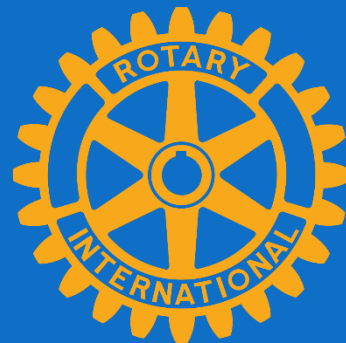


# DISTRICT 5750 MEMBERSHIP REPORT

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October 6th, 2017

Angela Rickman & Jeanean South



# District 5750 Monthly Membership Update

- Membership Numbers to Goal
  - Special report on Saturation Rates
- Rotary Leads
- Last Month's Actions
- Current Actions

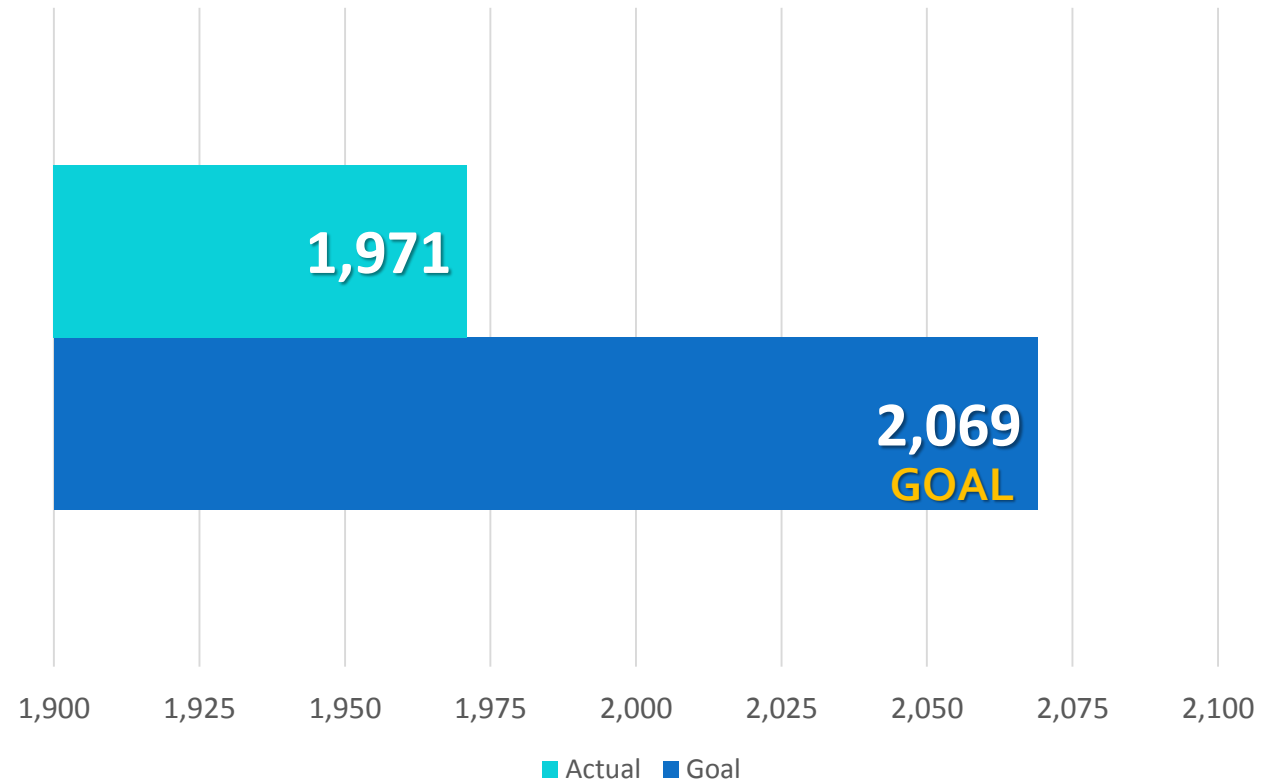
# District 5750 Membership Stats

## GOAL 2017 - 2018

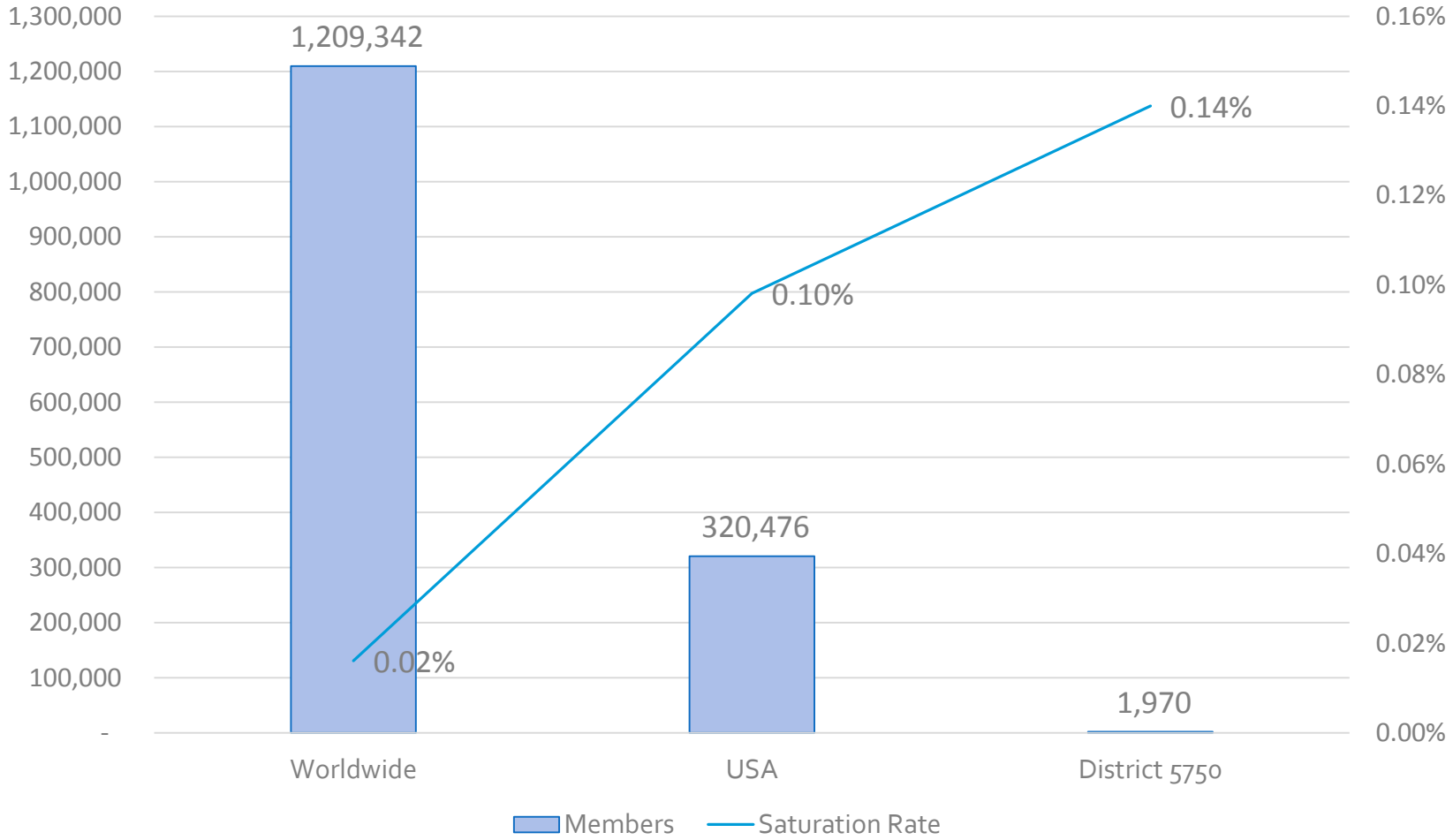
- Grow 100 members –  
Retain +1

## Actuals

- July 2016 – 2,034
- July 2017 – 1,969
- **September 2017 – 1,971**



# Saturation Rates – District 5750 Comparison

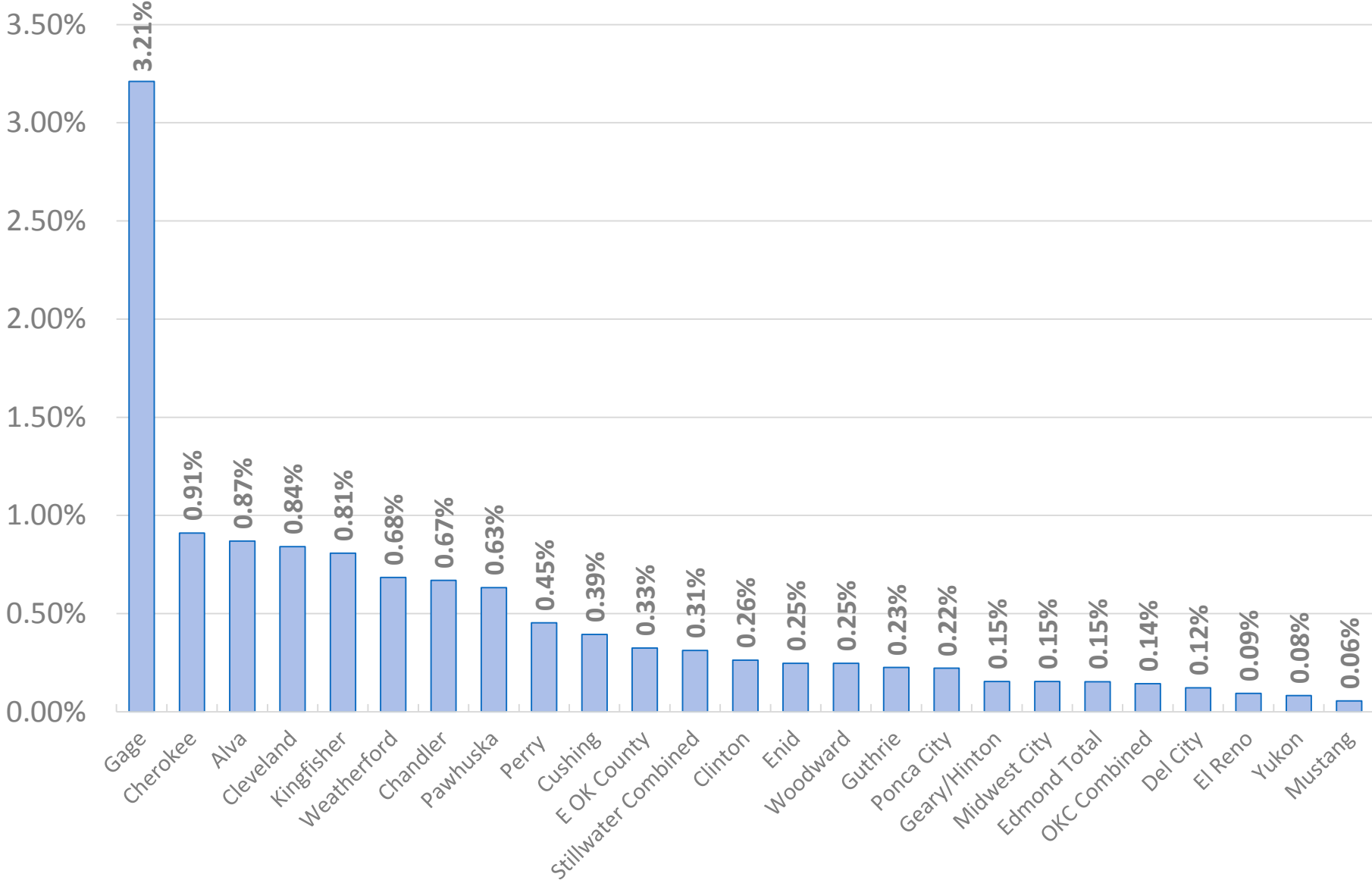


- District has more members per capita than all of U.S.
- Growth however is stagnant over past 10 years

\*July 2017 - from Rotary Club Central



# Saturation Rates – All Club Overview



- Break-out by club gives us a reference for areas we are doing well and or have opportunities for growth this year
- Several Club Presidents have asked how they compare, and this may be good way to spark interest
- Overall High: Gage
- Overall Low: Mustang

# Saturation Rates – Areas 1 & 3

Area	Club	Member Count	Population	Saturation Rate
Area 1	Cherokee	14	1538	0.91%
Area 1	Alva	43	4945	0.87%
Area 3	Cleveland	27	3212	0.84%
Area 3	Kingfisher	39	4828	0.81%
Area 3	Chandler	21	3139	0.67%
Area 1	Pawhuska	23	3636	0.63%
Area 3	Perry	23	5075	0.45%
Area 3	Cushing	31	7868	0.39%
Area 3	Stillwater Combined	151	48406	0.31%
	Stillwater Frontier	107	"	0.22%
	Stillwater	29	"	0.06%
	Stillwater Centennial	15	"	0.03%
Area 1	Enid	127	51386	0.25%
Area 1	Woodward	32	12963	0.25%
Area 3	Guthrie	25	11096	0.23%
Area 1	Ponca City	55	24766	0.22%

- Cherokee highest
- Ponca City lowest  
*\*(looked at by municipality not club)*
- Combined Areas 1 & 3  
Rates are: 0.33%

# Saturation Rates – Areas 2 & 4

Area	Club	Member Count	Population	Saturation Rate
Area 4	Gage	14	436	3.21%
Area 4	Weatherford	82	11989	0.68%
Area 2	East Oklahoma County	39	11992	0.33%
Area 4	Clinton	25	9505	0.26%
Area 4	Geary/Hinton	7	4529	0.15%
Area 2	Midwest City	88	57039	0.15%
Area 2	Edmond Total	136	88605	0.15%
Area 2	Edmond Blvd	13		0.01%
Area 2	Edmond	93		0.10%
Area 2	Edmond Summit	30		0.03%
Area 2	OKC Total	892	620602	0.14%
Area 2	OKC Club 29	629		0.10%
Area 2	Bricktown	51		0.01%
Area 2	West OKC	41		0.01%
Area 4	South OKC	41		0.01%
Area 4	OKC Midtown	38		0.01%
Area 4	OKC Exchange	29		0.00%
Area 4	North OKC	24		0.00%
Area 4	OKC NW	24		0.00%
Area 4	OKC Sunrise	15		0.00%
Area 2	Del City	27	22008	0.12%
Area 4	El Reno	17	18153	0.09%
Area 4	Yukon	21	25349	0.08%
Area 4	Mustang	11	19638	0.06%

- Gage Highest
- Mustang Lowest  
\*(looked at by municipality not club)
- Combined Areas 2 & 4  
Rates are: 0.06%

# my.rotary.org membership leads Executive Summary

## 2017 – 2018 YEAR TO DATE

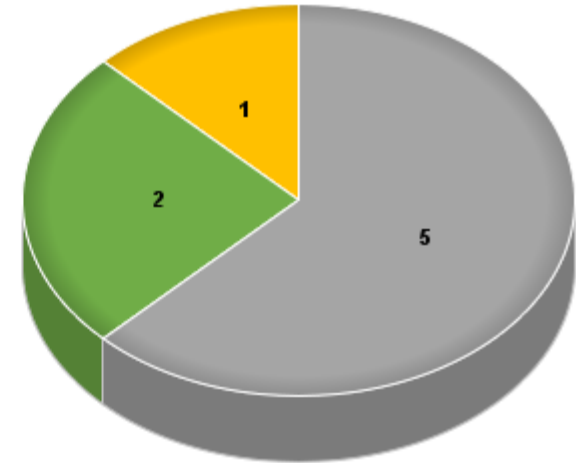
Prospective Members	8
Referral	0
Relocating/Returning	1
<b>Total Leads</b>	<b>9</b>

Leads Contacted	9
Leads Converted	1
<b>% Converted</b>	<b>11%</b>

<b>Average time for district to contact candidates</b>	<b>3 days</b>
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### How did you hear about Rotary

- I attended a Rotary event
- I participated in a Rotary program
- Through a personal connection (friend or family)
- Through the media
- Not Specified



- 50% of all leads were for OKC, followed by Stillwater at 22%
- Contacted all leads by phone and currently following up with clubs to research status of all candidates, will also partner with ADG's if no response from clubs. 1 lead rejected due to wanting Orlando, FL not Oklahoma.



# Last Month's Actions

- Attended Zone Institute on 9/6 thru 9/10 – was invited by ARC to Club Visioning
- Completed Flexible Membership Workshop Training – piloted with Ponca City Rotary on 9/11, club is not quite ready to embrace these changes but has resulted in positive movement with membership committee beginning to think about options in the club
- Attended Strategic Membership Summit 9/13 – spoke a lot about how goals are more effective when written down, as a result I had idea for membership report that you are now viewing to help me stay accountable to needed actions and stay focused.
- Attended Zone Jumpstart Membership Meeting on 9/17 – Sent “Rotary Ambassadors” info to share with clubs.
- Traveled to Southside Tulsa Rotary and observed visioning on 9/25 was told that Greg Yank RI Director had given permission to zone to facilitate this in our district even though we are not yet in their zone will send separate email describing process and recommendations
- Sent email on 9/28 to club presidents to get membership chair info and included brief survey to identify areas clubs are interested in getting help with membership.

# Current Month's Actions

- Jeanean and I are coordinating a monthly touch base on Membership to brainstorm and share best practices
- Follow-up needed to verify status of all membership leads will provide update in next monthly update
- Selecting 2 to 3 clubs that would be willing and eager to participate in Flexible Membership workshop. Woodward Rotary so far has indicated that is what they are looking for help with.
- Will be attending Engaging Prospective Members Webinar on 10/23
- Will attend Monthly Zone Jumpstart Membership meeting on 10/24