



The Missing Millennials



Rebecca Fry

Leadership
Strategy
Performance



Rebecca Fry YOUR LEADING EDGE

A bit about me



- National Youth Science Forum (NYSF, 2006)
- National Youth Science Week (South Africa, 2006)
- Rotary Youth Leadership Awards (RYLA, 2008)
- Western Sydney Rotaract Charter Member
- President Sydney City Rotaract 2014
- International RYLA (Sydney, 2014)
- GetAhead 2014
- District Rotaract Representative (Rotary District 9675, 2015)
- Young Leaders' Summit (South Korea, 2016)
- Rotaract Australia Chair (2017)
- Co-Founder RYLA Oceania (2019)
- Member Rotary International Strategic Planning Committee (2019)
- Charter President Rotary Social Impact Network (RSIN, 2020)
- Co-Founder Rotary Leadership Fellowship (LEAD, 2021)
- Chair LEAD Rotary Fellowship (current)
- Vice-President RYLA Oceania (current)

1000s

of young people every year





<5%
Rotarians under
40 years old



<5%
Rotaractors
transition into
Rotary



3
year average
membership

Agenda

- Setting the Scene
- Rethinking Rotary
- How to take Action





Who are 'Millennials'?

Born between 1981 - 1996

Professionals:

- Highly skilled
- Low on time
- Higher wages

Purpose driven



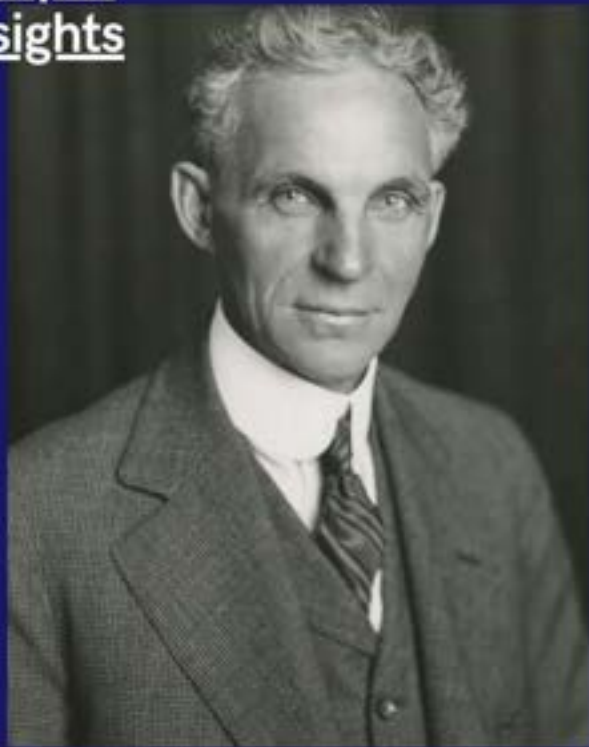
**Why aren't
Millennials
joining Rotary?**



Deeper
insights

If I had asked
people what
they wanted
they would
have said
'faster horses'

Henry Ford



It's not about time and money, it's
about VALUE



What they really mean:

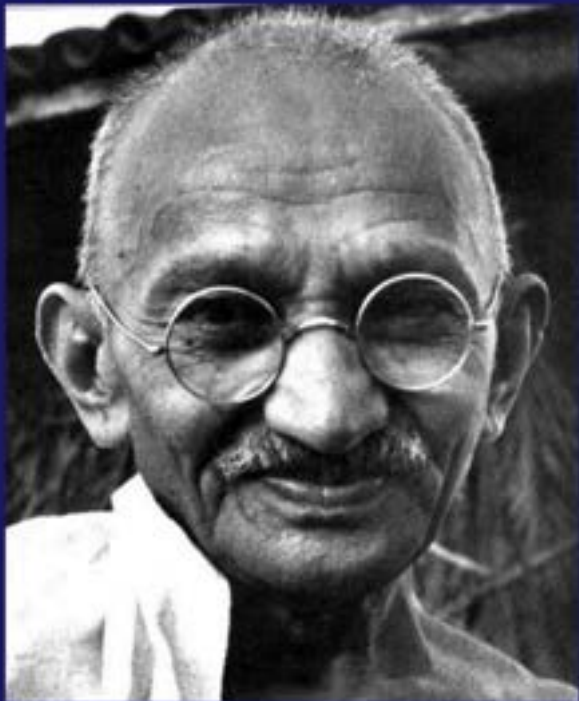
"The value I gain from Rotary is not higher than the time, financial and mental investment."



**What do
millennials
value?**



Purpose



**You've got to
be the change
you wish to see
in the world.**

Mahatma Gandhi



**What is
Rotary's
unique value
proposition?**



IT'S NOT

Fundraising



Volunteering



Friends



"I am able to use the
Rotary platform to
engage in **projects** I
care about."



Scale



Diversity of
Initiatives



Infrastructure



A **platform** to create
the change you want
to see in the world.

The Framework

1

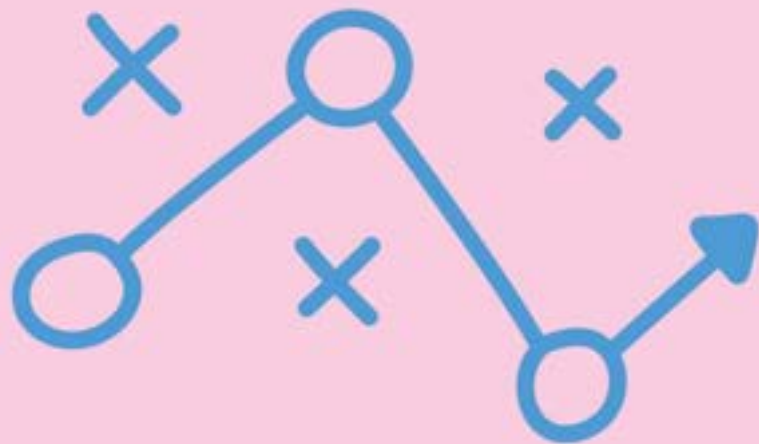
Recruitment

2

Engagement

3

Retention



**Consider
yourself as
a business**

The Framework

1

Recruitment:
acquiring
customers

2

Engagement:
amazing user
experience

3

Retention:
ensuring
members buy
from you again

Recruitment

Who?

Consider target
market and
create ideal
member
personas

Where?

Alumni
Institutions
Small Businesses

How?

Remember the
marketing
"Rule of 7"



Engagement:
Taking a
personalised
approach

A Personalised Model of Rotary

What do you enjoy?

What are your skills?

What is the community need?

What is your capacity?

Based on the 'Ikigai' model





Youth Exchange
/ Professional
Development



Local
Community



Environment
and Global
Development



RYLA /
Leadership
Development



RYPEN



Walk to
Cambodia /
Local
Community



Fellowships



Beyond
Your Club



Action Groups



Retention:

**You have to keep
re-selling Rotary
year after year**



Why do Millennials Leave?

Burnout

Politics

Bullying

Expectations

Lack of Innovation

Not Feeling Valued



**How do we
improve our
culture?**





An Effective Solution

CliftonStrengths®



Improve Culture

Understand Member
Psychology



CliftonStrengths®



Taking a Strengths Approach

RYLA Oceania

RYPEN 9685

RYLA 9815



“

We were able to explore **our individual strengths** and how they influence our approaches to various tasks... we were then able to elevate this understanding to a **team-wide perspective**.

We were guided in recognising the **strong points** of our team, as well as **potential areas of conflict**, and highlighted opportunities that might be overlooked.

We are engaged and are better equipped to collaborate effectively and maximise our team's potential.

How much is
retaining a
member worth
to you?





Some Final Thoughts

Focus on a specific audience, even if that means not choosing Millennials



**The Motto of Rotary is
Service Above Self, yet
too often 'Self' comes
first...**

An infinite
Mindset



**Great leaders are
willing to sacrifice the
numbers to save the
people.**

**Poor leaders sacrifice
the people to save the
numbers.**

How to Get
in touch



Contact



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Take Action!



Never doubt that a small group of thoughtful committed citizens can change the world; indeed, it is the only thing that ever has.

Margaret Mead