

## **The Membership Minute – Vol. 4, Ed. 1**

### **President Wilkinson shows the world that *Rotary Shares***

Wilfrid J. Wilkinson, 2007-08 RI president, has launched the new Rotary year as the year to “say yes to Rotary.” The RI theme, *Rotary Shares*, is a reflection of his commitment to share Rotary with others through service and recruiting new members.

Wilkinson, of the Rotary Club of Trenton, Ontario, Canada, sees the concept of sharing as a motivating force behind Rotary work. “In choosing this theme, I thought about how much of Rotary is about sharing. We share our time, we share our talents, we share our money with others who need our help,” he told incoming district governors at the 2007 International Assembly in February.

In a time of dwindling participation in service organizations worldwide, Wilkinson emphasizes the importance of commitment to membership expansion. “It’s not always an easy thing to invite someone into Rotary. Too often, we hear no. And no one likes to hear no. It’s easy to get discouraged. But you have to expect those no’s, and know when to ask again — and when to move on to find a yes somewhere else.”

Equally important to Rotary’s future, says Wilkinson, is attention to programs for youth. “Working to strengthen our programs for youth helps ensure a new generation of responsible, ethical, and volunteer-minded people. [They] are our link to the future of Rotary.”

*This article is excerpted from the July 2007 issue of Rotary World.*

### **Why is membership growth important for Rotary?**

As we start the new Rotary year, let’s reflect on some of the reasons that membership growth is important for Rotary.

- Membership growth increases Rotary’s capacity for service.
- New Rotarians bring fresh ideas, new interests, and increased energy to clubs.
- More members increase the volume of support for The Rotary Foundation.
- Diversity in membership ensures that the club is relevant to the entire community.
- Service-minded individuals are given the opportunity to help their communities through Rotary.
- More members create a larger network for both local and international fellowship.
- New and younger members ensure the future of Rotary and its work.

## August is Membership and Extension Month

Start thinking about the new membership development initiatives your club or district can undertake throughout August to celebrate Membership and Extension Month. Consider scheduling the program topics for each of the month's meetings to focus on a different facet of membership development, such as:

- Developing a prospective member information packet
- Mentoring programs for new members
- Increasing club presence in local media

Find these and other topic ideas on the [Membership Minute Archives](#) page on [www.rotary.org](http://www.rotary.org).

## Regional RI membership coordinators

If your club is looking for new ideas or innovations to address specific membership development issues, consider contacting your regional Rotary International membership coordinator, or RRIMC.

Every year, the RI president appoints 44 Rotary leaders to serve as RRIMCs. Their mission is to support clubs and districts in achieving membership growth. These dedicated volunteers are knowledgeable about membership development strategies and techniques as well as specific RI programs related to membership growth. They are supported by 80 RI membership zone coordinators, or RIMZCs.

You'll find the names and contact information of the 2007-08 RRIMCs on the [RRIMC page](#) of [www.rotary.org](http://www.rotary.org) and in the 2007-08 *Official Directory*. Feel free to contact your local RRIMC or RIMZC with any membership development questions or issues you might have throughout the year.

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<http://www.rotary.org/membership/index.html>