

Rotary

Midwest PETS



Midwest PETS 2026

ENHANCING PARTICIPANT ENGAGEMENT



Enhancing Participant Engagement



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Ground Rules



Why People Join & Stay in Rotary



Rotary 

THE FOUR - WAY TEST
of the things we think, say and do

- 1 Is it the **TRUTH**?
- 2 Is it **FAIR** to all concerned
- 3 Will it build **GOODWILL & BETTER FRIENDSHIPS**?
- 4 Will it be **BENEFICIAL** to all concerned?



What Engagement Looks Like

Signs of Engagement

- Attends regularly
- Volunteers
- Refers friends
- Talks enthusiastically

Disengagement Signs

- Low attendance
- Avoids communication
- Declines invites
- Seems disconnected

What Drives or Kills Engagement?

Drives Engagement

- Purposeful service
- Meaningful friendships
- Recognition
- Clear roles
- Growth & learning

Kills Engagement

- Feeling excluded
- Unclear expectations
- Poor communication
- Boring or irrelevant meetings

The Member Engagement Challenge

Decline in Developed Countries: A Stark, Stark Reality

29%

US Membership Drop

Over 100,000 members lost since 2005, representing a significant erosion in Rotary's founding nation

34%

Canada Reduction

Consistent downward trajectory mirroring broader North American trends

33%

UK & Ireland Fall

European strongholds facing similar membership challenges

36%

Australia Decline

The steepest membership loss among major developed markets

Each year, Rotary loses as many members as we gain.

U.S. membership has declined **29%** in the past 20 years - over 100,000 lost

Why do you think that is?

Activity: What Excites Your Members?

Let's find out what motivates YOUR



Instructions

1. Stay with your group
2. Work on your assigned member type
3. Fill out:
 - Motivations
 - Key discovery questions
 - Engagement strategies
4. Be ready to share ONE great question

What Will You Ask?



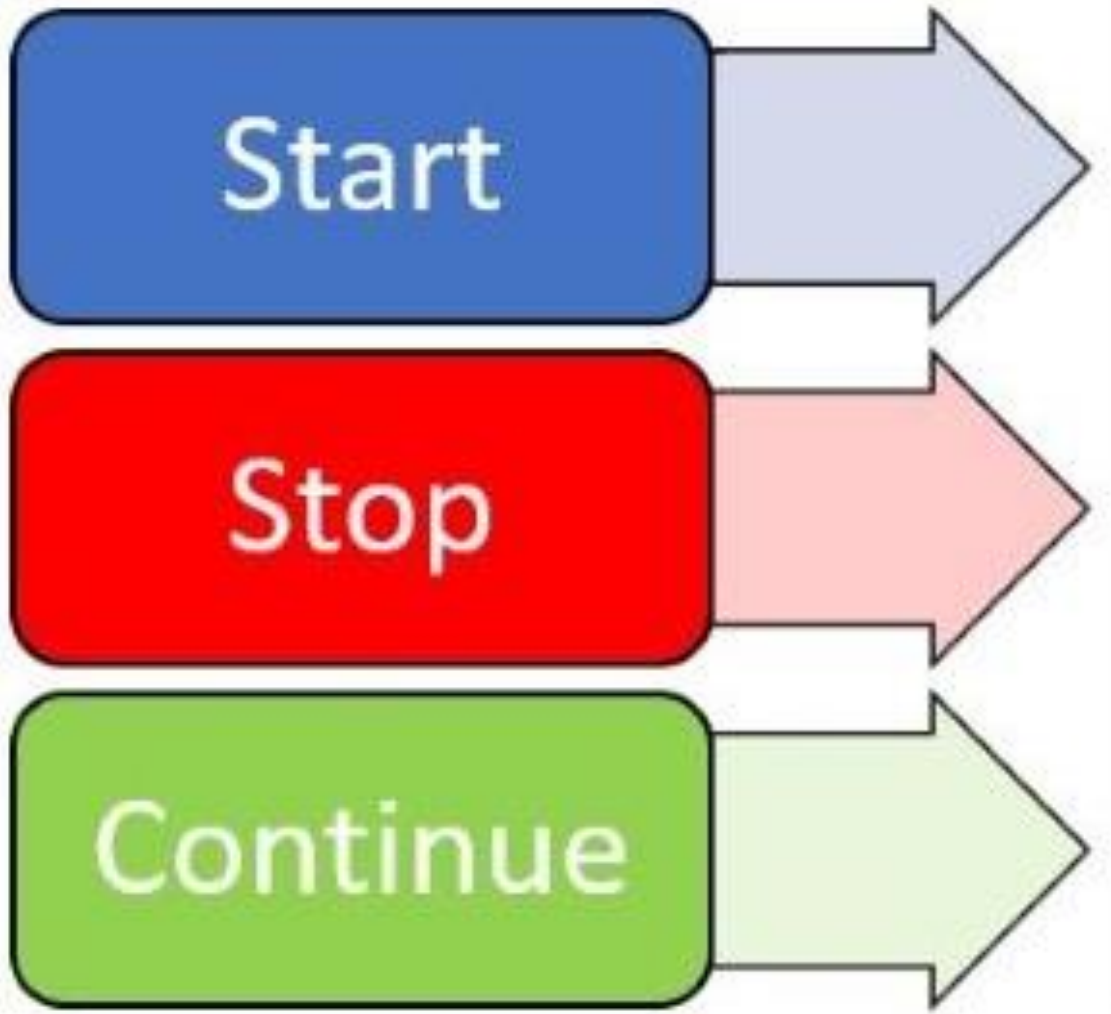
share

Share ONE discovery you would ask a member of your type.

Communicating to Engage

Channel	Use For	Avoid For
Email	Logistics, Recaps	Urgent news
Text	Quick updates	Long info
In-person	Feedback, Celebration	Routine
Social Media	Visibility, Outreach	Internal business

Your Action Plan



On your Action Card, write:

- One thing I'll **Start**
- One thing I'll **Stop**
- One thing I'll **Continue**

Rotary Tools You Can Use



Just as routine doctor's visits help us identify health risks before they become serious, a club health check can identify problem areas and prescribe remedies. This resource is intended to help club leaders assess their clubs. In each section, take a step to maintain your club's health and preserve its value for members and the community. Mark the statements you consider to be true, based on the past 12 months. Then discuss the results with your officers. If you left more than five of the boxes in any section blank, that area should be addressed. Act on remedies for any problem areas you've identified.



ENHANCING THE CLUB EXPERIENCE: MEMBER SATISFACTION SURVEY



The experience your club offers people affects how they feel about the club. By asking members for feedback regularly and then responding to it, you're showing your openness to change and empowering them to help create their ideal club experience. The Member Satisfaction Survey can help you gather feedback so you can use it to ensure that members are enjoying their experience.

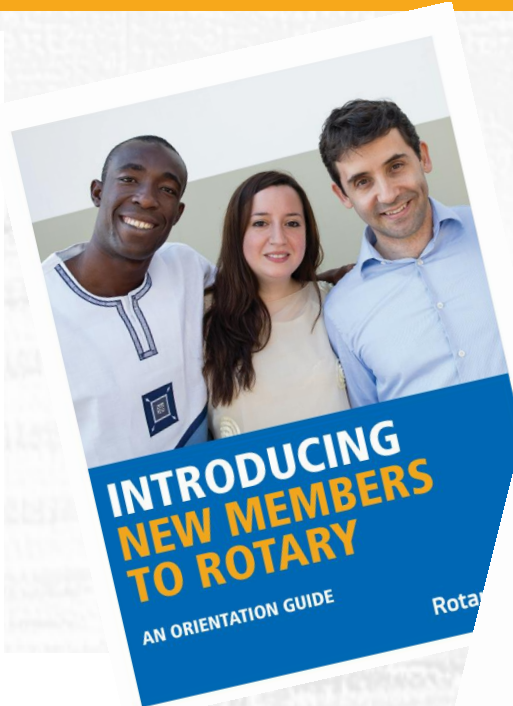
WHAT YOU'LL GAIN

Conduct this assessment and act on its results to:

- Identify what your members like and dislike about their club experience
- Develop an action plan that builds on what people enjoy and that ends or changes what they don't

GETTING ORGANIZED

You'll need a dedicated group of people to conduct the Member Satisfaction Survey. It can be your club's membership committee or a few interested volunteers. You can devote time during a club meeting to discuss how satisfied people are and have them take the survey. You can also hand out the survey or email it to members so they can have time to complete it. Or you could hold a special meeting devoted to the survey. Make it fun and use some of the time to have members discuss the survey.



English

Welcome to your Club Planning Assistant!

We know club leaders face a variety of challenges, from growing their membership to making a difference in communities around the world. We have resources that can help!

Of these, which is the biggest challenge for you as a club leader? (Select one)

- Engaging members and delivering value
- Attracting new members
- Making a meaningful difference in our community
- None, our club is thriving

Continue

Rotary Vision Statement

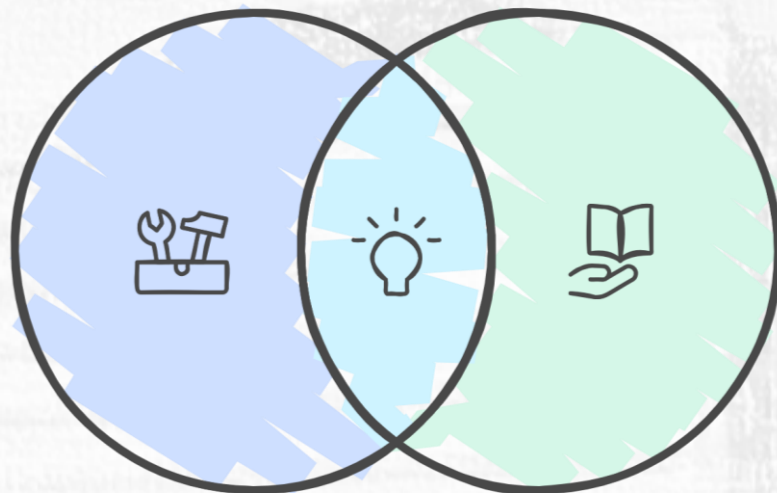
“Together, we see a world where people unite and take action to create lasting change - across the globe, in our communities, and in ourselves.”

“Ask. Listen. Act. Include.
Communicate. Support.”

You're ready to lead engagement
in your club!



Thank You!



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