

Membership talk to BOG Orientation

November 24, 2020

Introduction:

Membership most important in any organization, large or small.
Need critical mass to carry out functions

Gyro Organizational development was one club started in 1912, with clubs added and chartered across US and CA (important factor in current governance model'.

Historical perspective shows the peak in membership and clubs was in 1979, and 126 clubs had 5560 members. By 2010, totals were 101 clubs with 3468 members. By October 31, 2020, 74 clubs with 2004 members. Thus clubs dropped to 73% and members dropped to 58% during the past 10 years.

Model is 3 circles of Friendship:

The club is the first circle, and is the grassroots source of all new members. There are several differences in types of clubs, but each club usually had members of similar backgrounds and interests. "Be a Friend, Bring a Friend".

The district is the second circle, and was necessary as clubs and areas of both countries increased.

Gyro International (BOG and EC) is the surrounding circle for support and integration of the first two circles.

The New Era Committee (2014) very strongly concluded that these 3 levels of governance are essential for staying one organization. Thus, Gyro is not 'us vs. them', nor 'top down' nor 'bottom up. All are necessary roles to keep the organization viable, efficient, and offering members to gain friendships beyond the local club level. The ultimate voting power is with the clubs' delegates, as they elect the district and international officers.

Barriers to growth

Bowling Alone authored by Robert Putnam showed his and others' research documents civic decline and grievous deterioration in organized ways to relate. This began in 2nd half of 20th century, and continues to the present. Examples include: decline in church membership and attendance, with 'none' being the highest category in church organization choice; steady decline in union membership; decrease in philanthropic generosity, social trust is dying out. Volunteerism has shown little change.

Resources

Membership recruitment and maintenance is a club activity. However, many aids are already in place and more are under discussion.

There have been several attempts addressing the decline of membership, with members serving as international membership directors, with development of excellent white papers. But none have reversed the decline.

The current website (greatly improved over past six months) has great suggestions under two pathways: Gyro.org → Club Resources → Training Tools; Gyro.org → Other Information → New Era Committee, NEC Summary, Policies and Procedures (A,B,C,D).

Much of the information are like a Cookbook of ideas to 'lead the fun', 'everything you wanted to know about creating fun and fellowship but were afraid to ask.'

Leadership has to inspire club members to do something concrete in asking new people to join Gyro.

Adjustment of factors as to type of membership needs to be on table. Included, but not limited to, could be: targeting younger people, even starting a new club; involvement in community service; be family oriented aiming at younger members; still maintaining that recruiting similar interests in co-workers and colleagues will maintain viability for the club and thus the organization.

Membership Committee is trying to add to the 'tool box' things like member perks, cards to carry with that would have info about the

local gyro club as well as the member, advertising in colleges and chambers of commerce.

Betterment Fund

Be aware of the BF which can be a financial resource to a club in activities that are for new member recruitment. The Policies and Procedures, section D, p 10 has information about the BF, as does the constitution and by-laws, p B28-29.

“Be a Friend, Bring a Friend”