



Member Tips



Zones 28, 29, 32

New Year, New Goals for Membership

By: RRIMC Jim Ives

Every year Rotary turns over its leaders, and allows new ideas to come forth to show a new way of doing things. In Membership, the common element is the ask. If we don't ask people to join Rotary, we can't expect to grow our membership, or even stay even to the previous year. President John Kenny has presented his goals for the coming year in membership. They are:

- A minimum net membership increase of one member per club
- A retention rate of 80 percent
- At least one new club per district

President John was quoted as saying at the International Assembly, *"I do not intend to introduce any new programs or to set any unrealistic new goals in the area of membership for the coming Rotary year. I will simply rely on you as responsible Rotarians to see to it that we have more fully paid members at the end of the year than we had at the beginning. And I will rely on you to do your best to see to the mentoring of our newest members, for retention is no less important than recruitment."*

Working together to grow our numbers is essential to the survival of Rotary. Make sure your members under-

stand that all members have this responsibility, and that it is not solely the responsibility of the Membership Coordinator.



President D.K. Lee and PE John Kenny at the International Convention in Birmingham. *

July 2009

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New Member Orientation

The most important element in a new member's experience is the quality of the new member orientation. If not done properly, it could spell the end of a new relationship before it really gets started. The key is to gradually feed information to the new member so they have time to take in its meaning and its relevance to how the club operates.

Rotary International has a great tool for clubs to use in New Member Orientation. They have published a document called "New Member Orientation—A How to Guide for Clubs". It can be found at http://www.rotary.org/Rldocuments/en_pdf/414en.pdf.

Take the time to read through this guide, and start your new members on a new path of Rotary success.

* Photo by Monika Lozinska-Lee

Membership Committee Roles

by **Carrie Moore**, Coordinator, Membership Communications & Support
Membership Development Division , RI

The new Rotary year is here. If Districts have not yet appointed district membership chairs, now is the time to do so (and to notify RI via Member Access once they have). DGEs should appoint not only a chair, but a full district membership development committee. According to the last DMC survey, 20% of districts worldwide do not have a membership committee. Ensuring that each district has an active membership committee is crucial to membership development efforts. District committees are responsible for the following tasks:

Planning and marketing district membership development seminars in consultation with the DGE and district trainer.

Encouraging clubs to strive to represent the demographic composition of the community's business and professional population.

Ensuring clubs are aware of the membership tools available from RI.

Working and communicating with the governor and club leaders to ensure the district achieves its membership goals.

Coordinating district wide membership development activities.

Encouraging clubs to participate in RI or presidential membership development recognition programs.

Maintaining communication with other district committees (e.g., extension and PR committees) to coordinate activities that will aid membership development efforts.

Encouraging clubs to develop and implement a membership growth plan.

Assisting club membership committee chairs in carrying out their responsibilities.

Visiting clubs to speak about effective membership development activities.

“Ensuring that each district has an active membership committee is crucial to membership development efforts.”

Working with their RRIMC to plan membership activities in the district.

Ensuring that each club committee has a copy of the Membership Development Resource Guide (417-EN) and is aware of the steps for retention.

District committees can also work closely with club membership committees to monitor struggling clubs and provide guidance and resources where needed. Maintaining contact with club membership committees will allow district membership committees to hear about successful initiatives at the club level and pass those along to other clubs.

And of course, the DMC and membership committee members should make it a priority to attend the regional membership development seminars that RRIMCs organize throughout the year. Strong, well-informed district membership committees in your districts will be a tremendous help to you in identifying challenges to membership retention and expansion and in developing appropriate strategies for growth.

Membership/PR Meeting in Zone 29

There will be a combined Membership/Public Relations meeting that will be held in Ann Arbor Michigan on August 8th. It will be held at the Holiday Inn , 3600 Plymouth Road, Ann Arbor, MI 48105

This is located between M-14 and I-94, off US-23 (<http://www.hiannarbor.com/location.php>).

We plan on starting the program at 9:30AM and finishing at 12:30PM. We will serve a continental breakfast and provide you with great ideas you can take

back to your districts. A nominal fee of \$10 per attendee will be charged to cover the cost for the room. Keep in mind that the target audience for this is Governor types (DG, DGE, DGN), and District Coordinators for Membership, Extension, and Public Relations. With that said, we never turn down anyone that wants to learn about these topics, so if someone doesn't fit in to the targeted audience and wants to attend, by all means get registered.

To register, contact Gerry Jackson at gerryjackson@comcast.net. Please provide the following information:

First Name
Last Name
District
Position1 (PDG, RRMC, AG, etc.)
Position 2 (Membership, Extension, Public Relations ... or any combination thereof)
Primary Email
Primary Phone number

What is Your Elevator Speech?

By: RRIMC Jim Ives

So you enter the elevator with another person, and they notice your Rotary pin. Being curious, they ask you what your pin represents. What are you going to say that will shed the best light on Rotary and interest the inquisitive acquaintance? What will you say to push the right button of this person to interest them in exploring Rotary more?

In sales, one of the most important tools you have is product knowledge. There is nothing worse than sitting through a sales presentation by someone who can't convincingly talk about their product. Talking about Rotary is no different. You need to be able to grab someone's interest in the amount of

time it takes to ride in an elevator (10 to 20 seconds). You need to be able to describe what Rotary is, and how it can affect someone's life when they join.

One of the best things to do is think about what truly makes you want to be a member. It isn't the making sandwiches for the needy that makes you a Rotarian, but the feeling you get knowing how important those sandwiches will be to the person eating them, and the fellowship you have making them with other club members. It is the relationships you build in serving others that keeps you coming back. It is the feeling of being able to ease someone else's day by helping them and giving them the feeling



Push the right buttons.

that someone cares.

Many clubs are developing these messages in the Visioning process. Whether your club is doing this or not, the important thing is that you do it. You may only get one

chance to make a

difference in a person's life, and you want to be prepared when it happens. As President John Kenny says, "The future of Rotary is in your hands".

President John Kenny's Recognition Program

The following are the requirements that must be fulfilled for membership recognition by President John:

Club recognition requirements:

- A minimum of one net member increase
- A minimum of 80% retention rate
- **and** certification by the district governor of two of the following achievements:
 - Increased percentage of qualified women
 - Increased percentage of qualified younger professionals (under age 50)
 - Induction of at least one alumna or alumnus of RI or the Rotary Foundation
 - Increased diversity of membership (e.g., classification, gender, age, ethnicity)

All club goals will be certified by the district governor.

District recognition requirements:

- A minimum of one net member increase in each existing club
- A minimum of 80% retention rate
- A minimum of one or two new clubs organized

All district goals will be certified by the district governor.

Clubs should submit their goal results to their district governor by 15 May 2010. Districts should certify the results and submit them to RI, along with their district results, by 22 May 2010. Certification forms will be available on www.rotary.org.

All clubs and districts who reach these membership goals will receive a certificate signed by RI President Kenny. From this pool, RI will determine the top ten clubs and top ten districts (not more than one club or one district per zone) and these 10 clubs and districts will be acknowledged on stage at the 2009-10 convention in Montreal. (Convention recognition is at no cost to Rotary International.)

		PRIOR YEAR			CURRENT YEAR ACTIVITY TO DATE				2008 - 09 MEMBERSHIP GOAL					
		07 - 08 Year-end		Net Inc / Dec 01Jul07 - 30 June 2008	08 - 09 Start Figures		31 May 2009		08 - 09 Year-end		31 May 2009			
		# Clubs	# Mem	# Mem	# Clubs	# Mem	# Clubs	# Mem	Net Inc / Dec	% Inc / Dec	GOAL	%GOAL Achieved	District	
USA: Iowa, Wisconsin, Michigan, Illinois, Minnesota, Nebraska														
5650	27	45	2,476	37	45	2,391	46	2,460	69	2.89%	161	✓	42.86%	5650
5950	27	60	2,999	-14	60	2,957	60	2,908	-49	-1.66%	60	✓	-81.67%	5950
5960	27	64	3,362	49	64	3,310	64	3,256	-54	-1.63%	331		-16.31%	5960
5970	27	56	3,013	65	56	2,977	56	2,946	-31	-1.04%	128	✓	-24.22%	5970
6000	27	62	4,306	-1	62	4,235	63	4,241	6	0.14%	199	✓	3.02%	6000
6220	27	41	2,018	-51	41	1,972	41	1,936	-36	-1.83%	60	✓	-60.00%	6220
6250	27	60	3,395	-44	60	3,347	60	3,338	-9	-0.27%	170	✓	-5.29%	6250
6270	27	58	3,377	-9	58	3,318	58	3,256	-62	-1.87%	60	✓	-103.33%	6270
6420	27	49	2,268	16	49	2,234	49	2,156	-78	-3.49%	221	✓	-35.29%	6420
6440	27	70	2,719	47	70	2,669	70	2,677	8	0.30%	289	✓	2.77%	6440
6450	27	65	2,334	-6	65	2,316	66	2,265	-51	-2.20%	232		-22.02%	6450
		630	32,267	89	630	31,726	633	31,439	-287	-0.90%	1,911		-15.02%	
USA: Michigan, Indiana, Ohio, Pennsylvania, New York														
6290	28	61	3,232	-92	61	3,163	62	3,148	-15	-0.47%	320	✓	-4.69%	6290
6310	28	32	1,494	11	32	1,481	32	1,480	-1	-0.07%	85	✓	-1.18%	6310
6360	28	58	3,033	-10	58	3,015	58	2,984	-31	-1.03%	250	✓	-12.40%	6360
6380	28	53	1,941	-5	53	1,920	53	1,866	-54	-2.81%	192		-28.13%	6380
6400	28	51	1,827	22	50	1,805	51	1,807	2	0.11%	181		1.11%	6400
6540	28	55	2,832	17	55	2,790	55	2,784	-6	-0.22%	279		-2.15%	6540
6600	28	67	4,138	-21	67	4,071	67	3,982	-89	-2.19%	414	✓	-21.50%	6600
6630	28	56	2,446	19	56	2,379	55	2,367	-12	-0.50%	238		-5.04%	6630
6650	28	48	2,209	-43	48	2,170	48	2,116	-54	-2.49%	217		-24.88%	6650
7090	28	73	2,858	-63	73	2,790	73	2,733	-57	-2.04%	291	✓	-19.59%	7090
7280	28	43	1,458	-16	43	1,453	43	1,436	-17	-1.17%	43	✓	-39.53%	7280
7300	28	49	1,312	-15	49	1,286	49	1,294	8	0.62%	161	✓	4.97%	7300
7330	28	44	1,338	30	43	1,321	43	1,275	-46	-3.48%	88	✓	-52.27%	7330
		690	30,118	-166	688	29,644	689	29,272	-372	-1.25%	2,758		-13.49%	
USA: New Jersey, Delaware, Maryland, Pennsylvania, New York, Bermuda														
7210	32	65	1,888	54	66	1,899	65	1,939	40	2.11%	124	✓	32.26%	7210
7230	32	47	1,577	6	47	1,548	47	1,557	9	0.58%	155		5.81%	7230
7250	32	40	950	-45	40	929	38	952	23	2.48%	96	✓	23.96%	7250
7260	32	34	1,093	40	34	1,087	33	1,068	-19	-1.75%	161	✓	-11.80%	7260
7350	32	46	2,107	36	45	2,071	45	2,056	-15	-0.72%	207	✓	-7.25%	7350
7370	32	35	976	91	35	970	35	946	-24	-2.47%	97		-24.74%	7370
7390	32	49	2,533	23	49	2,501	49	2,530	29	1.16%	199	✓	14.57%	7390
7410	32	45	1,121	30	44	1,086	44	1,129	43	3.96%	179	✓	24.02%	7410
7430	32	48	2,151	4	48	2,140	49	2,165	25	1.17%	214		11.68%	7430
7450	32	55	1,890	-21	55	1,862	55	1,851	-11	-0.59%	186		-5.91%	7450
7470	32	54	1,360	-6	54	1,339	55	1,370	31	2.32%	134		23.15%	7470
7490	32	49	1,322	-47	51	1,325	50	1,322	-3	-0.23%	177	✓	-1.69%	7490
7500	32	40	1,369	-35	40	1,359	40	1,343	-16	-1.18%	136		-11.77%	7500
7510	32	43	1,274	4	43	1,232	43	1,266	34	2.76%	123		27.60%	7510
7620	32	72	2,751	68	71	2,685	69	2,566	-119	-4.43%	269		-44.32%	7620
7630	32	41	1,825	-2	40	1,797	39	1,806	9	0.50%	180		5.01%	7630
7640	32	54	1,382	-16	54	1,367	56	1,376	9	0.66%	134	✓	6.72%	7640
		817	27,569	184	816	27,197	812	27,242	45	0.17%	2,770		1.62%	

Membership Coordinators at work for you

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