



The Science of Charisma™

Rotary Membership Plan

Competitive Analysis

The Science of Charisma™

for faster engagement and easier sales

A key facet of Charisma is that split second first impression. Is it instantly compelling?

Imagine your organization as a pop-bottle. The label as your brand. **Rotary would look like this:**



The label helps us know what to expect when we open the bottle. Because we revolve around **service**, our label actually looks like this:





Because Rotary has competitors, **to potential members, our bottle looks like this:**



But they're also known for their service (along with PTO, PTA, churches, etc...). So **in the potential member's mind, our brand looks like this:**



Inside these bottles, each organization is completely different. Working with **Rotary is completely different** than working with United Way or the Youth Service Bureau. However, from the outside we all look the same.

Because people shop quickly, research shows they make their decision in less than 2 seconds, it's impossible to differentiate ourselves by talking only about service.



In Portland, we realized another strength of Rotary is it's history of attracting community leaders.

By highlighting this more unique aspect of our club, we instantly stood out and were able to build **more support for our service projects.**



Our mission is to ***“Foster a Network of Cooperation for Serving thru Leadership.”***

No one in town can accomplish this mission better than Rotary.

The more relationships we build, the more projects we can do. The projects then strengthen the depth of these relationships, offering more opportunity to us all. This powerful symbiotic relationship is what Rotary does best!



The Science of Charisma™

Rotary Membership Plan

Market Research

The Science of Charisma™

for faster engagement and easier sales

THE DATA: From a 2010 survey completed by 4,819 Rotarians across zones 33 & 34 (North America).

When asked “Why are you a Rotarian”. Here are the results.

Not “One Size Fits All”*

| | |
|---------------------|--|
| 0-5 Year Rotarians | Networking Professional Development Service with Peers |
| 6-20 Year Rotarians | Service to Community Maintain Friendships |
| 20+ Year Rotarians | Maintain Friendships Service to Community World Peace |

**Source: 2010 Zones 33&34 Survey, RC Bevin Wall & RC Jim Henry*



THOSE IN ROTARY 5 YEARS OR LESS – why are they in the club:

1. *Networking (biggest priority)*
2. *Professional Development (a close runner up)*
3. *Service (a distant 3rd)*

THOSE IN ROTARY 6 YEARS OR MORE – the answers evolve

1. *Service (off the charts! biggest priority)*
2. *Maintain Friendships*



THOSE IN ROTARY 20 YEARS OR MORE

1. *Maintain Friendships*
2. *Service to Community*
3. *World Peace*

TWO POWERFUL INSIGHTS:

1. Rotary has the power to change one's values.
 - a. The longer they're in Rotary, the more they adopt 'Community Service' and 'World Peace' as major personal goals. (Amazing!)
 - b. But it only happens after a member is recruited, then engaged 6 years or more
2. By branding ourselves exclusively on 'Service'
 - a. Appeals most to those already in the club more than 5 years
 - b. Appeals less to new members and prospects
 - c. Makes it more difficult to attract and engage new potential members to the cause – and we lose many opportunities to help change that potential member's core values

CURRENT ASSESSMENT:

Using *Service* as our brand actually makes it more difficult to build growth and support for our *Service Projects*.

ADDITIONAL PROBLEMS:

NETWORKING:

We can't brand ourselves a 'Networking' org. Typical networking activities like handing out business cards or self-promotion at meetings are discouraged. Also, attracting too many 'networkers' will tend to drive out the top corporate leaders and most able philanthropists, who would rather avoid another sales pitch.

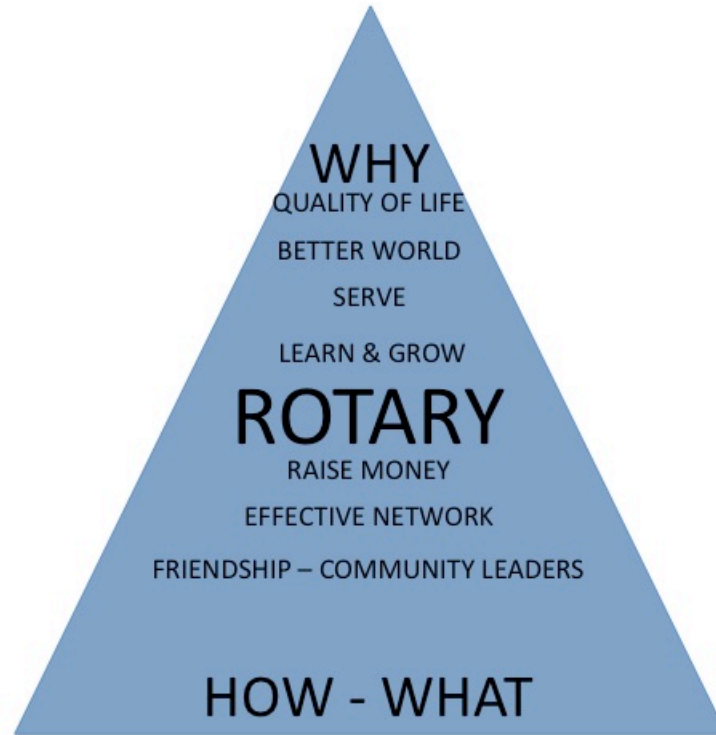
PROFESSIONAL DEVELOPMENT:

Professional development is not a compelling value proposition. Offering a prospect professional development holds a veiled judgement, implying "I believe you need some help, because you aren't good enough yet". This judgmental attitude is exactly opposite of the Rotary image we seek to build.



SOLUTIONS:

Here is an abridgement of our club's facilitated brainstorming:



Here are a few reasons WHY Rotary is important. You can also see WHAT we do and HOW we do it.

While we aren't a 'Networking Group'. We are an 'Effective Network', made up of community leaders.

We sought language to help prospects see this unique value. They'll gain access to a valuable network of community leaders around the globe? No other organization in town can do this better!

It's also critical prospects understand **Service is the core of Rotary**. It's only by giving yourself to service that you can gain access to this valuable network. And the better you build your network, the more ability you have to contribute back to the cause in return.