

European Meeting Deputies & National Representatives

Split  Croatia

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Group 4

Motivate   and grow 

8 Group members

- Sofia Kutsopapa, Germany
- Iclal Kardicali, Turkey
- Maria Nikolidaki, Greece
- Nathalie van den Gruben, the Netherlands
- Christine Bauer, Austria & Czech Republic
- Ingrid Haggards, Sweden
- Birgitta Salmen, Sweden
- Pia Helkio, Finland

I. Evaluation of the current situation

Reasons for decreasing
club member numbers

Demographic challenges in Europe

- **Aging population**

e.g. average age in Sweden 78 years old
average age in the Netherlands 74 years old.

- **Longer life expectancy**

decreasing mobility of older members leads to declining enthusiasm in participation.

Demographic challenges in Europe

- **Shrinking birth rates**

limited selection of middle-aged women

- **Working women**

time factor

- **Single mothers**

lack of support

Challenging daytime meetings

- Inconvenient day time meetings.
e.g. in Germany and the Netherlands
are aging and lack new membership.

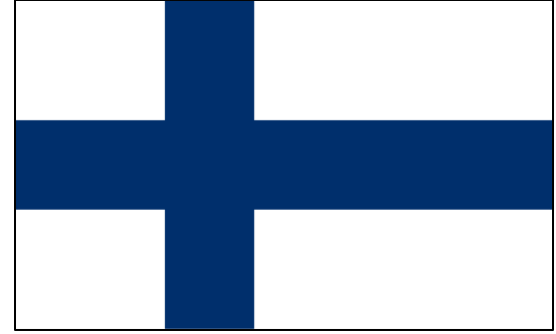
II. Best practices to motivate members



Greece: Rhodes Island

- Members interested in hands-on service and local charity activities.
- Reward = Exposure and support through local media.
- Global goal: negative impact on smaller communities.

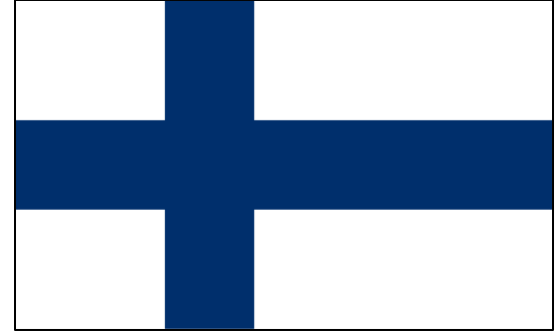
II. Best practices to motivate members



Finland

- Common projects seem important
- Teamwork in small groups within the meeting:
 - discussing projects.
 - planning upcoming vacation (8 journeys to Europe + visiting local clubs).
 - planning charity projects.
 - taking care of international contacts.

II. Best practices to motivate members



Finland

- Becoming more visible in the local communities.
- Cooperation with different womens' clubs to organize common activities (Sweden).
- Sitting arrangement during the meetings:
new and old members.
mentors for every new member.

II. Best practices to motivate members



The Netherlands

- **The second door:** daytime clubs start organizing private evening meetings in order to create a parallel evening club.
- Host invites fun, enthusiastic people.
- Recruitment takes place from family members, friends, neighbors, colleagues, Rotary and other female clubs.
- Dual participation possible in both morning and evening club.
- Meetings should always be fun!

II. Best practices to motivate members



Sweden

- Contact and recruitment with universities.
- Probational 6 months membership for middle aged guests.
- Feedback after 6 months could lead to new members.
- Send meeting report to a free weekly journal in the village.
- Build curiosity in the local community.

II. Best practices to motivate members



Turkey

- Dynamic IW Clubs only on the west coast:
total number 21
(14 in Istanbul, 6 in Izmir)
- **New generation clubs:** average age 30-40 years old
30% founding members
30% professionals
30% new generation
- **After work meetings** for a drink

III. Propose ideas for motivation and growth

- Fun and relaxing meetings.
- Sharing personal information with all members.
- Determine members' needs and act spontaneously.
- Minimize speeches by external speakers.

III. Propose ideas for motivation and growth

- Enable interaction in small groups within the meeting according to people's interests.
- Don't focus on obligations at the beginning of membership.
- Encourage participation, don't force it.
- Allow long probation period before becoming a Club Governing Body.

III. Propose ideas for motivation and growth

- Have common local outdoor activities.
e.g. company / local social projects visits.
- Theater and movie evenings.
- Boat trips / city sightseeing tours.
- Museum visits.
- An annual holiday trip for the members abroad.
- Weekend hiking, skiing, spa holidays.

III. Propose ideas for motivation and growth

- Have several members organize different activities according to their abilities.
e.g. exercising sessions, guided city tours, handicraft and cooking sessions.
- Every club member should be involved.
- Hands on activities increase motivation and strengthen friendship.

Benefits for members

- Opportunities to increase their networking for professional women.
- Opportunities to improve their skills with new technology.
- Opportunities for continuous learning in order to prevent stagnation.
- Increase working opportunities after empty nest.

IV. Opportunities for growth through E-Clubs

- Meeting format
- Meeting frequency
- Members
- Recruitment
- Online via Zoom
- 1, 2 x monthly flexible
- Worldwide
- Global

IV. Opportunities for growth through E-Clubs

- Costs
- Projects
- Flexibility
- Technical skills
- Personal gatherings
- Lower than traditional clubs.
- Planned online, conducted with local partners + local clubs.
- High.
- High + reliable internet connection.
- Seldom, max once or twice a year.

Recruiting E-Club members

- Within your personal network.
- Through social media.
- Target group: young professionals, expatriates (skilled professionals from affluent countries, retirees, artists who have chosen to live outside their native countries).

**STEP UP
&
LEAD** *by*
EXAMPLE

inspiring others to
follow our lead to
do likewise.

Opportunity

A group of hands holding up the word 'Opportunity' in large, colorful letters against a background of a green field and a blue sky with clouds. The letters are in various colors: blue, orange, green, purple, yellow, red, orange, purple, green, teal, and purple. The hands are of different skin tones and are holding the letters from below, making it look like they are presenting the word. The background is a bright, sunny day with a lush green field in the foreground and a blue sky with white clouds in the background.

Thank you for your attention



**Sofia Kutsopapa, Germany and
the wonderful motivated European Team
from
Sweden, Finland, the Netherlands, Austria,
Greece and Turkey**