



## What Clubs Can Do to Attract More Female Members

### National Membership Seminar March 2017

1. First and for most SET THE SCENE – Clubs need to examine their culture. Dinner conversation , is it inclusive of women. Are they still telling sexist and inappropriate jokes? Do women feel comfortable when walking in to your club rooms ? Is there a noticeable presence of women members in your club when women visitors visit. Are women represented on the club board? Be bold with your selection as leaders in your club. Don't accept the excuse "of not having enough Rotary experience".
2. Projects : Need to reflect causes that females are passionate about. In saying this however, many women are happy working on projects which make a difference. Invite them to lead a project they are enthused about the cause.
3. Meeting Style/Structure etc : Have flexibility in meal options for meetings. Find ways to make your club family friendly, encourage children to come to meetings (have a badge for children too). Family membership – lower the cost. This can then be more appealing to partners of current members. Have speakers whom are interesting to women.
4. Engagement of Women Members : Provide significant roles, make them feel valued. Have female members on the board. Ensure your club is inclusive when you hold events – welcome all new members fully. Have some events aimed at women (ie High Tea / Fashion Focus). Of course some aimed at men too. Ask women what they would like to do/ what their interests are. Women are generally more attracted to groups that already have women in visible positions and where there is clear evidence that they have a voice.
5. Possible sources of female members : Schools , women asking women, research female careers, Tap into Rotaract, Female community groups – link with them/visit/be guest speaker/have joint projects, Grant recipients – invite them back to your club – Build relationships. Presenters/Guest speakers. Interested spouses/partners. Tap into Alumni members and parents of Alumni.
6. Marketing of Rotary being open to women members : Ensure your membership material has a strong female representation / review it with an open mind. Utilise and embrace Social Media – share positive messages that show Club is very inclusive to females.