



## Zone 28

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Serving as a resource  
to assist with building  
**BIGGER BETTER BOLDER**  
Rotary Clubs



## NEWSLETTER FOR ROTARY DISTRICTS & CLUBS

June 2011



**Thank you, Tom.** You have served Rotary International well as RI Director and Vice President. You have led the way in helping us to be **BIGGER BETTER & BOLDER**. We are so proud to call you "ours".

**"Our membership in Rotary allows us to be...  
Better Friends,  
Better Professionals and  
Better Citizens of the World."**

-RI Director & RIVP Tom Thorfinnson, 2009-2011

### Membership Development & Retention: **It is not a Contest, Rather a Culture**

It seems that each year, the RI Presidential Citation includes a "membership requirement". At some subjective point in the Rotary calendar, if we have not increased our membership by a certain number of members or by a certain percentage, we do not qualify. Is this really what membership development and retention are all about, qualifying for the Presidential Citation?

In order to grow our membership, our attention to growth and retention need to be an ongoing effort and one that includes the entire membership; not a select committee of 1, 2 or 3 members. Each and every one of us is responsible for the deliberate and ongoing growth of our Club.

If each of us doesn't take personal responsibility for identifying, inviting and engaging prospective members to our Club, who will?

**In 2001 we had 1.2 million members**  
**Since 2001 we have inducted 1.2 million members**  
**In 2011 we (still) have 1.2 million members**

These numbers are staggering! What happened to all those Rotarians? We invite and induct new members, but somehow, we don't care enough to get them oriented, engaged and involved to the point that they want to remain in Rotary.

#### **How can we change this culture in our Club?**

##### ⊙ **Pre-qualify our prospective members**

- Let them know about their obligations and responsibilities
- Talk about their vocation and how they can use their vocation in Rotary
- Share why you are a member of your Rotary Club
- Tell them about your Club's programs and projects and how they are changing your local and our world communities
- Talk about being "engaged" in your Club's activities; not about how many meetings a month you/they must attend

##### ⊙ **Is your Club worth joining?**

- Do you "do" or do you talk about doing?
- Does your Club have strong leadership?
- Why are you still a member of your Club?
- Have you invited a prospective member to a Club event/project?

⊙ **Do we think about those community leaders, not yet involved in Rotary, as our prospective members?**

- Have you made a list of those you meet daily, who might be interested in Rotary membership?
  - Your pharmacist
  - Your lawyer
  - Your banker
  - Your accountant
  - Your financial planner
  - Your recently retired friends and relatives
  - Your children
  - Your neighbors
  - Your clients
  - Your vendors

-Invite them to your next meeting and tell them why you have asked them to join you.

⊙ **Who do you know who lives their life following the Four-Way Test of the Things We Think, Say & Do?**

- Is it the truth?
- Is it fair to all concerned?
- Will it build goodwill and better friendships?
- Will it be beneficial to all concerned?

⊙ **Are we good at introducing others to Rotary, but not necessarily able to “close” the sale?**

- Ask a good “closer” to sit with you when you bring a prospective member to your meeting/project.
- Be sure you have a copy of your Club brochure or new member packet with you when you bring a guest to your meeting (and be sure you have read through it ahead of time).
- Allow time in your weekly meeting to properly introduce those guests who may be interested in Rotary membership.

**We need to focus on the “action” of our Rotary Clubs; members want to be engaged. Once engaged in activities, members are more likely to stay...and remain active.**

## **New Orleans Convention: GOING FROM GOOD TO GREAT!**

I had the opportunity to participate in a breakout session at the RI Convention in New Orleans. Following are notes from that breakout session.



**Club Clinic:  
Going from  
Good to Great!**

2011 Convention Workshop



# Strategic Planning & Club Visioning

- What is our Club's History?
- Where are we today?
- Where do we want to be?
- How do we get there?



## **1. RI STRATEGIC PLAN**

The RI Strategic Plan is a living document for all of our Clubs; and includes all of the information that is critical to BIGGER BETTER & BOLDER Rotary Clubs.

## **2. WHAT IS OUR CLUB'S HISTORY?**

- a. Are your Charter members still considered a valuable part of your Club?  
(Assuming your Club is less than 100 years old...)
- b. Do we share the history of our Club with new members and renew the energy first established by our Charter members?

## **3. WHERE ARE WE TODAY?**

- a. Our Club's "history" likely has much to do with who we are today.
- b. Do we evaluate the projects and programs our Club supports on a regular basis?
- c. Do we do things today because "we've always done it that way"?
- d. Do members threaten resignation because of a proposed change?  
(Women in Rotary is a good example.)

## **4. WHERE DO WE WANT TO BE?**

- a. Are you happy with the size of your membership?
- b. Does your membership truly represent the businesses in your community?
- c. Do your Club's projects/programs represent the interests of your members?

## **5. HOW DO WE GET THERE?**

- a. Review the RI Strategic Plan for "goals" to achieve as Club leaders.
- b. Survey members:
  - i. Take a survey to determine what members believe the Club does well, what it could do better, and what else it could be doing.
  - ii. Schedule a board meeting to discuss the results and determine a plan of action.



# Fostering Club Innovation & Flexibility

- What does our Club do well?
- What makes our Club relevant?
- Why do members join our Club?
- Why do they stay?



## **1. WHAT DOES OUR CLUB DO WELL?**

- a. We are friendly and welcoming or... we have assigned seating...
- b. Our members are integrated into the nuances of our Club early and often.
- c. Our Club projects make an impact on our location and/or international communities.
- d. We think BIG and reach beyond anything we have done before.

## **2. WHAT MAKES OUR CLUB RELEVANT?**

- a. We are the service organization of choice in our community.
- b. We address the needs and concerns of our members.
- c. We creatively modify our traditions to meet the needs of our members.
- d. Our weekly programs are fellowship oriented and fun.
- e. Our speakers are inspiring, entertaining with timely topics.

## **3. WHY DO MEMBERS JOIN OUR CLUB?**

- a. We are friendly.
- b. Our projects and programs are engaging, timely and inclusive and make an impact on our local and/or international communities.
- c. We have fun and make our guests and visitors feel welcome.

## **4. WHY DO THEY STAY?**

- a. Our Club meets the needs of our members.
- b. We meet at a convenient time/place.
- c. Our projects and programs are engaging, timely and inclusive and make an impact on our local and/or international communities.
- d. All members feel that they are contributing to the Club's successes.



# Developing Leaders in Clubs & Districts

- When “asked”, do we say YES?
- Do we complete our assignments?
- Do we include others?
- Do we say “thank you”?
- Are we engaged?



## **1. WHEN “ASKED”, DO WE SAY YES?**

- a. Leaders ask members to lead a committee or project/program because they are confident we can complete the job.
- b. Do we seek members for particular leadership roles based on their vocations or avocations?
- c. When orienting our new members, do we try to find their “passion”?

## **2. DO WE COMPLETE OUR ASSIGNMENTS?**

- a. When we agree to serve on a committee, do we follow-through?
- b. Do we add our own twist to building on the successes of a Club project/program?

## **3. DO WE INCLUDE OTHERS?**

- a. The sign of a good leader is looking back and seeing someone behind you.
- b. Do we share our passion for a project when seeking out committee members?
- c. Is a committee defined as “one person” in your Club?

## **4. DO WE SAY “THANK YOU”?**

- a. When serving with volunteers, all we have to give in return for their service is a “thank you”.
- b. Do you give others credit for the success of a project/program?

## **5. ARE WE ENGAGED?**

- a. Do others want to be on our team?
- b. Do we use words like, “We” and “Us” rather than “I” and “Me”?
- c. Do we keep other members of our Club involved and updated on a project's progress and final status?



# “We need to end this chapter and close the book on Polio.”

-Bill Gates, Jr., Rotary International Convention, New Orleans, May 25, 2011

## **Don't Count the Days, Make the Days Count**

As our District and Club leaders begin the final leg of their 2010-2011 journey, **we** have much to do.

**We** have Club projects, activities and programs that we need to continue to move forward;

**We** have new members to induct and prospective members to be introduced to our extraordinary organization;

**We** have Polio Eradication goals to complete and;

**We** have OUR Rotary Foundation contributions to be sent in.

**WE** need to continue to be even **BIGGER BETTER & BOLDER** in all things Rotary.

**THANK YOU FOR ALL YOU HAVE DONE, ARE DOING AND WILL CONTINUE TO DO IN ROTARY SERVICE.**

## **What Would YOUR Community Look Like Without YOUR Rotary Club?**



Is this sign at the entrance or entrances to your community?

Does everyone (or anyone) in your community know what this sign means?

Is your Rotary Club **THRIVING** or merely surviving?

Are your members actively engaged in program and project development?

Is your Club relevant and vibrant in the eyes of your members & your community?

### **Zone 28 Regional Success Seminars**

**June 4: Elgin, IL**

**June 11: Stevens Point, WI**

**June 25: Alexandria, MN**

**July 16: Ames, IA**

Please contact MB Growney Selene at [mbgrowneyselene@ryansigns.net](mailto:mbgrowneyselene@ryansigns.net) if you need registration/agenda materials.

**YOUR ROTARY COORDINATOR TEAM APPRECIATES HAVING HAD THE OPPORTUNITY TO BE OF SERVICE TO YOU THIS YEAR. THANK YOU.**

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