

The Membership Minute – Vol. 3, Ed. 8

New Smaller Club Certificate Program

Smaller clubs often face unique challenges in their membership development efforts. However, increasing membership by even a few members pays big dividends: more hands for service, more money for projects, more friends for fellowship, and more people willing and able to take on leadership positions.

To encourage smaller-club efforts, the RI Board of Directors recently established the **Recognition of Smaller Club Membership Growth** program, which honors the achievements of small clubs who make growth a priority and succeed.

The program will begin 1 July, recognizing clubs in the following categories that meet the Board-established membership goal by 15 May 2008:

Club Category	Membership Goal
Fewer than 10 members	At least 10 members
10-14 members	At least 15 members
15-19 members	At least 20 members

District governors-elect recently received the award guidelines and a list of the clubs in the district with fewer than 20 members. If your club has fewer than 20 members, your DGE should be contacting you to begin establishing a membership action plan for 2007-08. If you haven't heard from your DGE by 1 June, consider contacting him or her to express your interest in participating in this program.

If your district governor agrees that your club reached its membership goal by 15 May 2008, he or she may submit your club name to RI. All clubs nominated by their district governors by 30 June 2008 are eligible to receive a recognition certificate signed by the RI president.

Salt Lake City Convention Information

If you're attending the RI Convention next month, be sure to check out the following membership development opportunities.

Workshops

Three workshops will focus on different elements of membership development:

- **Recruitment**
Monday, 18 June, 13:30-15:00
- **Retention**
Tuesday, 19 June, 13:30-15:00
- **Club Extension**
Tuesday, 19 June, 15:30-17:00

Each workshop will be led by representatives from RI's Membership Development and Retention Committee and experienced regional Rotary International membership coordinators from various parts of the world. They'll discuss trends, action-oriented strategies, best practices, and programs that clubs can implement.

Interactive Discussion Groups

Two interactive discussion groups will focus on membership development:

- **Recruitment**
Monday, 18 June, 15:30-17:00
- **Retention**
Tuesday, 19 June, 15:30-17:00

Choose the topic and style that's right for you: Workshops feature presentations and questions for a panel of experts. Interactive discussion groups invite participants to discuss membership strategies and best practices with fellow group members.

Resource Center

While you're in the House of Friendship, stop by the **Resource Center: Rotary International and The Rotary Foundation**. There you can meet staff, purchase publications and DVDs, make donations to the Foundation, learn about the RI Web site, and much more.

Pick up free membership development materials (while supplies last), including:

- *Spread the Word* poster
- Membership development stickers
- *New Member Orientation* (414-EN)
- *Rotary Basics* (595-EN)
- *Membership Development Resource Guide* (417-EN)

For more information about the 2007 RI Convention, [click here](#).

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