

The Membership Minute – Vol. 3, Ed. 7

Communities in action: New service resources

When a club conducts effective service projects, it not only inspires current members to stay involved in the club, it also draws in new members who want to get involved in the projects. Luckily, planning and implementing effective projects just got a little easier with a new and improved service kit (605-EN). This new resource bundles updated versions of *Communities in Action: A Guide to Effective Projects* and *A Menu of Service Opportunities*, as well as a new addition to Rotary's service library, *Community Assessment Tools*.

[*Communities in Action: A Guide to Effective Projects*](#) (605A-EN) is Rotary's comprehensive guide to selecting, planning, implementing, and evaluating effective service projects in a community. The revised version includes new sections about project liability and protection, tips on promoting projects, updated information about RI programs and resources, and a new project submission form.

[*A Menu of Service Opportunities*](#) (605B-EN) includes information sheets on important social issues such as literacy, poverty, hunger, health, and the environment. It highlights Rotary's approach to addressing these areas, tips for taking action, and Rotary stories from the field. Look for extensive lists of online resources for each issue, as well as a new section on Rotary and the UN Millennium Development Goals. It can serve as an excellent resource for presentations at club meetings or district training events.

[*Community Assessment Tools*](#) (605C-EN), a new publication, is designed to provide clubs with some simple tools to evaluate needs in their communities and improve the effectiveness of their service projects. This resource provides eight session guides for carrying out practical and low-cost community needs assessments. In addition, it's an excellent resource to help clubs understand their community better and identify hidden assets that might contribute to a project's success.

The entire kit can be [ordered](#) from the *RI Catalog*, or each piece can be [downloaded](#) for free at www.rotary.org.

RRIMC newsletter archives

If you're looking for membership development strategies unique to your area, or if you're interested in new ideas from other parts of the world, check out the [archive of newsletters](#) produced by the regional RI membership coordinators (RRIMCs). Because they're produced at the local level by experienced Rotary leaders, they contain information on issues and ideas tailored to different parts of the world. If you're interested in subscribing to any of them, be sure to check the subscription information in each newsletter.

Membership Development and Extension Award

The annual RI Membership Development and Extension Award is given to clubs within a district based on their achievements from 1 July to 15 May in the following categories:

- Overall growth – the club with the highest growth rate (percentage)
- Recruitment – the club with the most new members inducted
- Retention – the club with the highest retention rate (percentage)
- New clubs – clubs that sponsored new clubs

It's up to each governor to determine which clubs in the district have achieved these goals and to submit the clubs' names to RI headquarters in Evanston.

If your club would like to be considered for this award, be sure your membership roster is up-to-date at RI headquarters before **15 May**. Also, inform your district governor of the categories your club would like to be considered for.

Learn more about Rotary's awards and recognition programs at www.rotary.org/programs/awards. Look for information about the brand new small-club growth award in the next *Membership Minute*!

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Learn more about Rotary membership development at www.rotary.org/membership.