

**PERFORMANCE.
BEYOND YOUR EXPECTATIONS.**

**District 6220
Survey Results**

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**UNIQUE BUSINESS
SOLUTIONS, LLC**

General Data

- 33.2% response rate
- 67.5% Males / 32.5% Females
- Rotary Affiliation
 - 56.7%: Club members
 - 39.1%: Club leadership
 - 4.2%: District leadership

General Data

- # of years as a Rotarian
 - Less than 2 years = 14.9%
 - 2 to 5 years = 22.7%
 - 6 to 10 years = 20.6%
 - 11 to 15 years = 11.3%
 - **More than 15 years = 30.0%**

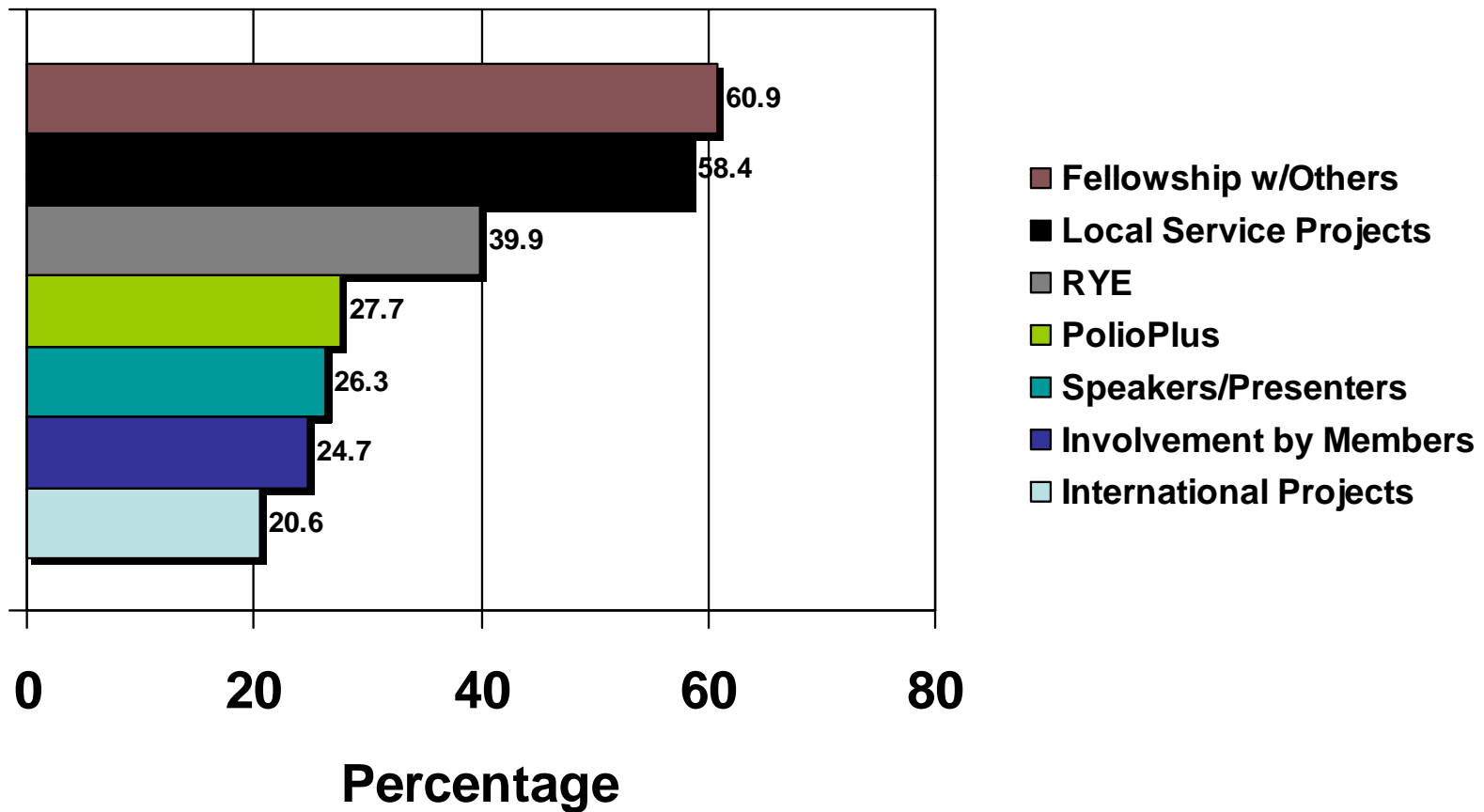
Why a Rotarian?

- 56.9% = Fellowship/Networking
- 31.2% = Service (Local)

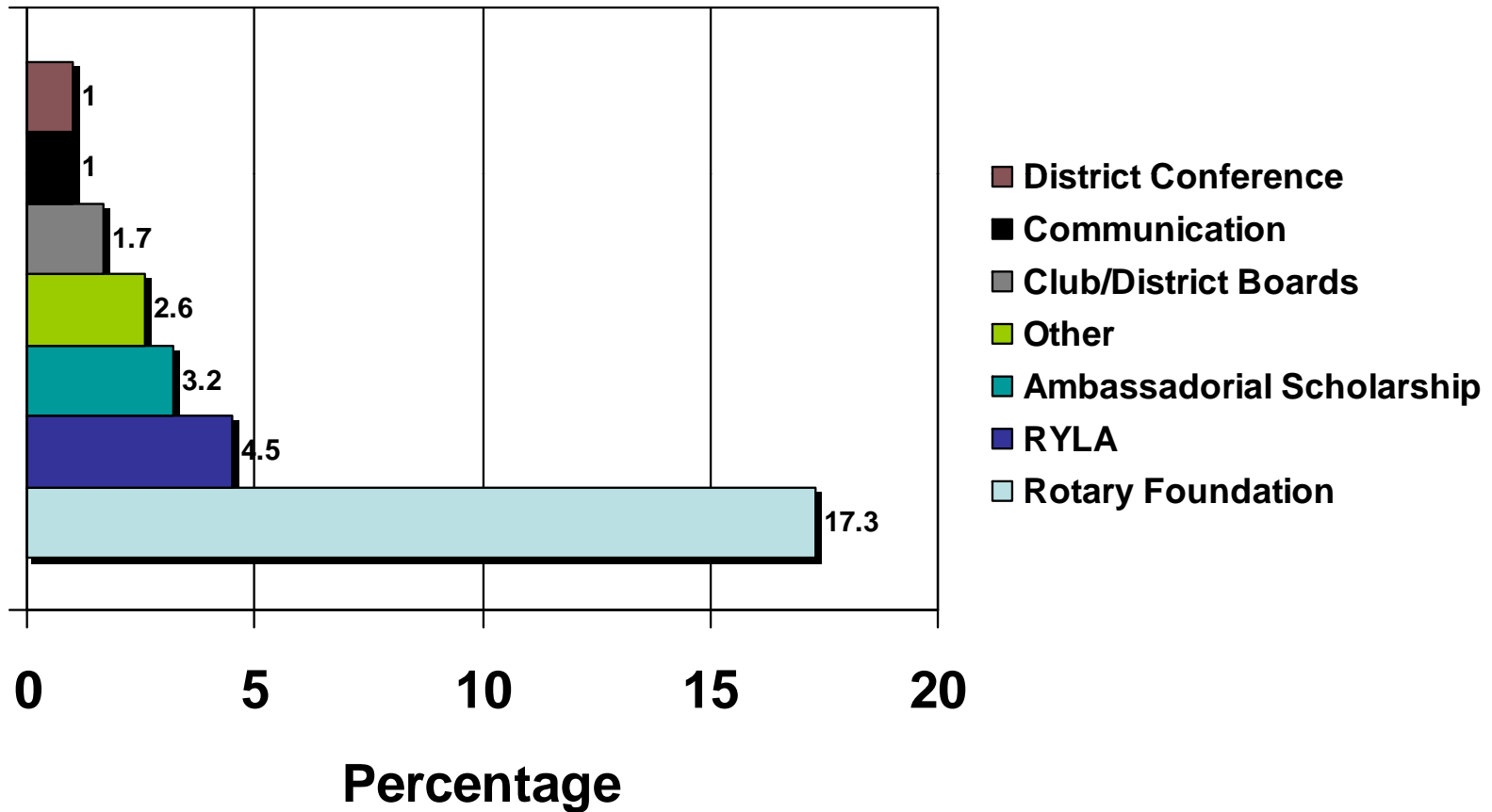
Proud to be a Rotarian (open-ended)

1. Local Service
2. Local & International Service
3. International Service
4. Service Above Self / Values of Rotary
5. Respect for Rotary in local/worldwide communities

Top 3 Items “Best” About Rotary



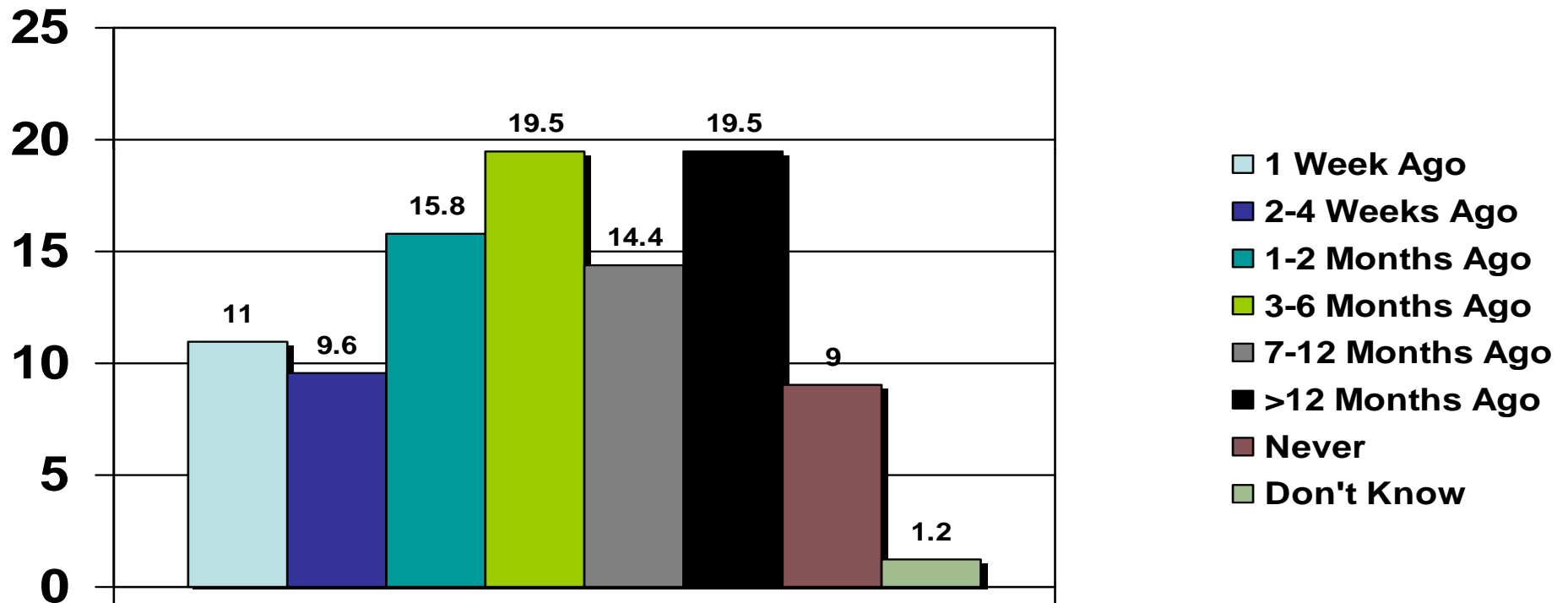
Bottom 3 Items “Best” About Rotary



Top 5 Issues/Challenges

1. Lack of Members Aged 40 & Under (44.9%)
2. Declining Membership (44.5%)
3. Lack of Hands-on Involvement by Members (44%)
4. Declining Attendance (35.8%)
5. Cost/Dues (34.5%)
6. Not Enough PR (33.5%)
7. Lack of Attendance at Outside Events (26.1%)
8. Lack of Collaboration w/Other Clubs (25.7%)

Last Invited Guest to Club Meeting



Numbers listed in Percentages

Agreement: How Much Do You Agree with Each

	Disagree 1&2 Ratings	Agree 6&7 Ratings
Completely satisfied with Rotary	3.9%	71.9%
Support holding membership seminar for Club	12.8%	52.1%
Attend other Club meetings re: membership	42.3%	16.0%
Attend membership seminar if 2 hour drive	64.2%	12.9%
Attend District event re: younger members	51.8%	14.6%
Club celebrates members & achievements	10.0%	77.4%
Club uses strengths to attract new members	14.6%	33.6%
I contribute to The Rotary Foundation	17.9%	60.3%
I plan to attend the '08/'09 District Conference	53.3%	18.0%
Rotary Ambassadorial Scholarship is valuable	15.1%	52.7%

Involvement: Level of Your Club's Involvement

	Not Involved 1&2 Ratings	Extremely Involved 6&7 Ratings
Ambassadorial Scholarship Program	58.4%	25.8%
Attendance at District Conference	50.9%	16.9%
Fellowship Activities with Other Clubs	44.3%	16.2%
Fundraising	8.4%	68.9%
Group Study Exchange (GSE)	46.8%	34.9%
International Service Projects	31.1%	38.6%
Membership Recruitment	15.1%	31.1%
Membership Retention	18.9%	32.4%
PolioPlus	21.5%	56.2%
Public Relations	17.4%	36.5%
Rotary Youth Exchange (RYE)	28.3%	68.5%
Rotary Youth Leadership Awards (RYLA)	33.6%	48.2%
The Rotary Foundation	12.8%	66.4%

Likely: How Likely to Attend District Conference

	Disagree 1&2 Ratings	Extremely Likely 6&7 Ratings
Held in 1 facility vs. several (no driving once there)	46.3%	29.0%
Held in DG's home Rotary location	51.1%	18.3%
Held somewhere other than DG's home location (still in District 6220)	48.2%	15.3%
Held somewhere other than DG's home location (NOT in District 6220)	84.9%	5.3%
Held in same location for multiple years	55.3%	12.3%
Held at family-friendly venue	57.5%	16.9%

Recommendations: Gaining More Quality Members

1. Communication & education with new or prospective members re: expectations of Club and Rotary
 - Can your Club clearly articulate expectations to new members?
 - Targeted Public Relations campaign
2. Leverage strengths of members by asking them what they'd like to be involved with and getting them involved ASAP
 - What process does your Club have to determine this?
 - Divide club into teams and schedule accordingly

Recommendations: Gaining Younger Members

1. Lower Dues
 - Younger members earn lower compensation
2. Flexible Membership
 - Weekly meetings are difficult... E-Clubs, bi-weekly membership, “rotating” members from same firm
3. Public Relations/Education
 - What is Rotary? Rotary is the “place to be”
 - Target youth groups and/or specific local projects
4. No Singing
5. Mentor Program
 - Club leaders and/or experienced members as mentors