

ROTARY CLUB OF MENDOCINO PROPOSAL FOR SUPPORTING INCREASED MEMBERSHIP

OVERALL

- Build fun, friendship-building events in our schedule...amongst others, consider making the 3rd Thursday a date for get-togethers in Pattersons.
- Encourage task managers to form committees and host gatherings for their committee members.
- Take advantage of the new venue in Hill House.
- Follow up on members who may be withdrawing, let them know that we want them to stay.

BUDGET

\$1000 to upgrade our website (opening picture to feature something local not international service, new page for youth service, create a pay link, etc.
\$400 to reproduce our new brochure, along lines drafted by Margaret.
\$600 to mail out invites to prospective new members, especially in business and youth.
Total \$2,000

KEY ACTIONS

- Create a corporate membership, described below, and
- Create a friends of Rotary membership, with a separate mailing list?

CORPORATE MEMBERSHIP

WHY DO IT

A corporate membership gives local businesses, nonprofits, government entities and corporations the chance to give back to the community while developing their employees' contacts and skills through Rotary.

The heads of such organizations might like a corporate membership because it allows them to manage their time better, spreading responsibility for action to other members of the organization. It may also result in a tax savings for a business organization.

More junior persons might like it because it can increase their exposure to Rotary and reduce their costs.

HOW IT WORKS

The organization is registered as one member of Rotary. The organization head is a primary member, while others (there can be 1 to 3 more) are alternates. All will meet the membership requirements of our club, and all can attend meetings. However, only the most high-ranked of the organization can vote on a given issue.

WHAT IT COSTS

A corporate membership typically is offered at a cost that is less than a multiple of a personal membership. For example, if the business would sponsor a primary member and an alternate, it could be billed something between the cost of one member and the cost of two members (\$260-\$520 at present). We should always cover administrative costs so let us say \$325 (25% addition) for a two-person membership in our club at present, \$390 (50% addition) for a three-person membership.

ORGANIZATIONS THAT MIGHT PARTICIPATE

Hudson Realty, Sothebys, Engels and Volkers, Century 21, Savings Bank, Mendoza's Groceries, Mendocino Hardware, the Goodlife, MacCallum House, Hill House, the Mendocino Hotel, the Stanford Inn, the Blackberry Inn, the Art Center, MCCSD, the Fire District, the Goodlife, the Mendocino Cafe, Cafe Beaujolais, Trillium, and on and on.

EXPERIENCE IN OUR DISTRICT

I have spoken with our district membership chair, who is also President of Petaluma Rotary, and she supports such an effort. She is checking to see if other clubs in this district have done this, and what they achieved by it.