

The Membership Minute

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Achieving membership goals in 2008-09

Another Rotary year begins, and with it, your club starts afresh with new membership goals and an innovative plan to achieve them. If your club hasn't done so already, complete the [Planning Guide for Effective Rotary Clubs](#) (862) to assess your current membership state and establish goals for the coming year.

Once your club has set its 2008-09 membership goals, you will need to determine how to go about developing an action plan so your goals will be attained. Here are some things to consider:

- Do you have a club membership committee to lead your membership development efforts? If not, consider forming one.
- How will your club membership committee work with the district membership committee?
- Are your goals proactive, yet realistic and attainable?
- How will your club focus on recruiting individuals who will become involved, committed members of your club on a long-term basis?
- Will your club integrate the goals from RI President Dong Kurn Lee's Membership Goals Recognition program or the 2008-09 Presidential Citation into its membership development plan?

RI President Dong Kurn Lee's 2008-09 Membership Goals Recognition program

For Rotary clubs to attain the 2008-09 Presidential Citation, they must achieve a net increase of one member by 31 March, in addition to initiating a local or international service project that reduces child mortality.

RI President Dong Kurn Lee's *suggested* goal, however, is to achieve a net membership increase of 10 percent. As part of this program, clubs that achieve the suggested goals will be recognized in one of the following ways:

- Clubs that achieve a minimum of a 10-percent net increase in membership will receive a certificate signed by the 2008-09 RI president.*
- Clubs that are among the top 10 clubs worldwide with the highest percentage net membership increase will receive a Mont Blanc pen, along with acknowledgment on stage at the 2009 RI Convention.**

*Districts also receive various forms of recognition for achievement

**Rotary International will not reimburse any costs associated with participating in the convention, including travel, lodging, meals, or other expenses.

[Membership Goals and Recognition Program](#)

Recognizing Rotarians with the new member sponsor pin

To promote new member sponsorship in your club, consider using President Lee's new member sponsor pin to recognize those who sponsor new members in 2008-09. Developing a formal recognition program is highly encouraged.

Pins are available for purchase through licensed suppliers of Rotary merchandise. Numbered tabs that attach to the pins are also available to recognize Rotarians who have sponsored more than one new member during the year.

Using district and regional membership human resources

If your club is looking for new ideas or ways to address specific membership development issues, contact your district membership chair or your regional Rotary International membership coordinator (RRIMC).

Every year, the RI president appoints 64 Rotary leaders to serve as RRIMCs. Their primary role is to train district membership chairs and committees through regional training and other appropriate workshops and seminars, and to communicate the importance of a strong membership base.

[See the complete 2008-09 contact list here.](#)

Save the date for the 2008-09 presidential membership conference near you

President Lee invites you to join him at one of 12 presidential membership conferences. These conferences will address membership growth and retention, including workshops on building stronger clubs, inspiring members, and setting goals. All Rotarians enthusiastic about membership development are welcome to attend. As part of his commitment to keeping membership growth a priority, the president will attend all of the conferences. Four of the conferences will also include a half-day session on reducing child mortality.

[Find more information.](#)

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