



The Membership Minute

August 2009
Volume 6, Ed. 2

August is Membership and Extension Month!

It's Membership and Extension Month, the perfect time to share your passion for Rotary. Maybe you know some business associates or family members who would make great Rotarians, but you never considered them for club membership because they don't live near you. Take the time this month to call them, tell them why you think they'd make great Rotarians, and submit membership referrals online. The prospective members' contact information will be sent to district leaders in their geographic area, then forwarded to individual clubs. Share your passion for Rotary by clicking on the link below, and challenge everyone in your club to do the same!



**Share your passion for Rotary!
REFER A MEMBER!**



Using *Club Assessment Tools* to earn the 2009-10 Presidential Citation

To meet the membership goal of the [2009-10 Presidential Citation](#), a club must achieve a net increase of at least one member by 31 March. Clubs may also choose to complete another membership challenge designed to support the [RI Strategic Plan 2007-10](#). Possibilities include having at least 20 percent of club members bring a prospective Rotarian to a club meeting, recruiting at least one Rotary International or Rotary Foundation program alumnus/alumna age 35 or younger, increasing club diversity by recruiting at least two new members who belong to a demographic group that's underrepresented in the club, or recruiting at least two new members with community, vocational, or international service experience.

Three assessments included in [Club Assessment Tools](#)--the 25-Minute Membership Survey, the Classification Survey, and the Membership Diversity Assessment--can help your club meet these challenges. Here's how:

- The 25-Minute Membership Survey can help generate a list of recent RI or Foundation program alumni, community leaders with volunteer experience, and younger professionals in new or emerging classifications. If club members invite at least 20 percent of suggested prospective Rotarians to a meeting, the club not only will complete one of the challenges but also will be closer to achieving a net increase of one new member.
- The Classification Survey reminds clubs to actively recruit alumni and community leaders. It also serves as a reminder that updating the club's classification roster is important to ensuring its diversity, especially when it comes to seeking out representatives from new and emerging occupations. For example, if your club does not have any Internet technology professionals on its roster, proposing someone for membership in this category would count toward diversifying across professions.

- The Membership Diversity Assessment encourages awareness of the goal for every Rotary club to reflect its community's professional makeup in terms of age, gender, religion, and ethnicity. Clubs that complete this activity will be on their way to recruiting two new members who belong to an underrepresented group.

Introducing the new *Rotary Basics Online*

The new [online version of Rotary Basics](#) is an indispensable tool for introducing new and prospective club members to the fundamentals of Rotary, providing knowledge that will make them better informed and proud to be Rotarians.

Take the time to navigate through this interactive resource, and consider how you might use it to promote Rotary among prospective and new members by linking to it from your personal or club Web site, blog, or Facebook page. Also consider printing the URL (www.rotary.org/rotarybasics) in the literature your club produces for prospective or new members.

2009 Interact video contest



Interactors, and Rotarians who work with Interact, are eligible to submit an entry to Rotary International's official Interact video contest by the 1 October deadline. Videos should be three minutes or less and capture "What Interact Means to You." Videos must be in English or have English subtitles.

The grand-prize winner's video will be featured in the November 2009 edition of *Interactive*, Rotary International's online multimedia publication, to coincide with World Interact Week. For more information and to learn how to enter, go to:

- [RI Web site](#)
- 2009 Interact video contest [YouTube channel](#)
- E-mail your questions to interact@rotary.org

Share Your Club Assessment Successes!

Does your club have a Club Assessment Tool success story to tell? Send a brief explanation of which tool you used, and how it strengthened your club to membershipminute@rotary.org.



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