

ROTARY CLUB OF SANTA MONICA
Club Service - Membership
Tim Jackman, Director



Tim Jackman

Club Service-Membership Committees of the Rotary Club of Santa Monica are dedicated to growing the membership while maintaining the high quality and spirit that have characterized the club. They are confident that the overall objective of having a substantial number of club members nominate one potential new members is achievable and they will make every effort to meet their responsibility in making this year one in which the challenges presented by these objectives are met or exceeded.



Jane Hall

A. RECRUITING – Jane Hall

Objectives

- 1 Encourage EACH MEMBER to bring at least one PROSPECTIVE member during year to a club event whether it be a social event, or otherwise.
- 2 Take various proactive and aggressive steps to retain those members who may be drifting away. Toward this end, we will coordinate with the Executive Secretary to alert us to those members who have not been attending meetings and/or participating in club events, and to assign at least one member of our committee and the individual's sponsor to contact that member to determine what can be done.
- 3 Create awareness among The Santa Monica Rotary Club members to invite or give us names and contact information for potential members so we can invite and follow up with them.
- 4 Make a list of the companies/businesses as well as the city officials that we would like to invite and find out who can help us reach the executives of target companies.
- 5 Enhance partnership with Santa Monica Chamber and with Junior Chamber of Commerce.
- 6 Have a continuous marketing effort in Santa Monica as well as the neighboring areas such as Pacific Palisades, Brentwood, Westwood and West Los Angeles. Make them aware of our programming, our involvement and our achievement. We are working hard and achieving a lot. However, not everybody in our community knows about our results.
- 7 Work closely with District Membership Chair.

Projects

- 1 Work with the Board on creating junior members associates. Explore the addition of a separate committee focusing on young members.
 - a. Several other Rotary Clubs have focused some membership efforts on young professionals and small business owners.
 - b. Explore alternative to meeting each week for younger members.

- i. For example, in 2003 LA5 had about 400 members: only four members were under 35 years old. In order to attract younger professionals they started a special program as follows:
 1. They waived the application fee for membership for the young members.
 2. Dues remain the same.
 3. They only charged people who attended lunch.
 4. The LA5 president took an active role and enrolled several board members to advocate for the associate membership program. In one year, they raised the membership from four to 40 and now they are about 60 members.
 5. LA5 has several activities geared toward the younger members. These activities are organized and managed by the young members but can and are attended by all the members (members of all types attend these special events).
2. An committee member will brief the general membership at a meeting towards the beginning of the year regarding what the club is looking for in a prospective new member and the process of applying for membership (For the education of existing members. Prospective members are not informed of their candidacy).
3. Specify a meeting each quarter as a "Bring a Guest Day."

B. CLASSIFICATION – Joe Fitzsimmons & Monte Herring

Objectives

1. Identify appropriate vocational classification of individuals proposed for membership whom meet all other qualifications.
2. Ensure that to the greatest extent possible, the committee should, as per the RI 2004 Manual of Procedure strive to, "...broaden the interpretation of classifications where necessary to meet the modern business and professional environment."
3. Ensure the club has a well balanced membership in which no one business or profession predominates.

Projects

1. Classify candidates proposed for membership on ad-hoc basis.



Joe Fitzsimmons



Monte Herring



Dick Lawrence

C. MEMBER INDUCTION/FIRESIDE ORIENTATION - Dick Lawrence

Objectives

- 1 To formally induct new members into the Rotary Club of Santa Monica
- 2 To orient and assimilate these new members into Rotary International and the Rotary Club of Santa Monica.
- 3 To meet with these members and inform them on subjects such as:
 - a. The history of Rotary International.
 - b. The Rotary International (Paul Harris) Foundation.
 - c. The history and traditions of our Club.
 - d. Membership Requirements and Procedures.
 - e. Organizational Structure of our Club.
 - f. The works and projects of our Club.
 - g. How to be a vital part of Rotary.

Projects

- 1 Conduct a short formal induction ceremony for new members at weekly meetings of our club. These ceremonies will occur periodically (at least quarterly) with 3 to 10 members being formally introduced and inducted.
- 2 Conduct quarterly "Fireside Orientations" for groups of recent new members in the home of one of the Past Presidents. Purpose is to provide key information about the Rotary Club's mission, organizational structure and procedures, international, district, and club project, and so forth as a means of educating and informing these new members about Rotary and involving them in the activities of our club.
- 3 Past Presidents remain active on the committee and as many as 14 attend the Firesides and alternatively chair the discussion of topics on Rotary.



Jean
McNeil Wyner

D. FIRST YEAR ACTIVITIES – Jean McNeil Wyner

Objectives

- 1 Welcome new members to the club and help them become acquainted with our members.
- 2 Make new members aware of service opportunities.
- 3 Encourage new members to participate in club activities & social events.
- 4 Provide an additional support resource within Rotary.
- 5 Encourage all new members serve as Greeters throughout first year.
- 6 Have each new member seated at head table for introduction during first year in the club.
- 7 Greater involvement of sponsors after a candidate becomes a member.
- 8 Ensure that all new members are provided a current copy of the Club Information Guide.
- 9 In addition to the sponsor, assign a mentor for each new member to show them around and encourage them to join one or more committees.
- 10 Work closely with the recruiting committee to ensure a seamless transition from prospective member to first year candidate.

Projects

- 1 Assure new members that their sponsors are available to support them during their initial Rotary year.
- 2 Encourage all new members to attend club socials and Host/Hostess dinners and to participate with other members in community events.
- 3 Maintain continuous liaison with new members and monitor their progress during their first year and encourage their participation in committees and social events.
- 4 Assist the new member's sponsor as needed to continue the highest level of support and involvement.



Greg Hargrave

E. INTERACT COMMITTEE – Greg Hargrave

Objectives

- 1 Mentor an Interact Club at a local private high school.
- 2 Invite Interactors to attend Rotary Club meetings and report on the Interact Club's activities.
- 3 Offer guidance and support for Interact Club service projects.
- 4 Makes sure that the Interact Club elects new officers at the end of the year and reports the names and addresses of these individuals to the district Interact committee.
- 5 Obtain faculty advisor at SAMOHI.
- 6 Bring Interactors to a lunch meeting – (included in budget).

Projects

- 1 Continue mentoring Brentwood School Interact Club.
- 2 Form a new interact Club at SAMOHI (the local public high school)
- 3 Invite the Interact District Governor to a meeting as guest speaker.



David Snow

F. ROTARACT – David Snow

Objectives

- 1 We provide a tie between Santa Monica College Rotaract Club and our Rotary Club, encourage career dialogue, promote campus leadership and maintain a service component. Our goals are to be a presence and provide enthusiastic support to strengthen the liaison between our clubs.

Projects

- 1 Establish a schedule so those committee members augmented with other Rotarians who show an interest in participating, can plan to attend student meetings at Santa Monica College.
- 2 Provide business-oriented speakers (our members are a vast resource here) to give mini- talks at the Rotaract's educational meetings to bring reality to their studied theory. We have the obligation to keep their meeting informal and stimulating and therefore provide reasons for them to stay active and promote the club on campus.
- 3 Host selected students at our luncheons where we will be introducing them to other members and acting as ambassadors for our sponsorship.
- 4 Provide links between the students and community projects undertaken by Rotary.
- 5 Administer a scholarship to be awarded annually to a Rotaract student.
- 6 Invite several to the Paul Harris annual dinner as guests.
- 7 Arrange for opportunities for Rotaractors to participate in our club's social and community events.
- 8 Use Rotaractors as mentors for Interactors.
- 9 Invite Rotaract District Governor to attend a meeting as a guest speaker.