



## **“ROTARY RELEVANCY” RESEARCH STUDY**

This study is very powerful in reenergizing the membership, distilling out the most important improvement initiatives for immediate action plans and providing very critical research for an effective long range strategic plan.

### **Two primary research goals:**

- Leadership: Clear, actionable, timely member-based direction
- Members: Involvement and “buy in” along with enhanced enthusiasm

### **Research will specifically probe to provide a better understanding of:**

- How Rotary can better meet the needs of today’s business professionals to ensure an enthusiastic, committed, engaged membership who sees value
- How to attract new members
- How to retain existing members
- Why Rotarians join, i.e. expectations
- Which expectations are being met/unmet
- General perceptions of Rotary including
  - Networking opportunities
  - Community service opportunities
  - Social activities
  - Weekly meetings
  - Speakers/programs
- Other customized issues

### **Benefits of conducting focus groups:**

- Sends positive message club values member opinions and shows commitment to improving organization - promotes much good will
- Helps leadership understand key reasons people join; whether expectations are being met; barriers to getting members assimilated; and challenges of the changing workforce
- “Listening to members” gives them ownership in the process and outcome, and positions members to step up and help implement change

- Identifies “member-based” issues and areas of greatest importance on which to focus both immediately and long term
- Communicating results to large cross section of members (especially Board Members, Committee Chairs and Vice Chairs) significantly facilitates and expedites improvements
- Serves as critical foundation research for strategic plan and provides critical continuity with changing leadership
- Information remains timely and valuable in planning efforts for several years
- Addressing member needs increases satisfaction and can dramatically strengthen retention as enthusiastic members will stay and will recruit their friends

### **Why Thornhill Associates?**

- Retaining Thornhill Associates will ensure your research study will be conducted by a professional research and strategic Consultant knowledgeable of Rotary and one with extensive experience conducting successful studies with other large Rotary clubs.
- Using a tested, refined research process helps protect both club and member investment and ensures meaningful results.
- Qualitative research is not the same as facilitating brainstorming sessions. Professional techniques are used to draw out insights, delve deeper into thought processes and provide a safe environment to encourage sharing of honest feelings whether they agree or disagree with the group.
- Makeup of focus groups is critical to success. Thornhill Associates ensures proper participants are selected for maximum results.
- Experience and cumulative knowledge (including best practices) from other large clubs provides for more enlightened professional analysis, conclusions and recommendations.
- Thornhill Associates presents a professional, thorough presentation of study findings (utilizing PowerPoint) to large member groups.
- Results can be very sensitive when challenging traditional thinking. An open Q&A session following report presentation is critical to help Members process information and clarify possible misinterpretations. A 3<sup>rd</sup> party professional consultant with extensive Rotary experience is invaluable in this critical phase.
- Retaining an outside professional ensures the project will be carried through to successful completion.