



Rotary International Recognition of Membership Development Initiatives

DISTRICT GOVERNOR SUBMISSION FORM

Creative strategies to influence the growth and development of Rotary's membership are a necessity if Rotary is to meet the growing demand for humanitarian service. The need for proactive, creative strategies to attract and retain members has never been greater.

Each year, Rotary International recognizes up to three clubs from each district, based on their implementation of a *proactive and creative strategy* to influence membership growth and development in one of three areas:

- Retention
- Recruitment of qualified new members
- Organization of new Rotary clubs

In addition to a certificate, members from the recognized clubs who attend the RI Convention are eligible to receive the RI Membership Development Initiative Award ribbon. Please note: Ribbons are available only to those who attend the RI Convention.

Guidelines for clubs

Clubs will submit a detailed explanation of their strategy, initiative, or program to the district governor.

Guidelines for district governors

The district governor may select up to three clubs from the district to receive a certificate of recognition; no more than one club may be chosen in each area of membership development. District governors should choose the three most proactive

and creative strategies that demonstrate an ability to provide successful, long-term membership results.

Use the form on the back of this page to submit your selections to RI. Attach additional sheets describing the initiative(s), as necessary. Certificates will be shipped to the district governor for presentation to the honored clubs. Please allow up to four weeks from the submission date for processing, printing, and mailing.

Explanations of proactive, creative membership strategies could include the following:

- What is the purpose of the strategy or initiative, and how does it demonstrate a new and creative approach to membership development?
- What was the initial membership challenge, and how does the strategy or initiative demonstrate a proactive approach to the challenge?
- What regional factors, issues, or trends were affecting membership, and what was innovative about the strategy used to address those issue(s)?
- What processes or procedures did the program or initiative follow?
- Who has been involved, and what has been accomplished?
- Does the program demonstrate the potential to make long-term, positive strides toward membership development?

Due dates

District governors must receive submissions from clubs by 15 April. RI must receive submission forms from district governors by 15 May.

RI Recognition of Membership Development Initiatives Submission Form for District Governors

Certificates will be printed using the information you provide. Please print or type clearly, and attach additional sheets describing the initiative(s).

District Governor's Name _____ District _____

Retention

Rotary Club of _____ Club ID # _____

City, State/Province, Country _____

Recruitment of qualified new members

Rotary Club of _____ Club ID # _____

City, State/Province, Country _____

Organization of new Rotary clubs

Rotary Club of _____ Club ID # _____

City, State/Province, Country _____

District Governor's Signature _____ Date _____

Please fax your completed form by 15 May to: Membership Development (MD100)

Fax: +1-847-866-9446

