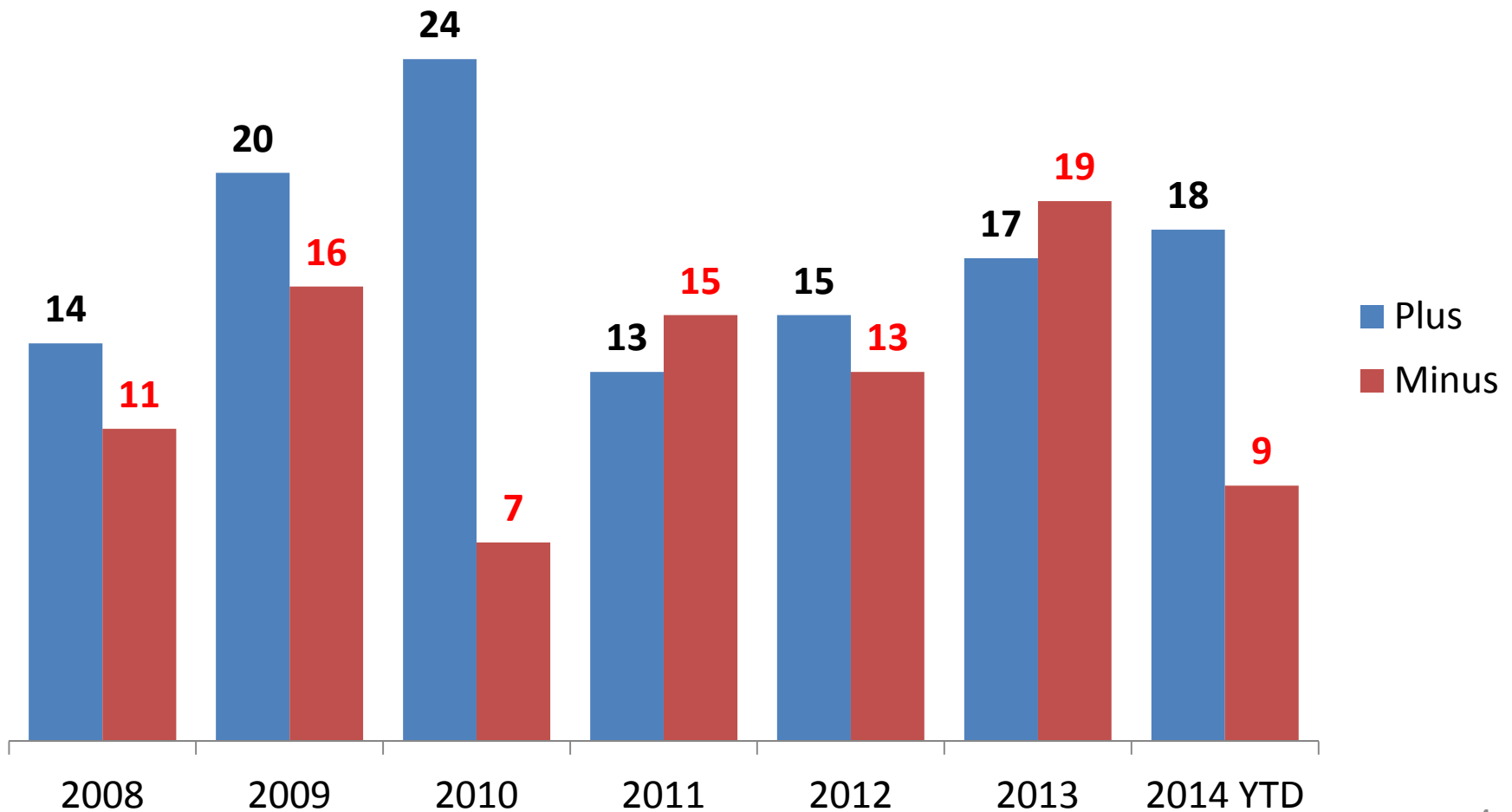


We are doing better than most of the other clubs* in our district

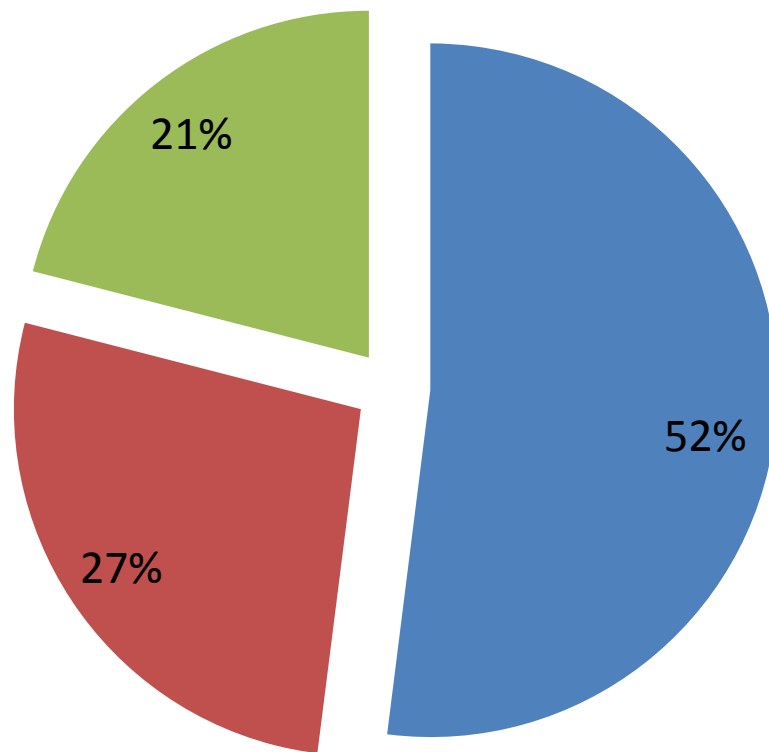


* Clubs 80 members and over

But a lot of churning is taking place



About half the attrition is unavoidable

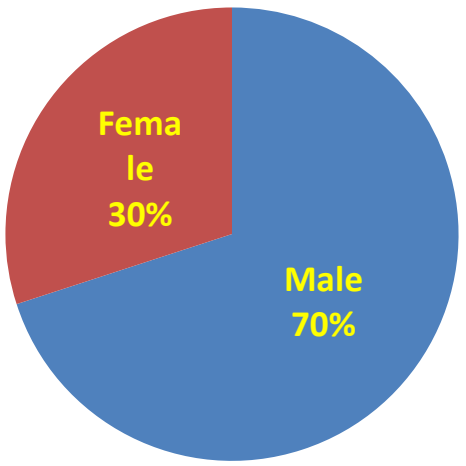


**Cause of Terminations
2008-2013**

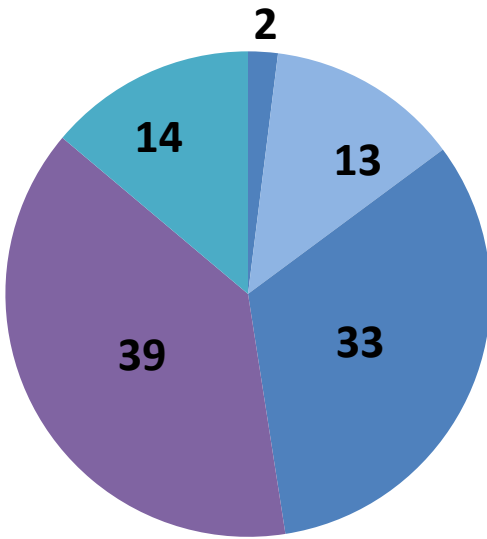
- Resignation
- Move/Transfer
- Health/Death

We are doing well on gender but not so on age and ethnicity

Gender

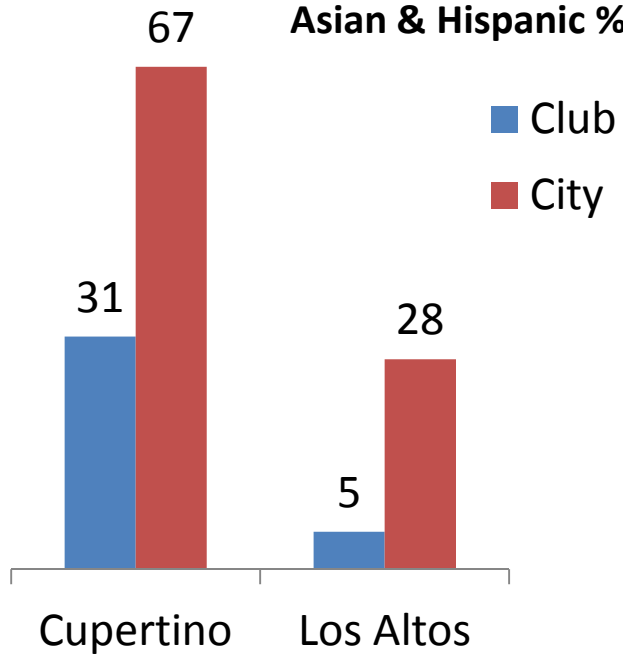


Age



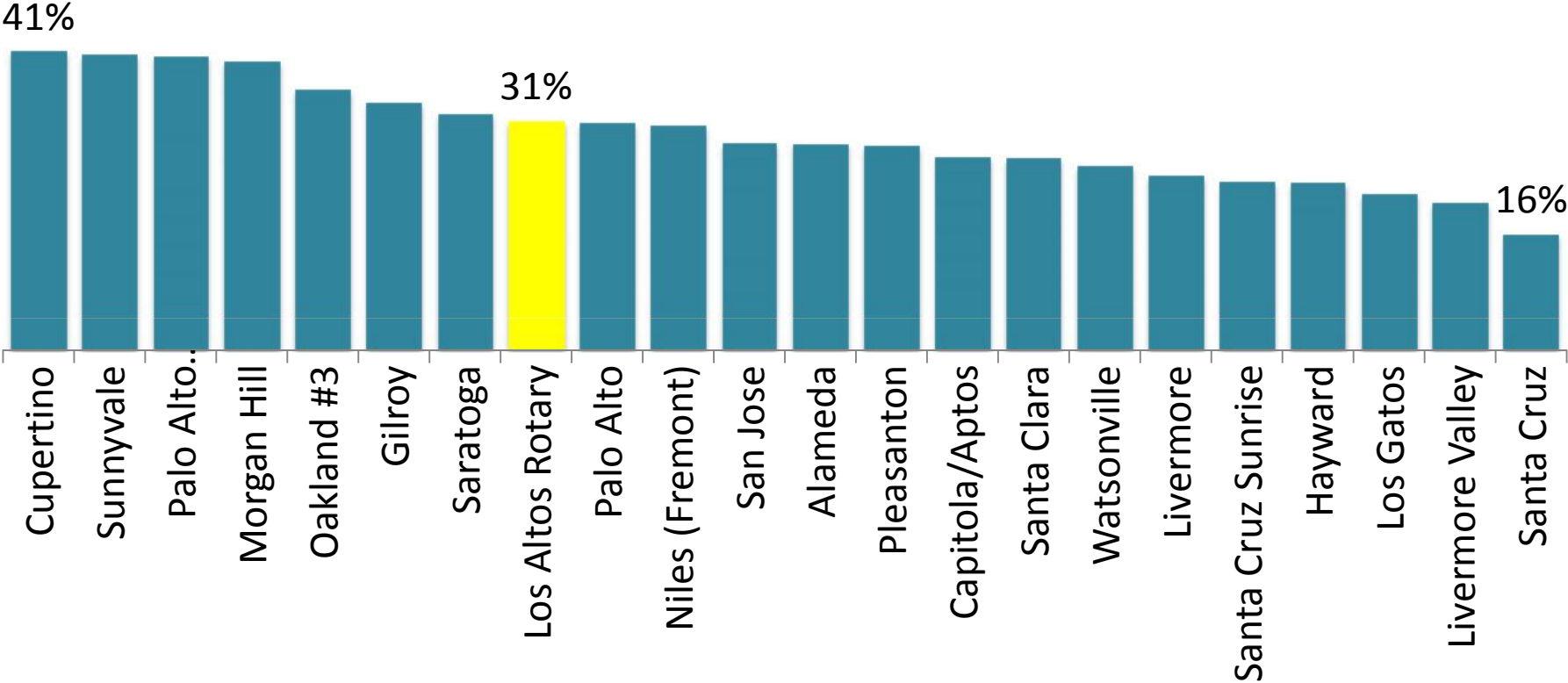
- <35
- 35-49
- 50-64
- 65-79
- 80+

Asian & Hispanic %

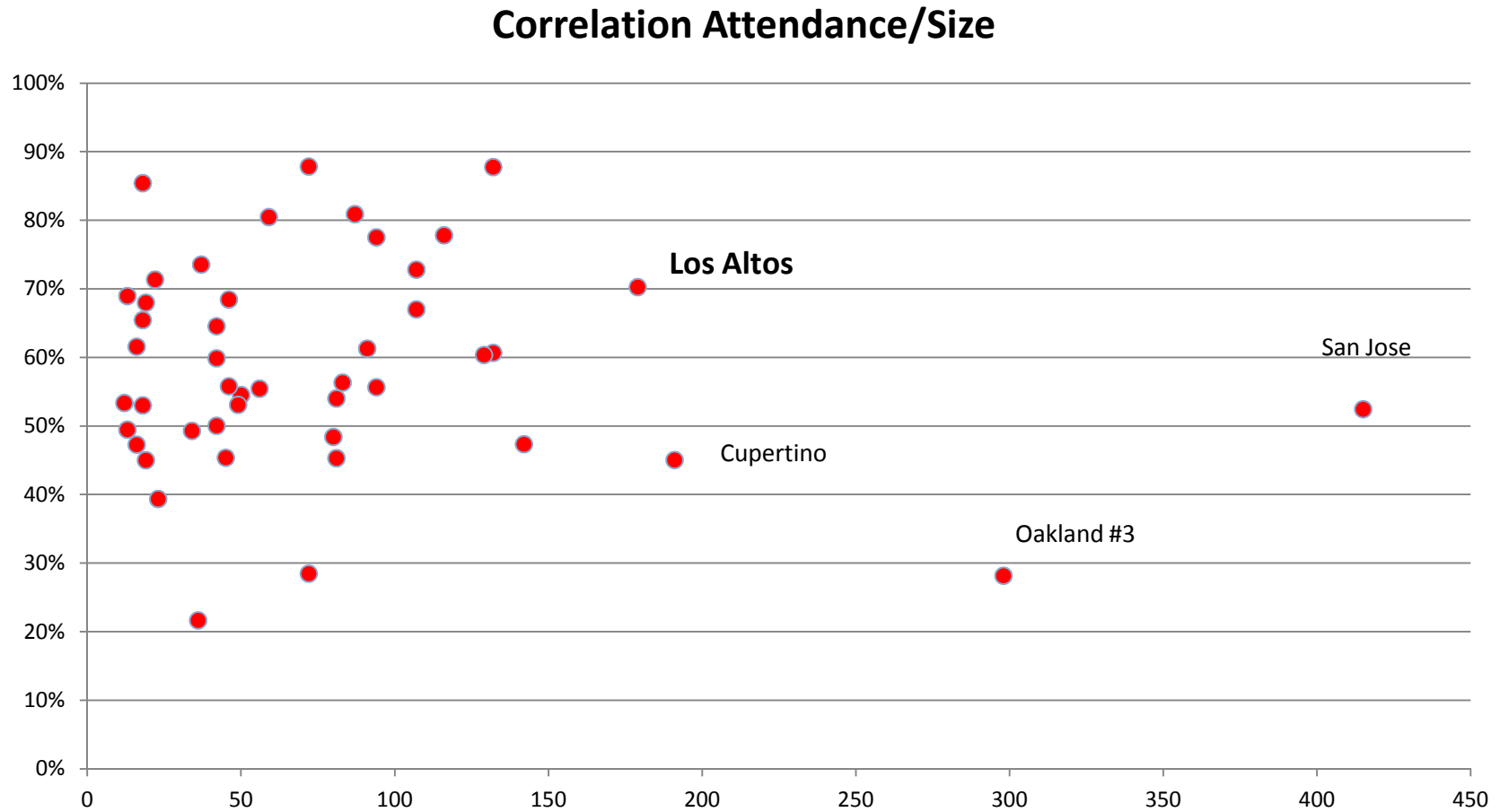


How we compare with other clubs

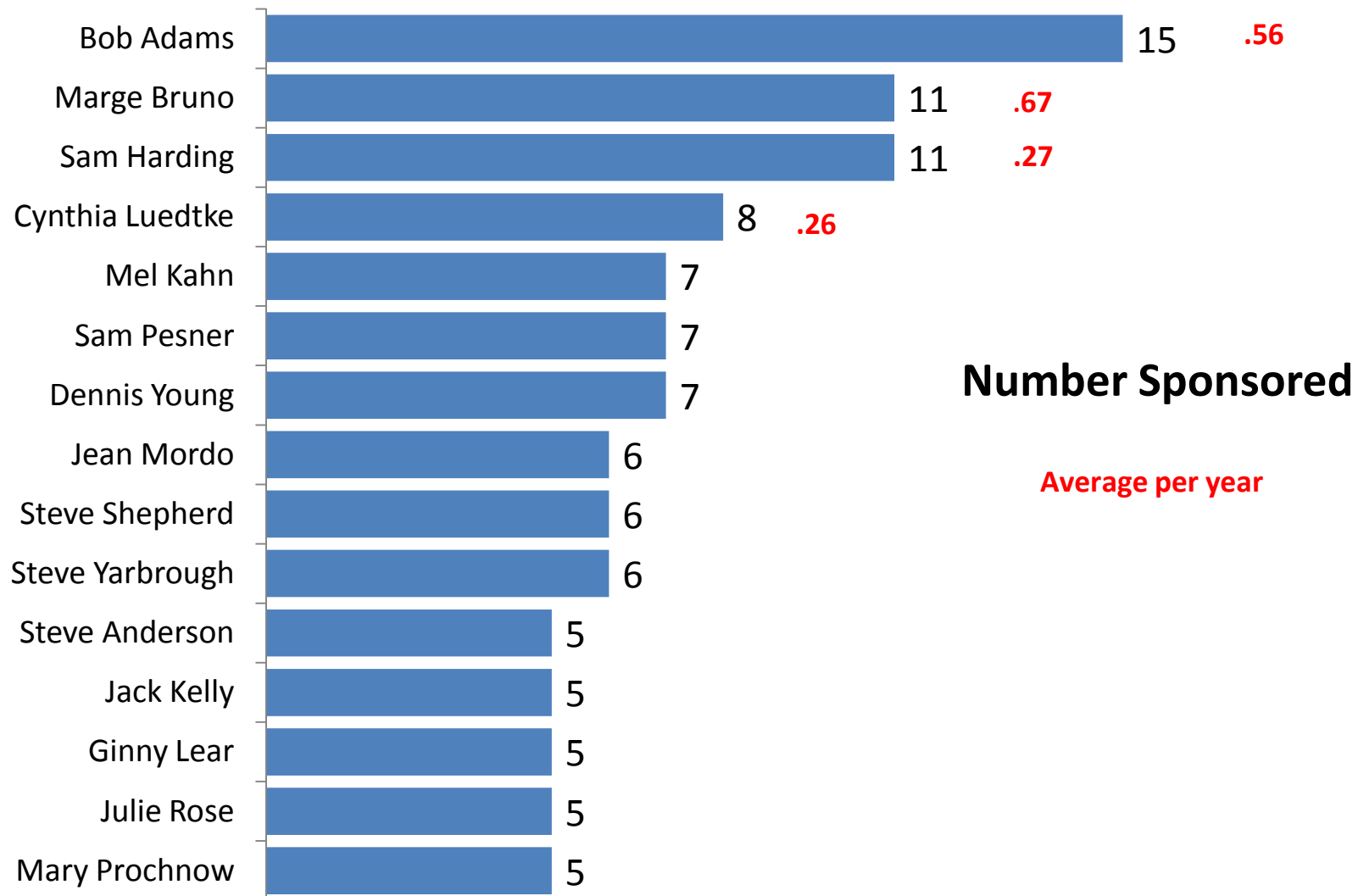
Percentage Female



Some of the large clubs are struggling to keep attendance up



A few Rotarians do most of the sponsoring



Process is simple

1. Bring candidate as a guest 3 times
2. Candidate fills application on LARC website
3. Sponsor fills application
4. Applications automatically come to me
(Membership Director)
5. MD gets board approval and notifies club members
6. One hour orientation is held
7. Induction as a Red Badger

Links are on the website



Reasons to join vary- Often, reasons to stay are different

1. **Friendship**
2. **Business Development**
3. **Personal Growth and Development**
4. **Leadership Development**
5. **Citizenship in the Community**
6. **Continuing Education**
7. **Fun**
8. **Public Speaking Skills**
9. **Citizenship in the World**
10. **Assistance when Traveling**
11. **Entertainment**
12. **The Development of Social Skills**

What should we do, or do better?

Agreed on:

- Get more members to sponsor/co-sponsor
- Assess needs of new members, young members, minorities
- Survey satisfaction of recent, all members

To consider:

- Connect with minorities
- Adapt our modus operandi to be more minority friendly
- Get a bigger, better venue

How did you do it

- Bob Adams
- Sam Pesner

Table Exercise

20 minutes

Discuss the following 2 questions:

- Why did you join Rotary?
- Why did you stay?