



# **ROTARY INTERNATIONAL**

## **MEMBERSHIP DEVELOPMENT**

### **REGIONAL COORDINATION (Zone 10)**

**NEWS LETTER nº 7 & 8 – January February 2009**

**(English version)**

Dear Friends:

After an intermission caused by my participation in one more unforgettable Rotarian journey, the “RRIMCs. Seminar”, at Chicago, and also by the intense Professional and Rotarian activity that followed, here we are again in touch with you.

We already spoke about some of the four pillars of the “Membership development”, namely about Admission and Recuperation of ex-Members. We refer now the Retention and Balance of the Club’s Membership. This essential for increasing the satisfaction degree of the members and implicitly has positive effects in the Retention. And these conjugated

factors, are fundamental for the efficacy of the Club, in its action in the service and, besides, in all of its activity. A Club within these conditions will always have good leaderships which are also important for its good performance, rising the degree of satisfaction of the Members and, consequently, its connection and permanence in the Club and its cohesion, assuring continuity in the experience and in the action.

On the contrary, if the above referred conditions are not verified, the Club will not function, will not motivate the Members; these, unmotivated, will not attract possible candidates, will lose their identity and, thus, the main conditions of cohesion are disappearing, which are the friendship, the tolerance and the solidarity and, finally, their action of Service to, and in the Community, and, therefore, its good performance as an effective Club.

So, for that, we must take into account, in the Admission of new members, the characteristics defined by R.I., namely an untouched character, Professional representativeness, leadership capability and vocation to Serve, or as D.K. Lee tell us, in one of His messages, pointing as Rotary values, *“the integrity, the respect, the hard work and the justice”*, to which we bound when we adhere, and also is referred in the Section 5 of the “Governor Manual”.

Regarding this matter are very important the considerations made by José Alfredo Sepúlveda, R.I Director and by Bichay Ratakul, 2002-2003 R.I. President, that are transmitting a good orientation for the study of the strategies to adopt for the “Membership Development”. José Alfredo Sepúlveda says that the prospect candidate must “be recognized as a person with values”. And he add up that we must be ourselves, reliable, honest, and transparent, in our private, Professional and public lives, demonstrating coherence between “what we think, say and do”. In other hand, Bichai Ratakul tell us that “The second century of Rotary must be the century of Ethics, otherwise we will not survive”.

Several times, questions have been made concerning the “Membership Development” and namely to the formation of new Clubs that radicate in these citations. It will be then the time to refer to them, specifically to some of them and to the ingredients that can contribute for that.

We will continue in the next number.

## **1. MEMBERSHIP DEVELOPMENT AND EXPANSION**

The R.I. President, D.K.Lee, as it has been informed in January, contacted the Rotarian Districts Governors and other leaders, getting informed about the respective Membership Development. It was a motivating action that we are sure will produce its effect's

## **2. STATISTICS**

By 30/6/08 there were worldwide 1.206.089 Rotarians – 534 Districts – 33.114 Clubs.

In the following Districts the quantity numbers were:

<b>R.D.</b>	<b>Members</b>	<b>1/7/08</b>	<b>31/12/08</b>	<b>Clubs</b>	<b>1/7/08</b>	<b>31/12/08</b>
D.R.1960		1.570	1.553		72	73
D.R.1970		2.141	2.132		83	84
D.R.2201		1.375	1.370		58	60
D.R.2202		1.553	1.542		66	67
D.R.2203*			1.601			63

\* by 30/1/09

### **NOTES:**

- R.D. 1960 there are under formation 2 clubs.
- R.D. 2201 there are under formation or pre-formation 13 clubs.

We wish them quickly formed and integrated in Rotary.

- There are recuperation actions undergoing which will certainly be reflected positively by

the Rotarian year end.

### **3. 2009 - BIRMINGHAM CONVENTION**

This important Rotarian event will take place the next 21st to the 24th June. Everybody from our Districts is strongly called to massively participate, even because the local of the event is rather close from us.

### **4. INFORMATIONS**

As usual, we ask the District Committees to inform us about actions and events taking place in their Districts, related with the target of the Membership Development as well as the relative variation in the second and third quarter of the Rotarian year.

### **5. GUIDELINES TO INCREASE THE EFFICACY OF THE ROTARY CLUBS**

Clubs are encouraged to evaluate their situation, using for that effect, if necessary, the publication above (862.EN) and the relative forms.

### **6. NEW RESOURCES**

- Through the Rotary site [www-rotary.org](http://www-rotary.org) , it is possible to view the new video "Welcome to Rotary".
- The new Membership Video Set (427-UM) with 2 DVDs is available in the [shop.rotary.org](http://shop.rotary.org) at the cost of 10 US Dollars and it is addressed to all the new members and prospect Members.
- Rotary Clubs Efficacy (862-EN) has important orientations.
- Informative Kit for new Members (426-EN).
- Informative Kit for potential Members (423-EN) up-dated in 2008 (also available at [shop.rotary.org](http://shop.rotary.org)).

All this material suggest clues to interest a potential Member or prospect candidate.

## 7. RECRUITMENT STRATEGIES

They are several and varied and many of them come exemplified in the numerous Rotarian literature. However, such strategies are naturally variable from District to District, from country to country, from culture to culture. Important is that we made an inventory of the problems, study the strategies, implement them and act in an adequate way face to the real circumstances of the place and the moment. Above all it is important that we achieve more Members for our movement, qualified and “reliable” Members.

So, it is recommended to start “Implementing Innovative Strategies in order to achieve the proposed goals for the Membership Development”. As an auxiliary element we suggest to complete the “PLANNING GUIDE FOR EFFECTIVE ROTARY CLUBS” (862-EN);

Also organize your classification list:

- compare it.
- complete it.

## 8. PUBLIC RELATIONS AND IMAGE OF ROTARY

They are an important tool within the recruitment strategies.

For better information and electronic communication, Rotary has a channel in the “You tube” as well as the “Library of free images” of R.I..

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Dear friends,

we cannot fail in this important objective of R.I., which is the sustained and qualified Membership Development in order to “**Make Dreams Real**” of a better World.

To you all, Rotarian greetings from

WALDEMAR SÁ RRIMC