

## The Membership Minute – Vol. 4, Ed. 3

### Sharing the workload

If your club has found that a small percentage of its members do a large percentage of the work, consider an idea from the Ancaster AM Rotary Club, Ontario, Canada, which divides club members into “pods.” Every month, one pod is responsible for running club meetings. Typical duties also include arranging speakers, serving as sergeants-at-arms, and organizing social activities. This shared responsibility helped the club increase attendance and improve retention.

### New Generations Month

September is New Generations Month, so think about ways your club can become more involved with the next generation of Rotary – our youth.

Does your club sponsor an Interact club? If so, when was the last time you conducted a joint service project with the Interactors? Is your club involved in your district’s Rotary Youth Exchange program? Does it nominate outstanding youth from your community to participate in Rotary Youth Leadership Awards (RYLA)? Has it conducted any recent service projects benefiting local youth?

Your club’s involvement in youth programs not only can help attract younger prospective members who have families, but also can lead to increased satisfaction and retention among current members, who gain a sense of fulfillment by working with young people. As an added benefit, involving your community’s youth in Rotary’s programs and service projects teaches them about Rotary’s extraordinary work and prepares them to become the Rotarians of tomorrow.

### Club membership committee

The club membership committee performs a crucial function in your club: developing and implementing an action plan for recruiting, retaining, and educating club members.

To achieve continuity in your club’s membership development efforts, consider these suggestions:

- Make committee appointments for multiple years.
- Include a current, incoming, and past chair on the committee.
- Maintain communication with the current club president, president-elect, president-nominee, and immediate past president.

The committee chair and members can find a comprehensive description of their essential roles in the [Club Membership Committee Manual](#) (226B-EN).

## ***Rotary Basics* for 2007-08 now available**

The 2007-08 edition of *Rotary Basics* (595-EN) is now available. This eight-page brochure provides a great overview of Rotary for both new and prospective members. It can be [ordered](#) for US\$0.75 or [downloaded](#) at [www.rotary.org](http://www.rotary.org).

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