The background of the slide features a large, semi-transparent gear logo. The gear is blue with a gold-colored center and teeth. The word "ROTARY" is written in gold along the top inner edge of the gear, and "INTERNATIONAL" is written in gold along the bottom inner edge. The entire slide has a blue gradient background with a subtle wave pattern at the bottom.

Young Professionals Outreach

Developing Young Professional Memberships
in
District 6930

Why are Young Professionals Important?

- Rotary International has been dealing with static, even declining, membership numbers for years.
- Rotary has struggled to attract and retain new young professionals as members
 - (Paul Harris was 36 when he formed the first Rotary club. Thus, we were originally founded by young professionals!)
- We need new energy and ideas to continue the good works of Rotary, in our District and around the world.
- Simply put, we need new Young Professional members or the wheel of Rotary will turn no more!

The current situation

This chart shows that in District 6930 <40 membership is only 6%

Age Trends ?

[View Details](#)

	2014-15 TOTAL	2015-16 TOTAL	2016-17 YEAR TO DATE
29 and under	1% (9)	1% (17)	1% (18)
30 - 39	4% (70)	5% (78)	5% (75)
40 - 49	6% (97)	6% (102)	7% (103)
50 - 59	14% (212)	14% (222)	14% (218)
60 - 69	18% (276)	17% (268)	17% (266)
70 and over	24% (379)	23% (369)	23% (360)
Unreported	33% (513)	34% (544)	34% (543)

It is also worth noting that “Unreported” is our single largest age group.
It’s time to get those profiles completed!

A survey of our membership

A survey of our current young professionals in District 6930 revealed several trends.

- Our younger members were drawn to Rotary through a friend or business contact.
- They value networking opportunities, for personal but primarily business purposes.
- Many are interested in developing relationships with community leaders, those who could offer guidance or mentorship.
- Some identified the time requirement and financial commitment as ongoing hurdles.
- Only about half identified service as an *initial* motivation for joining, but to most it is clearly an important factor.

What can we do?

First and foremost, you have to *believe* that a lack of young professional involvement is a problem and be committed to addressing it. Without this, there will be *no* progress.

- Establish a Young Professionals Committee.
- Know what your club has to offer young professionals, and be prepared to offer your *Value Proposition* on the spot.
- Devise new and creative ways to get your message out.
- Look at the new Rotary International guidelines on membership. Clubs have increasing flexibility in how they address membership, attendance, and dues.



The Young Professionals Committee

- This could be a stand-alone committee, or a part of your existing Membership Committee.
- It should be chaired by someone who *really* believes in expanding YP membership.
- The committee would benefit from reaching out to others in the District, to see what they are doing and what is working.
- YPs frequently join after being approached by a friend or colleague, someone they know and respect. So, send your current members out to recruit!



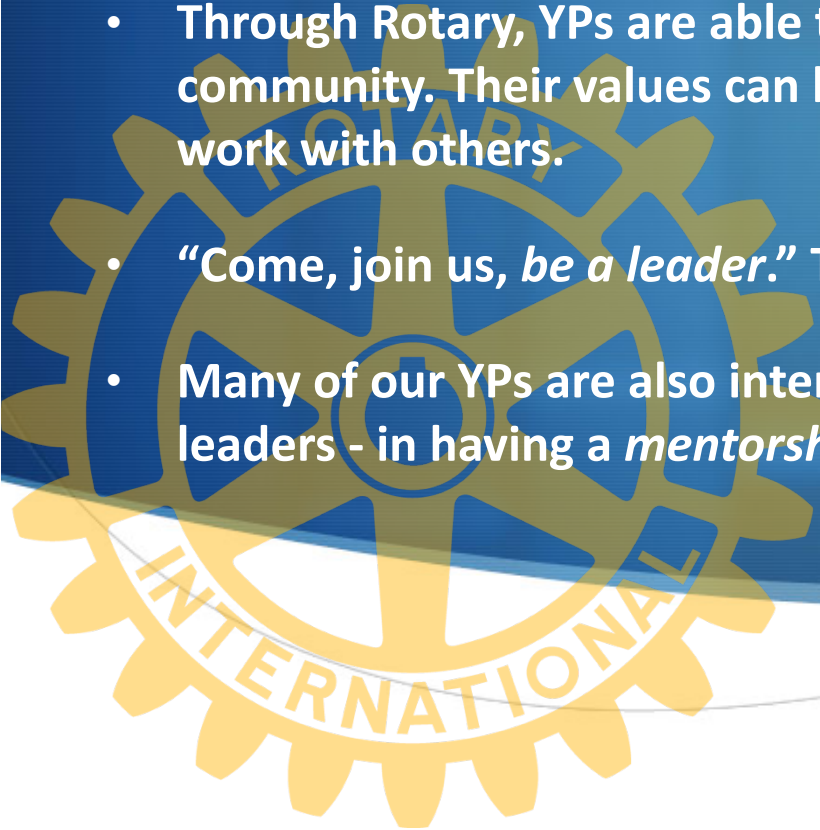
Know what *YOU* have to offer

The District Survey tells us much about how to position Rotary to the young professional.

- **Business:** Many YPs are looking for business, and that's ok. People do business with those they know, like and trust. Rotary can help there, as long as expectations are set appropriately from the beginning.
- *Rotary Means Business* is our sub-group specifically designed for business networking, and only available to members.
- A specific club vision or mission can help focus your efforts, sharpening your *Value Proposition*.
 - e.g. Our club's mission is *Health & Wellness*. This offers specificity when I discuss what our club does with others, but is broad enough for members to pursue a variety of outreach projects that interest them.

Leadership

- Rotary is a unique environment wherein YPs can learn, practice, and exhibit leadership skills.
- This is an immeasurable benefit for one's personal and professional development.
- Through Rotary, YPs are able to establish themselves as leaders in the community. Their values can be made clear, they give back, and learn to work with others.
- “Come, join us, *be a leader.*” This is a strong value proposition for the YP!
- Many of our YPs are also interested in working with current community leaders - in having a *mentorship* experience.



Getting your message out

An important part of attracting the YP is reaching out in ways they communicate.

- Look at your club website. Could it be updated? Could it be revised to emphasize areas YPs value, like leadership or mentorship?
- Does your club have a digital strategy, or are you just putting pictures up on FB - here and there? Think of your club like a business, or a product. Do you have a coordinated advertising strategy?
- Are you using platforms like FB, Twitter, Instagram, and Snapchat?

Time & Money

Many Young Professionals identify the difficulty of managing the time and financial commitment of Rotary, while building a business and starting a family.

- Rotary is evolving to confront the realities of flat or declining membership numbers.
- Clubs have increasing flexibility to address the *Time & Money* issue in ways they see fit, ways that are adapted to their unique communities and challenges.
- Your Membership Chair can reach out to District Leadership to discuss what hurdles you are facing and how they can be addressed.



Final Thoughts

- Young Professionals are important to our clubs. They are the future of our membership, bringing new energy and ideas.
- Building YP membership requires us to think about what value we have to offer, to go out and sell that with enthusiasm, then to deliver on that *Value Proposition*.
- We each should take responsibility for reaching out to potential YP members, cultivating those relationships, and mentoring them when they join our clubs.

If I can help, you can reach me at:

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Thank you!

