



ROTARY INTERNATIONAL

MEMBERSHIP DEVELOPMENT

REGIONAL COORDINATION (Zone 10)

LETTER n° 11 & 12 – May & June 2009

NEWS

(English version)

Dear Friends:

We are almost at the end of another Rotarian year. During this time, we look for launching several clues, publish some ideas that were coming to our mind and finally, to make some “Rotarian doctrine”, within the scope of Membership, inserted in its values.

We seek to inform, to divulgate, to clarify and to contribute for the strengthening of the necessary motivation in order to obtain the self proposed objectives and goals in which we are committed, namely in its Development which, actually, is a priority.

As D.K.Lee tells us, we need more hands to realize more and better services to the community.

We spoke about Admission, Retention and Balance, Recuperation and Expansion. We want now to speak about strategies to adopt to achieve that objective. As it is said in the leaflet 422 of RI - Rotary International Recognition of Membership Development Initiatives – “The need of new strategies to attract and retain new members, never was so urgent”.

But the strategies must start by having a public image of Rotary. And the public image of Rotary begin, or must begin, by ourselves, by our behaviour, by our example. And that transmitted image by ourselves will be an important captivation or rejection instrument, as far as it is well or badly managed the transmitted image by our individual or collective image, by the talents that Rotary infuse in us. As D.K. Lee tells us in the “Rotary World” of April 2009, “for the long time Rotarians, Rotary became a way of life”. Our meetings and everything concerning the Rotarian life which without constraint we shall show and exhibit, all of this is often translated, in the motivation that is driving many people with vocation to serve, to adhere to Rotary, to the Rotarian community and contribute for the cohesion of the Clubs. And it is for that that it is absolutely necessary that we must be attentive to welcome them as our fellows, friends and partners. We cannot, today, be absent-minded, we must captivate and admit more people, more members, more hands, among those that we keep sensitizing.

Besides, we have the big projects and programs that can also attract others for our ambiency. It is certain that we must have in mind that the captivation and recruitment strategies may differ from community to community, depending from their differences and characteristics.

What is different must be handled differently:

- We can and we shall invest in the services to the community through the youth organizations, Rotary Kid, Interact and Rotaract;
- In the “New Generations” Clubs, which came to fulfil an age segment in Rotary;

- In the establishment of communication bridges with Institutions and above all between Rotarian Leaders from several communities and Districts;
- In the Clubs, developing adhesion and admission programs, alone or in partnership, with broad divulgation of Rotary and its objectives to the outside, (for which can be used the subsidies of the Public Relations), etc..

So we must use all the means, strategies and tools, since they are rightful and adequate, to develop the Membership with the adhesion of new members with the vocation to serve to push to more persons, communities and Nations, this is, further and further, the message of Rotary and the service it gives, in a way to drive Mankind into a world better and better, that allow us to say that we

“MAKE DREAMS REAL”

Until the next time.

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1. MEMBERSHIP DEVELOPMENT AND EXPANSION * DISTRITAL GOALS IN THE REGION

The 1960 District has as goals for the “Membership Development in the Rotarian year of 2009/10, a real increase of 50 new members and two new Clubs.

2. DISTRITAL SEMINARS AND OTHER EVENTS

The following events are scheduled as follows:

In the 1960 District:

- 26/09/09 – Membership Development District Seminar at Palmela.

In the 1970 District:

- 19/09/09 - Membership Development District Seminar at Maia.
- 06/03/10 – AGT and District Team Seminar at Penafiel.
- 17/04/10 – District Assembly at Agueda.

3. TRAINING

The Membership Teleconference of the President D.K. Lee, together with the Governors and other Rotarian leaders generated a strong motivation for its development.

4. RECOGNITIONS

The directives for governors, regarding the” Rotary International Recognition of Membership Development Initiatives”, are available in the leaflet 422EN from RI.

5. PUBLIC RELATIONS AND R.I. IMAGE

The Rotary International Board of Directors has approved the continuation of Public Relations (PR) Grants in 2009-10, with a new structure for 2009/2010. The respective PR grants applications (up till 10.000 US Dollars per District) were sent to all the District Governors Elect and are available at the Rotary International web page.

6. RESOURCES

New publications are coming up, as well as many of the already existent has been reviewed and improved, constituting essential resources for the work of the District Committees and Clubs. Many of them may be searched and free downloaded from the site www.rotary.org or ordered at shop.rotary.org. We call your attention for the publication “Leadership Development Your Guide to Starting a Program”, which free of charge.

For new and potential Members we recommend the new video “Welcome to Rotary” which can be found at Members – New Members – Getting Involved” from the web page of R.I..

There are other resources for the new Members in general. With focus in the increase of the Membership, with post cards and pocket cards for distribution. Another available resources are the RRIMC teams available in the established Regions and that already have been informed. Complementary information over all of this may be given. Remember also that Rotary has also a channel in the “You Tube” that is interesting to see.

More publications and resources are part of the "On Line Rotary Catalog".
We recall Districts and Clubs he need to define the next Rotarian year goals, which must be in accordance with the priorities of the Strategic Plan
The Club President Elect by their turn, shall present to the District Governor, up till the 1st May, the forms, that by him will be presented to them, dully fulfilled.
That way, and by the District responsible, must be fulfilled the form "District Goals for the Membership Development and Programs Recognition" and sent to MD100 by E-mail or Fax (1-847-866-9446) until 15/05/2009.

7. STATISTICS AND INFORMATIONS

7.1 Rotarian District 2201

This R.D. got until 31/03/09, a Membership net balance of 12 Members (+0.87%)

During the present Rotarian Year, 6 new Rotarian Clubs and a Rotaract were founded. 9 new Clubs are under formation.

7.2 Rotarian District 1960

A new Rotarian Club was founded

7.3 Rotarian District 1970

Two new Rotarian Clubs were founded, being one of them a "New Generations Club".

8. REMINDERS AND REQUESTS

We remind and request to all District Leaders within the Membership to send us their contact information,. As well as the agendas that, in any way, are related with the "Membership Development" and other also related information to this priority of R.I., namely the respective monthly movements, of Members and Clubs.

9. RECEIVED CORRESPONDENCE

During the last 2 month correspondence from the following entities was received:

- R.I. (from several departments)
- R.D. 1960 Governorship
- R.D. 1960 Membership Development District Committee
- R.D. 1970 Membership Development District Committee

- R.D. 2201 Membership Development District Committee
- Various Rotary Clubs
- Regional Coordinators, Assistants, etc..

DEAR FELLOWS

The RRIMCs has as one of their responsibilities, to support the Clubs and Districts, their Governors and District Leaders, in their efforts within the several tasks related with the “Membership Development” in their specialities: Admission, Retention and Balance, Recuperation and Expansion.

I am, therefore, available to collaborate and to help you in everything that may be necessary in order to, all together may achieve the objectives and goals of R.I., our President and, after all, all of us, in this important and decisive priority that is the “**Membership Development**”.

WITH WARM REGARDS FROM YOUR DEDICATED

WALDEMAR SÁ
RRIMC