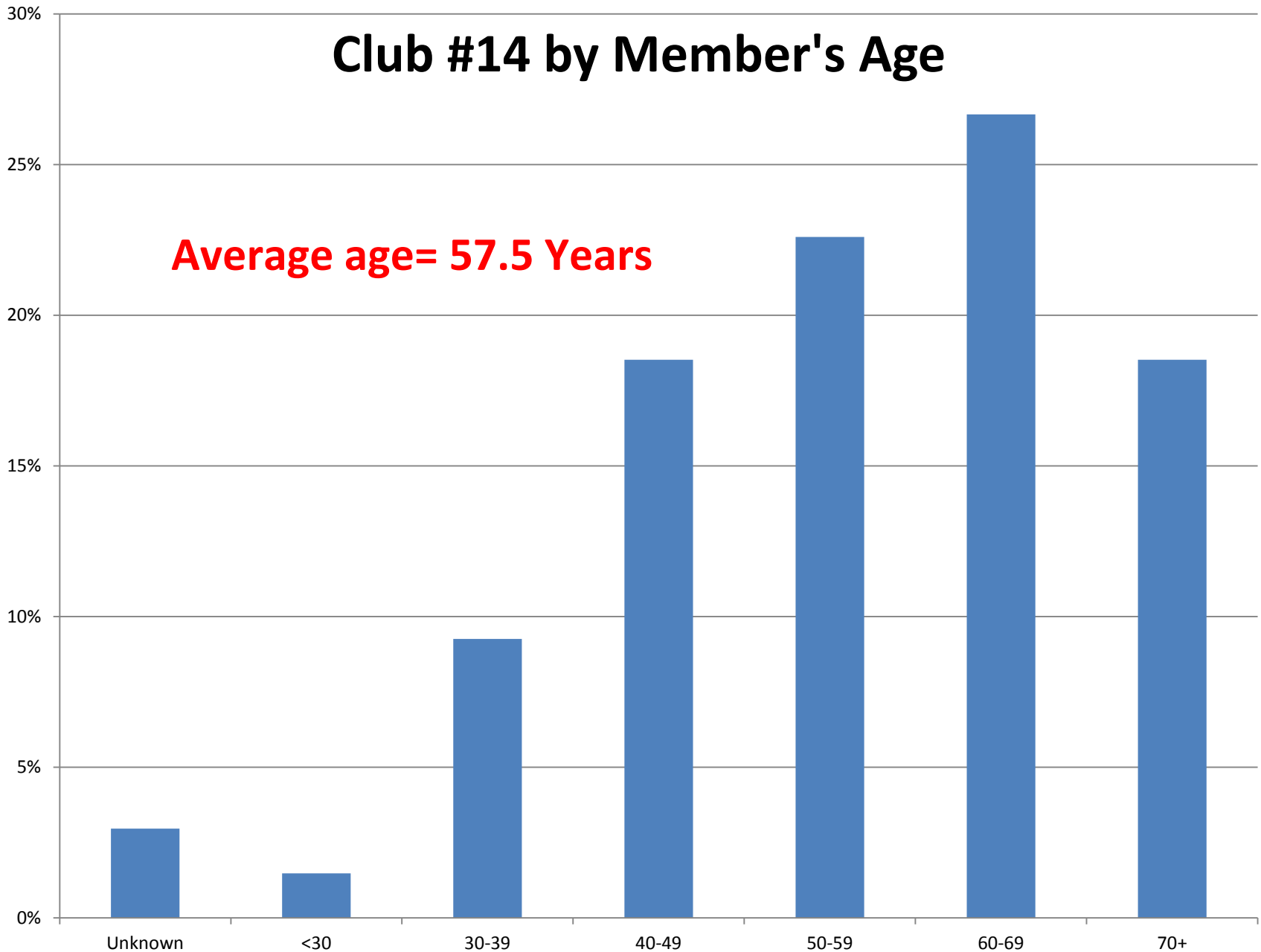




Demographics of our Membership

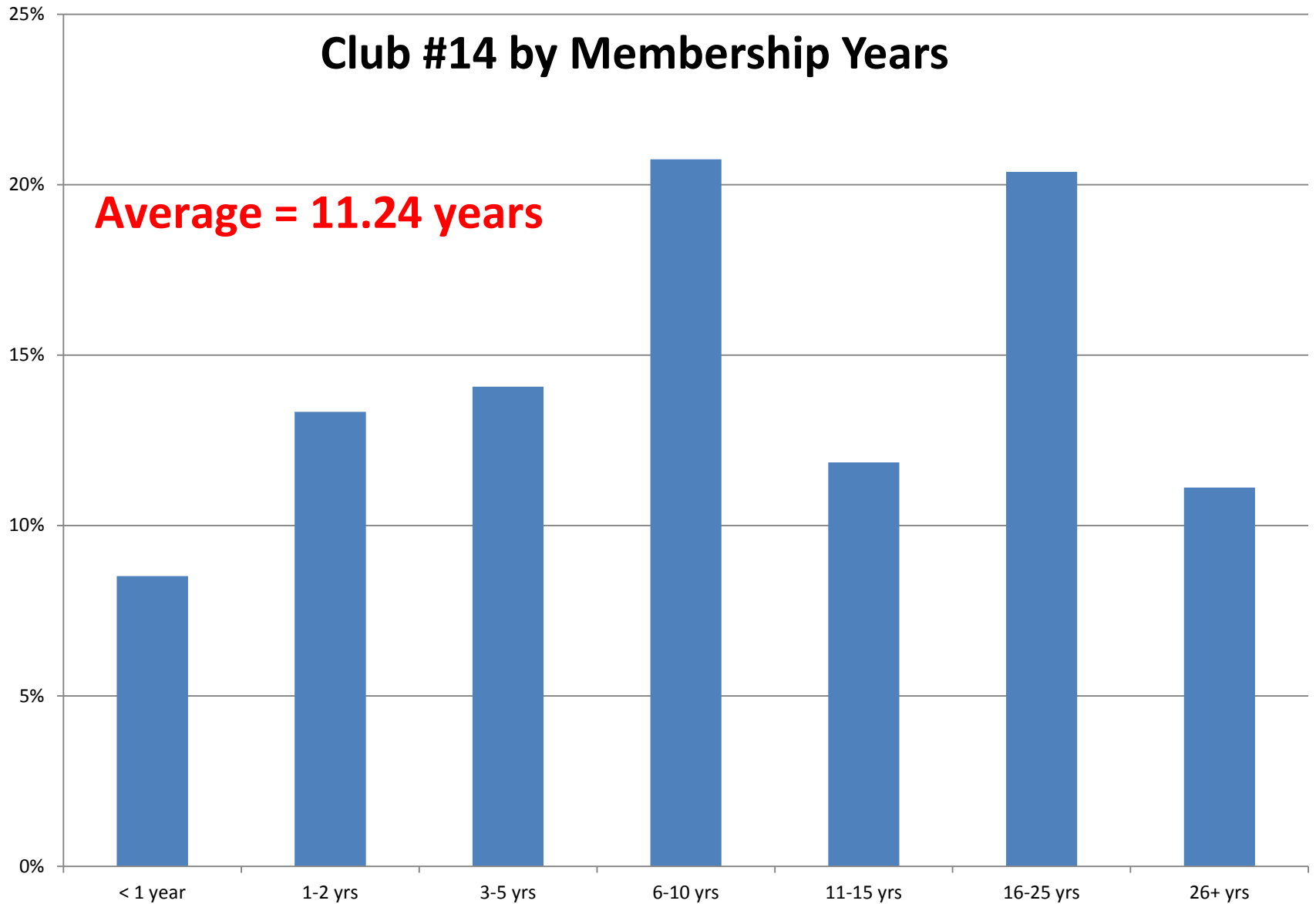
Club #14 by Member's Age

Average age= 57.5 Years

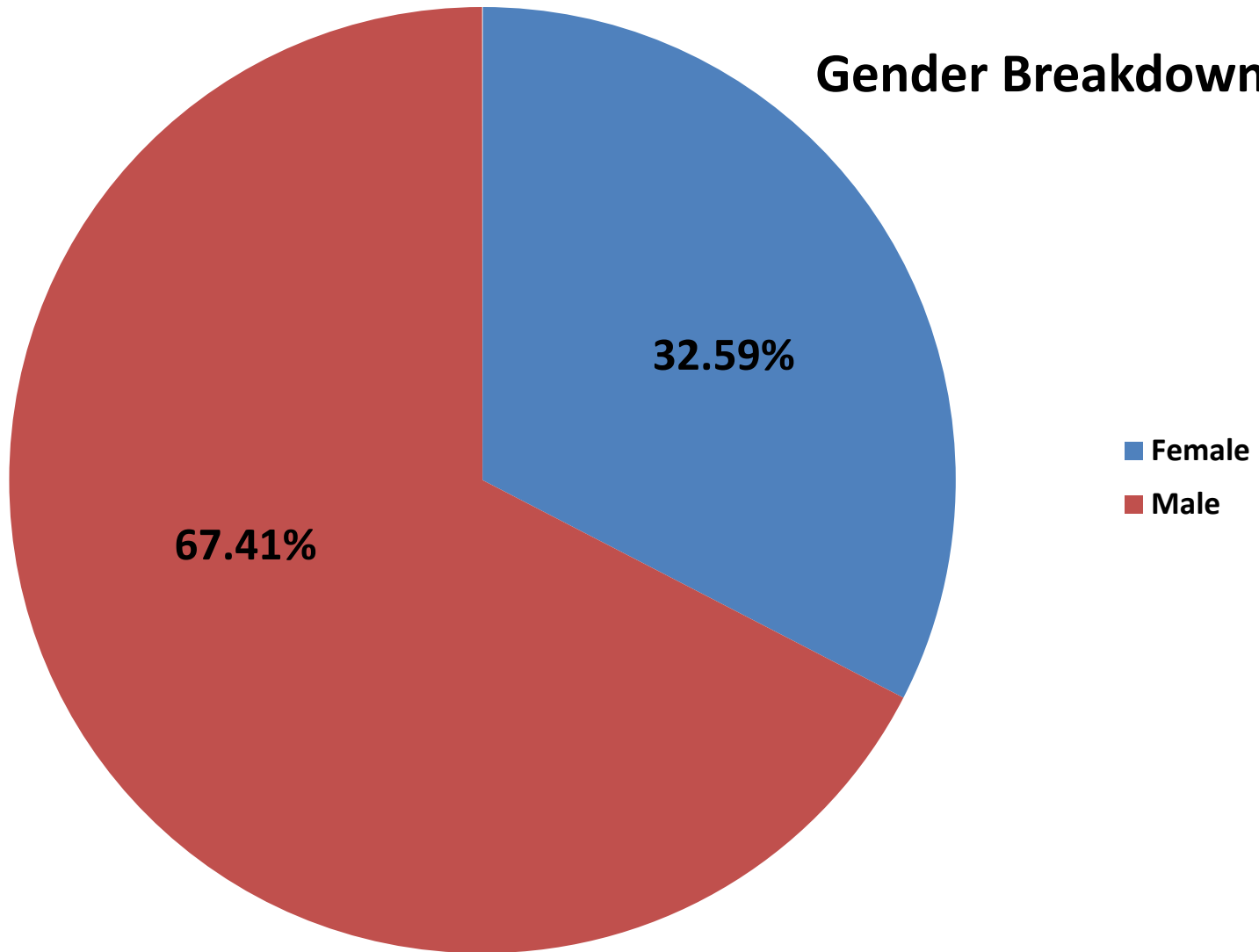


Club #14 by Membership Years

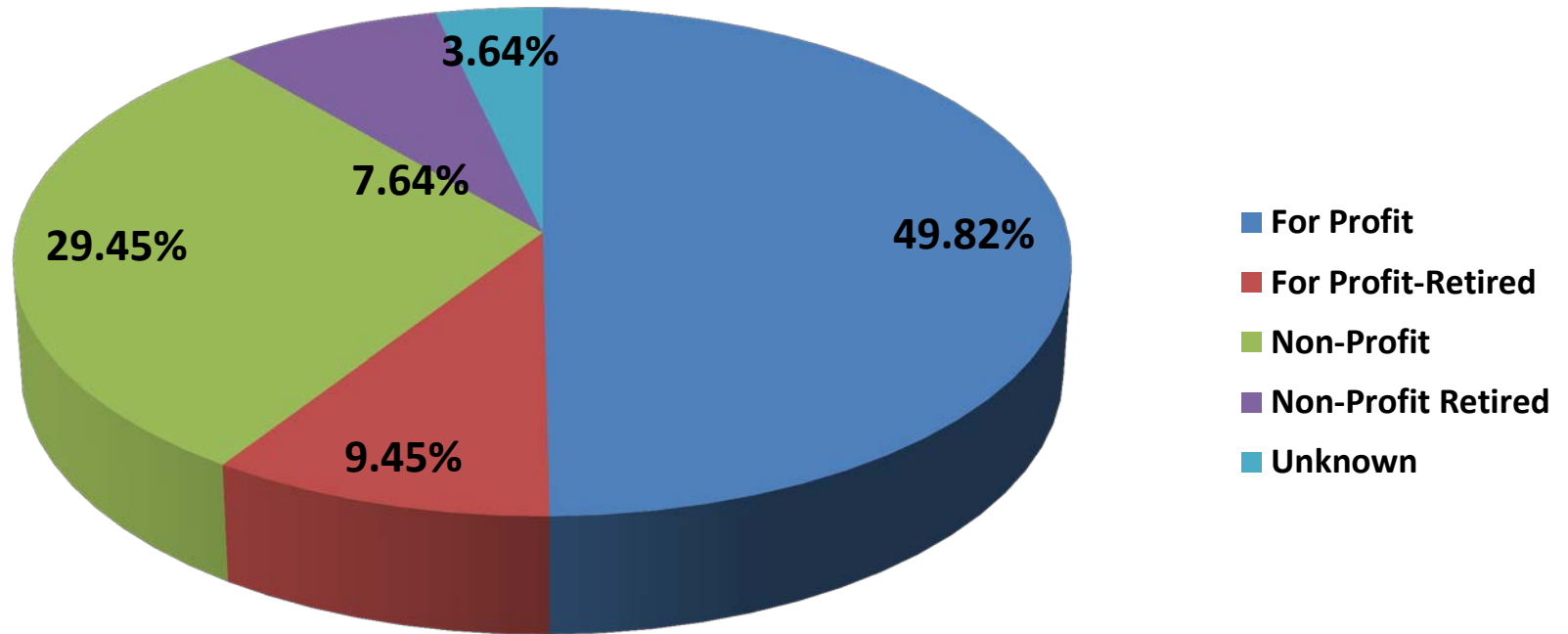
Average = 11.24 years



Gender Breakdown



Club #14 by Business Type



Survey says....

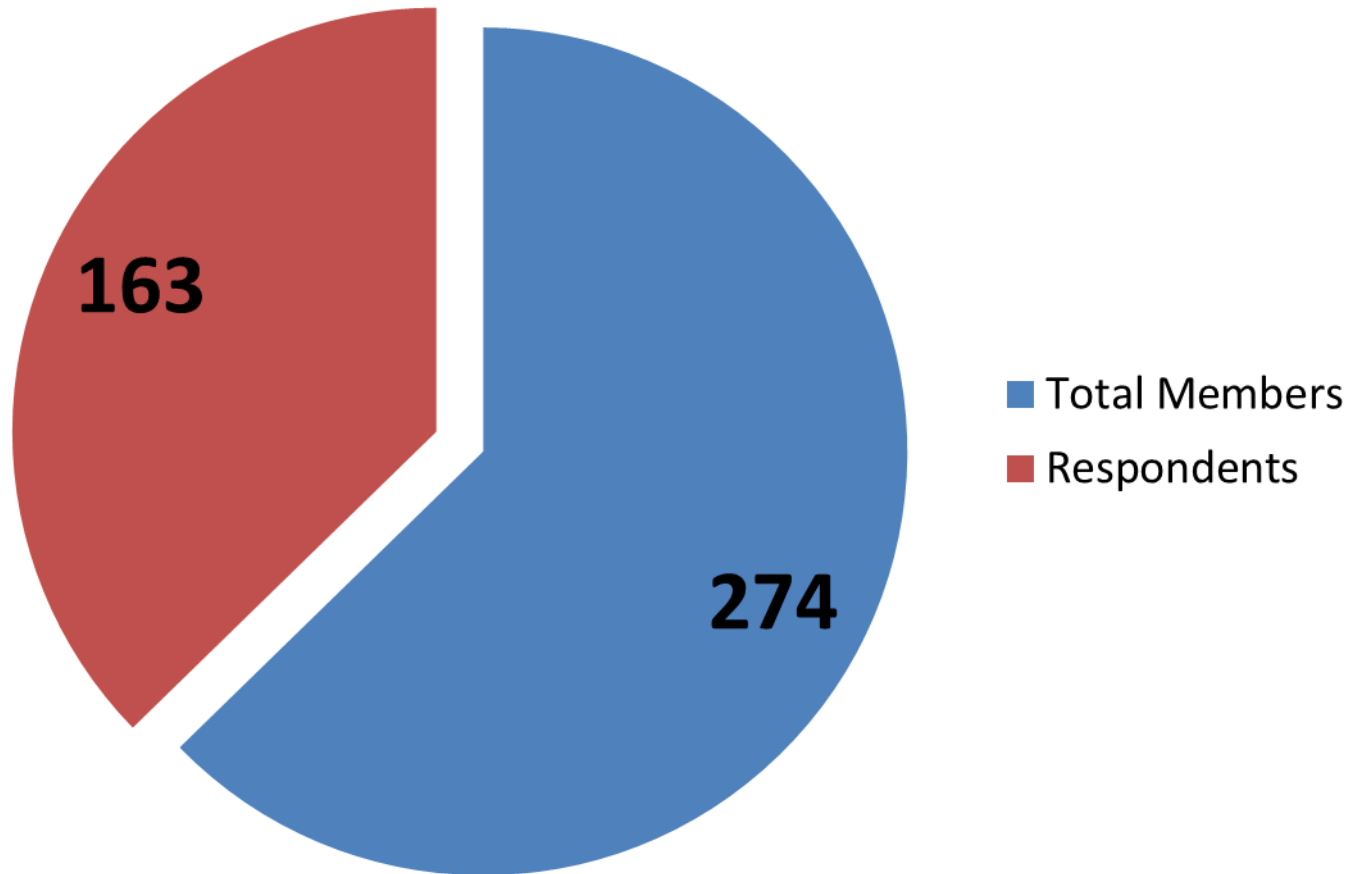
Lincoln
Rotary
Club 14



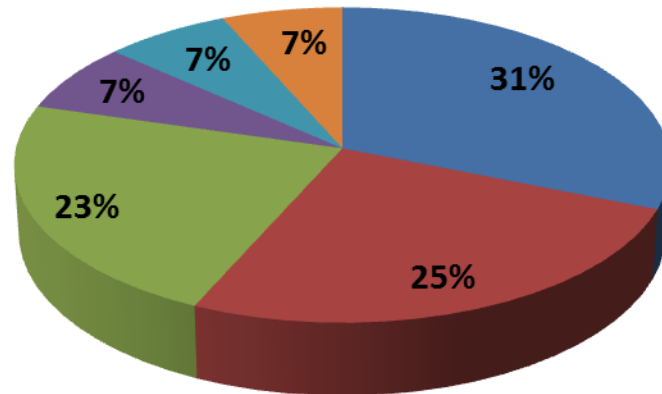
Rotary Club Survey 2013-2014

Results – Executive Summary

Survey Response Rate = 59.5%



Why did you join?



■ Networking/meeting people

■ A trusted friend/sponsor

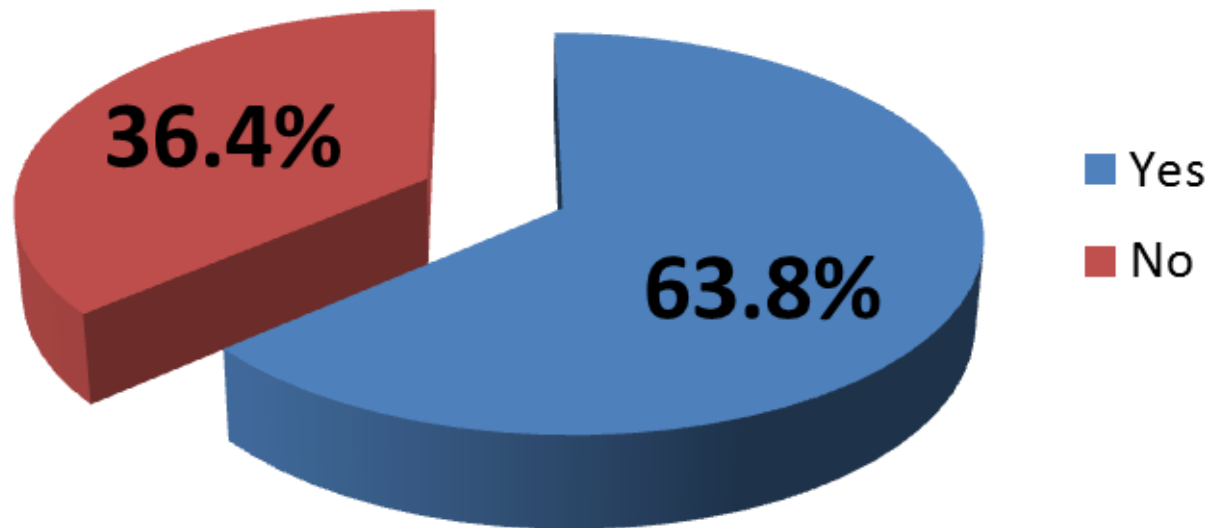
■ Community service opportunity

■ Build your Business

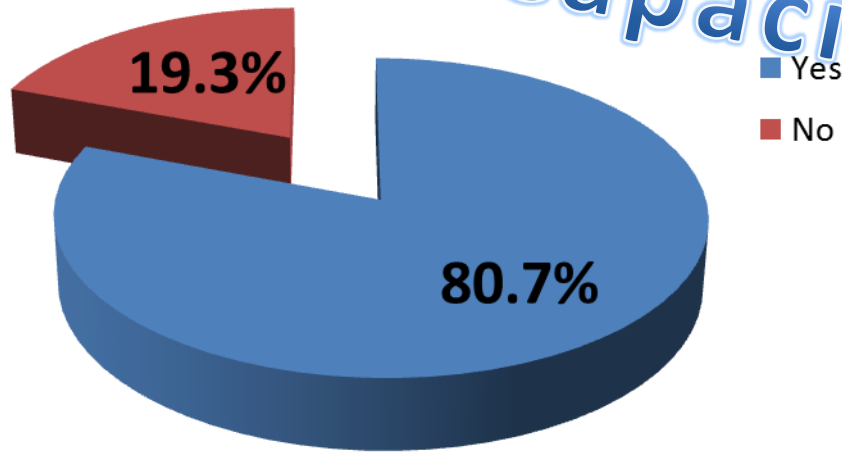
■ World service opportunities

■ Your employer asked/required

Expectations: Time & Treasure?



Right members?



Capacity to give time

Community Leaders

Increase minority members

Emerging Business Entrepreneurs

Capacity to give money

Best ways to **ENGAGE**
new members:

- NEOS
- Committee Volunteer
- Service Projects
- Club meeting involvement
- Personal contact by Orientation Committee
- Social Activities

Best ways to **RETAIN**
seasoned members:

- Leadership Opportunities
- Committee involvement
- Service Projects
- Social Activities
- Personal Contact by Participation Committee

Top 5 Local Projects

Children and Youth

Education and literacy

Economic and Community development

Hunger and shelter

Health, disease prevention and water quality

Top 5 International Projects

Disease prevention and treatment

Basic education and literacy

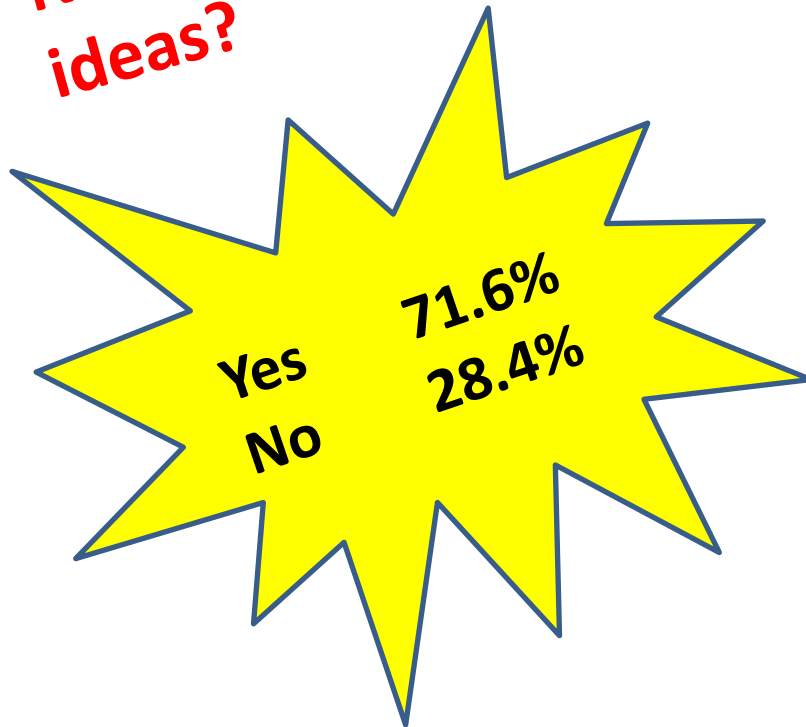
Water and sanitation

Maternal and child health

Economic and community development

Activities you would attend/volunteer to help?

New fundraising
ideas?



ACTIVITIES & EVENTS OF INTEREST

bowling

Wine tasting

Cookout/picnic

Dance Party

Ted/Tedx talk
concert

Wine & cheese
Basketball game

TAIL-GATE

hockey

Movie night

Coffee F/TAC's

BEER TASTING

"Rotary After Hours"

Progressive dinner

ROTARY14.ORG

Have you used the website?

Yes	92.1%
No	7.9%

How often?

Once a month	69.8%
Once a week	29.5%
Once a Day	0.7%

What do you use it for?

- 1) Calendar
- 2) Propeller
- 3) General info seeking
- 4) Auction info
- 5) Event registration
- 6) Member directory
- 7) Committee work
- 8) Grant application

Signature Projects

Frequency:

5 years 48.6%
10 years 45.8%
20 years 0.7%
Other 4.9%

Gift support:

Combination (tangible with recognition and connection to humanity/environment) 64.9%

Tangible with recognition 32.4%

Intangible (program/service) 2.7%



Project should benefit:
Lincoln (local) 92.7%
Intl (global) 5.3%
Nebraska 2.0%