

Growing Membership Through Service

Susan Porazzo



Agenda

Growing Membership Through Service - Susan Porazzo
2023



- What do our Clubs look like vs. our communities
- Who we are - Who we need to be
- Who are our clients?
- Service Projects



Introduction



'How to Grow a Rotary Club like a Business'

Alex Johnson is a Business Coach in Plano, Texas, and second-year president of Plano West Rotary Club in District 5810-Dallas, Texas metro. He enjoys applying his business skills to increase Rotary service and engagement as the Zone 25b / Zone 29 Innovative Club Advocate appointed by the Rotary International Board of Directors.

Plano West Rotary is the Fastest Growing Club in North America. It tripled its membership to majority women, people of color, and under 50 by implementing the Rotary Action Plan with 75 service projects last year and averaging 6 projects a month today. He did this by focusing on who his community was and finding service projects that they would invite prospective members to volunteer for.



What do our Clubs look like vs. our communities

Community population and diversity



Communities

Population

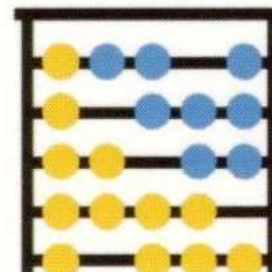
- What does your community look like?
- Women vs. Men
- Diversity
- Are there underrepresented groups within your community?
- How do you reach them?

Who We Are - Who We Need to Be

Action Plan



Altrusa District One



**INCREASING
OUR NUMBERS**
THAT'S THE GOAL !

Who we are – Who we need to be

Create an Action Plan

- Utilize social media
 - Marketing toolkit on International website (Communications)
 - [Communications – Altrusa International Member Area](#)
- Measure results
 - Number of people impacted
 - Hours volunteered
 - Books, items provided
- Participant engagement - # of volunteers per project



Who are our Clients?

Service



Who are our clients?

Who are we trying to serve?

- Public
- Service
- Members
- What is our product?
- What does success look like?

Service Projects



Service Projects

Service Projects


- Invite the public via social media to join your service projects
- Ensure the quality of the projects will appeal to people in your community
- Partner with other organizations

Summary

Altrusa clubs should represent their communities and look like them.

Inviting members of the community to join you in your service projects not only meets the goal of providing hands-on service but introduces your community to Altrusa and the wonderful work each club does



A glowing yellow tent is pitched on a dark, rocky mountain peak at night. The tent's interior light spills out, illuminating the surrounding rocks. In the background, jagged mountain peaks are visible under a deep blue night sky with a few stars and a bright moon in the upper right.

**The way to get
started is to quit talking
and begin doing.**

Walt Disney



Thank you

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