



# Rotary Club of Durham

Connect. Collaborate. Serve.



## Behind the Scenes

Club Assembly

March 5, 2018



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## BASIC CLUB STATS

- 217 Active Members
- 115-120 average meeting attendance
- \$167,000 budget
  - 57% is meal cost
- \$15,000 in savings (cushion)
- Two Donor Advised Funds
  - Durham Rotary Community Fund: \$176,000 (spendable limit)
  - 2<sup>nd</sup> Century Fund: \$77,000



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## 2017-2018 CLUB OFFICERS

- President: Seth Jernigan
- President Elect: Brady Surles
- President Nominee: Todd Taylor
- Vice President: Shelly Green
- Secretary: Emilee Collins
- Treasurer: Geri Lail
- Sargent at Arms: Stan Morris
- Immediate Past President: B.C. Dash



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## 2017-2018 BOARD OF DIRECTORS

- Keith Artin
- Kim Shaw
- Steed Rollins
- Danielle Kaspar
- Arles Taylor
- John Cross
- Marge Nordstrom
- David Ross
- Desmond Miller



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## COMMITTEE CHAIRS

- Membership: Marge Nordstrom
- Fellowship: Meg Solera
- Programs: Steed Rollins/Danielle Kaspar
- Communications: Jay Zenner
- Area 7 Grants: Arles Taylor
- Foundation: Andy Esser
- Education/Youth: Todd Taylor
- Governance: Shelly Green
- Donor Advised Funds: Barry Curtis
- RYLA: Chris Highland
- Rotaract: Melissa Mills



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## SLATE OF 2018-2019 OFFICERS & DIRECTORS

- **President Nominee:** Emilee Collins
- **Vice President:** Erik Benson
- **Secretary:** Emilee Collins
- **Treasurer:** Geri Lail
- **New Directors:**
  - Roslyn Grace
  - Geraud Staton
  - Marie Baker



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## STRATEGIC PLAN – VISION STATEMENT

Through **fellowship**, we build relationships that promote local and global understanding and service. With **integrity**, we honor our commitments and uphold ethical standards.

Our **diversity** enables us to connect different perspectives and approach problems from many angles. We apply our vocational expertise, **service**, and **leadership** to tackle our community's and the world's greatest challenges.



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## STRATEGIC PLAN – STRATEGIC PRIORITIES & GOALS

- **Support & Strengthen Club**

- Improve member recruitment, retention and engagement
- Increase membership diversity (industry, ethnicity, gender, age, etc.)
- Determine an optimal number and variety of fellowship opportunities; plan and execute in a manner that will encourage involvement from all members and their families
- Continue quality, diverse and engaging programs





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## STRATEGIC PLAN – STRATEGIC PRIORITIES & GOALS

- **Focus & Increase Club Service**
  - Focus local service on Durham's youth
  - Increase fundraising (\$ raised) with a focus on the Rotary Foundation, CARTs and causes that support Durham's youth
  - Plan and execute a signature fundraiser to benefit Durham's youth
  - Support and increase international service



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## STRATEGIC PLAN – STRATEGIC PRIORITIES & GOALS

- **Enhance Rotary public image and awareness in order to increase membership and improve diversity**
  - Publicize action-oriented service
  - Promote networking opportunities and signature activities
  - Seek opportunities to dispel common misconceptions of Rotary



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## ROTARY FOUNDATION AND POLIO PLUS

- **Foundation Goal: \$60,000**
  - Raised: \$51,000
- **Polio Plus Goal: \$10,000**
  - Raised: \$6,341



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## DISTRICT AND INTERNATIONAL GRANTS

- **Area 7 Grants Committee**
  - Chair: Arles Taylor
  - Our Club Liaison: Jay Moseley
- **Recent District Grants**
  - Urban Ministries of Durham Kitchen Renovation & Service Project (Downtown Durham)
  - Urban Ministries Redecorating/Renovation (SW Durham)
  - Backpack Buddies (Durham Sunrise)
- **Recent International Grants**
  - India Latrines Project – under construction
  - India Blind Girl's School – application submitted
  - Cambodia Water Project – application being prepared
  - Arusha Water Project – in planning/application stage



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## ACCOMPLISHMENTS

- WE MOVED, after 30+ years at the Convention Center!!!
- Implemented Youth Day (bring your child/grandchild to Rotary)
- Provided +/- 30 volunteers for Centerfest
- Sponsored 133 Durham kids to attend the Take a Kid to the Ball Game
- Planted 144 trees and still going!
- Urban Ministries Day of Service
- Alzheimer's Caregiver's Luncheon
- Established the Lois R. Cranford Learning Legacy Fund, raising \$7,000 for scholarships
- Raised \$ for CARTS
- Organized Books on Break (55 volunteers/150 hours)
- Continue Reading Rangers
- Rotary Cuisine Crawl
- Rotary After Hours
- Nana's Wine dinner in planning stages
- Cultivating and developing leaders (RLI, District Leadership)
- Implemented credit cards for dues and fundraising
- New club logo in development
- Established two new membership categories to be implemented in 2018-2019:
  - Honorary
  - Active Emeritus



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## CHALLENGES/OPPORTUNITIES

- Developing a Focus (fundraising and service)
- Establishing a Signature Fundraiser
- Fundraising Strategy
- Communications



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Q&A



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## QUESTIONS

- How many hours a week (or % effort) is required of the President?
- In order, which three tasks take up most of the President's time?
- In order, what are the three greatest challenges faced by the President?
- In order, what are the three greatest challenges faced by the Durham Rotary Club?
- For choosing where to volunteer, in order, which three of our projects (there are so many) need the most help? Which (if any) are fully served or even oversubscribed?





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## Membership Committee Update

March 5, 2018



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## FACTOIDS

- Recruiting is going well!
  - By 3/31, as many new as all of last year!
- 216 Active members (as of 3/1/2018)
- 29 Honorary members
- 59% Men--41% Women
- 75% have been members 10 yrs or less
- Member age ranges unknown—YOB isn't required 😊



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## MEMBERSHIP COMMITTEE

- Erick Benson
- Roslyn Grace
- Kay Gresham
- Peter Jacobi
- Shannon Leskin
- Jennifer Levine (New member)
- Marge Nordstrom, Chair
- Emily Page
- Beatrice Parker (New member)
- Meg Solera
- Geraud Staton
- Todd Taylor
- Jay Zenner



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## INTEGRATION/RETENTION ACTIVITIES

- To balance stellar recruiting
- Focus on 0-2 year members
  - Almost 50% of resignations occur in first two years
- New Member Teams
- New Orientation format
- Follow up with 1-2 year members



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## NEW MEMBER TEAMS

- Approximately 8 new members per team
- Led by two Team Guides
  - One “seasoned” member
  - One newer member
- Goal is to provide peer group and to guide integration into club and Rotary
- Approximately 4-6 months
- Graduated Teams 1 and 2, Team 3 in progress, ready to get Teams 4 and 5 up and running



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## NEW ORIENTATION FORMAT

- Scheduled when enough members for a new team
  - This time it will be 2 teams and in April
- Interactive rather than classroom style
- New members receive a series of emails prior
  - General Rotary and club information
  - Foundation and Peace Fellows
  - New member teams
  - Becoming involved
  - Technology tools



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## FOLLOW UP WITH 1-2 YEAR MEMBERS

- All 1-2 year members (60) contacted by phone
  - Kay Gresham, Shannon Leskin, Roslyn Grace
- Goals were to get input from them and to make sure they know the club cares about them
- Will follow up with them based on attendance information
- List of recommendations based on their input



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## MORE ACTIVITIES

- Member information
  - Directory on the website
    - Password protected. Do you know our club number?
  - Member photos updated and process for new members
  - Classifications (DON'T FREAK OUT!)
    - All members updated. Needs some clean up
    - Balance, recruiting, networking help





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## MORE ACTIVITIES (CONT.)

- Membership Survey
  - In development by Susan Amey, DCVB
  - All members will be invited to participate on line
  - Stay tuned
- LinkedIn
  - Club group established—Durham Rotary Club
  - Need members to join—contact Jay Zenner for more information
- Area/District participation
  - Marge Area 7 Membership Coordinator and member of District Membership subcommittee



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## CONCLUSIONS

- “Work in progress”
  - Trying new things, some may work better than others. We’ll modify along the way.
- Creative committee
  - Meet monthly
  - Lively discussions and positive outcomes
  - Everyone shows up—maybe because we have cookies
- More to come—stay tuned.



## How YOU can contribute

► School of Science and Math, Saturday, 3/10/18, 9-11 am

► Horton Grove Nature Preserve, Saturday, 3/24/18, 1-4 pm

Check the Rotary website for a link to Sign Up Genius

► DONATE A TREE!

► See Rotary Tree Planting Challenge team members with questions after the meeting today