

ROTARY CLUB OF SEATTLE FUTURE VISION: IMPLEMENTATION RECOMMENDATIONS

1. Build relationships through more active, intentional member engagement.

Feedback from January 2024 survey: Members want to connect with each other, and they want to be more engaged. They want structured ways of engaging and serving, all of which will help build lasting relationships to each other and to Rotary.

Recommendations:

- a. Change our club from being program oriented to service oriented. This means:
 - i. Reducing the number of tightly programmed ballroom lunches and increasing the number of non-meal meetings that feature relationship-building activities.
 - ii. Increasing the number of meeting programs that are directly tied to the club's priority service activities.
 - iii. Scheduling alternative meeting days/times that are **not** centered around a meal during the middle of the workday in the middle of downtown. This may mean looking for ways to meet people where they are, offering more weekend and evening events, and creating opportunities for people to bring family or prospective members.
 - iv. Discontinue sharing meetings on Zoom for in-person luncheon meetings.
- b. Set clear expectations for member engagement and offer ways for every member to contribute to the success of the club.
- c. Tie relationship building to service activities.

2. Improve the processes that recruit, onboard, and retain new members.

Feedback from January 2024 survey: Recent new members are bringing diversity to our club, and we must continue this trend. The problem is that new member onboarding and orientation has been delegated to staff, resulting in lack of engagement by current members and limited relationship building.

Recommendations:

- a. Establish and maintain recruiting processes that span administrations. For example, investing in LinkedIn advertising has proven effective for Bellevue Rotary Club.
- b. Establish a new orientation, onboarding, and/or mentoring system that helps engage current members, boosts retention of new members, and builds stronger relationships. This new system must be defined and audited by the board, led by members, and supported by staff.
- c. Set the expectation that all members are actively engaged in some aspect of the recruiting, onboarding, orienting, mentoring and/or engaging new members.
- d. Require the membership committee and its chairs be responsible for scheduling, run monthly Zoom orientation sessions for new members, ask the Club Director which prospective members are expected to attend meetings and events, and schedule committee members to greet and sit with prospective members at meetings and events.

3. Reduce the number of service committees. Organize around a few specific project priorities.

Feedback from January 2024 survey: Member participation in the club's service committees has sharply decreased. Only a handful of members attend current service committee meetings. Even fewer participate in service committee projects.

Recommendations: Revise the club's current service committee structure. Align service projects with member interests, local community needs, and legacy international projects. Specifically:

- a. Sunset all service committees as currently structured and organize remaining project work around the club's local service project priorities, per the January 2024 member survey. They are homelessness, reviving downtown, drug addiction, and education, and public safety/crime. Internationally, member priorities are global health, specifically malaria and polio.
- b. Shift from funding multiple small projects locally and internationally to funding a few large, higher impact projects locally, annually or over a period of years.
- c. In addition to continuing to champion malaria, reactivate club support for Rotary International's #1 goal: "Ending Polio". This includes advocacy, financial contributions, public awareness building, and, for some, hands-on service in-country. As long as polio eradication is Rotary International's #1 global priority, it should be Rotary Club of Seattle's top international priority together with malaria.

4. Implement a simplified, sustainable financial model.

Future Vision team observations in 2024: The club is losing more money than it is taking in. We can either cut our way back to health, which seldom works, or grow our club back to health. Either way the club needs to be financially sustainable.

Recommendations:

- a. Remove barriers to membership/attendance by being more affordable. This may require scheduling meetings and service activities at more convenient times and places.
- b. Streamline or right-size club operations to reflect the actual operating costs of the club.
- c. Transition quickly to club meetings/events that are "pay-as-you go" for members (and their families/guests) with a focus on affordability, equity and value.