



ROTARY INTERNATIONAL
MEMBERSHIP DEVELOPMENT
REGIONAL COORDINATION (Zone 13)

NEWSLETTER nrs 3 and 4 – September / October 2009
(English version)



DEAR FRIENDS:

One of the main factors to consider about “Membership Development” that hasn’t been emphasized as it should is the appropriate strategy to be undertaken. And we say appropriate because the strategy or strategies to adopt and to enforce depend mainly on the characteristics of the Community where the club belongs.

Thus, they must be studied separately, case by case, with the necessary specificity. And here, diversity, though threatened, plays an important role. We refer to it on our last Newsletter, namely when we say: “Only then, with these ingredients, can Rotary fulfil itself as an instrument of Understanding and Peace among Peoples and it does not seem appropriate or enriching, therefore beneficial, to consider and implement the separation of some of these elements within or among Clubs, particularly in terms of resources, ethnic groups, age levels, etc., etc..”.

But, and aside from this, and considering that a Rotary Club must reflect the Community where it belongs and be its image, we find that there are permanent strategy factors, namely, amongst others, the familiar, professional and friendship circles. In fact, these 3 circles constitute large recruitment fields in Rotary.

By the way, some recent events that happened in some clubs come to mind. In one of them and during a festive weekly meeting not long ago, a new member was admitted and his father was the proponent who, in turn, had had his first contacts with Rotary through this son, who had been an *Interactist* and a *Rotaractist* in the respective Clubs sponsored by this same Club where he was now been admitted. The father’s curiosity about the organization in which his son had been admitted as a youngster led him to learn about Rotary and later, to be invited and admitted into the Rotarian Movement.

Another case happened in a new Interact Club setting-up meeting, to which the families of the young new *Interactists* had been invited, by the sponsor Club. All the ceremonial aroused the attention of the families present, who wanted information and to know about Rotary and what it really was. As a result, some time later, some of them, given the interest they had showed, were invited and later admitted into the Rotary Club.

Many such cases have happened in many other places and Clubs and this is one of the strategies which may be enforced, the interconnection among colleagues, friends and family through Rotary Clubs and Youth Clubs they sponsor. But, we repeat, each Club must, through its Committees and its leaders and District and Regional leaders, study its own strategies, those more adequate to the characteristics of the Community, as well as the use of these universal strategies that we've just referred to. And to achieve this goal, the Clubs must study them, try them and, if well evaluated, enforce them.

And then, they must complement them with the ceremonies of admission, of Rotarian guidance and information given by the new Member's Sponsor, Mentor or Proponent Fellow.

We will talk about this and also about strategies later on.

UNTIL NEXT TIME

1. INFORMATIONS, SUGGESTIONS AND RESOURCES

"MEMBERSHIP MINUTE" – An electronic information sheet with "tips", tools and results of the more recent surveys on Membership Development.

For registration and other purposes, go to www.rotary.org/membership/minute.

C.L.P. includes one Club's Membership Committee. We recommend these Committees to consult the basic tools, such as:

- "Club Membership Committee Manual", to get acquainted and establish the goals for recruitment and retention of the club's Membership;
- "Basic Resource Guide" for Club's Membership Development and list of suggestions for recruiting and retaining Members.

- Flyer “How to Propose a New Member” which outlines a procedure to select and elect Members. It includes an admission proposition form.
- “New Member Orientation Guide”, to create or update a training program for new Members.

NEW MEMBER RESOURCES

- Watch the video “**Welcome to Rotary**”, on site www.rotary.org (Members – New Members – Get Involved).
Introduce it to prospective Members.
- Several Clubs have inaugurated Rotary Landmarks in their Communities, as a vehicle for Rotarian dissemination.

“CLUB’S EVALUATION”

It is very important that Clubs make their own evaluation as a starting point to the study, definition and enforcement of Members Admission, Retention and Recovery strategies. Three of the tools to be used are: “25 minute Survey on Prospective Members”, “Ratings Survey” and “Membership Diversity Survey” (see “Membership Minute”, Year 6, n^o.2).

- We suggest the Clubs to show videos of Rotary such as “Rotary Now” or the Rotary page on “Youtube” and to make or show their own videos, namely during meetings with guests.
- “Rotary Basics” (www.rotary.org – Members - New Members – Rotary Basics).

2. SECTORIAL STATISTICS:

On a District level – Districts 2201-2202-2203.

By 30/06/2009:

64 Clubs.....	1421 members
67 “	1515 “
66 “	1644 “

In the meantime, these figures have already evolved positively.

3. MEMBERSHIP DEVELOPMENT DISTRICT SEMINARS

During this period, the following **Membership Development District Seminars** took place:

Rot. Dist. 1970, 19/09/09 – Maia, Portugal.

Rot. Dist. 1960, 26/09/09 – Palmela, Portugal

Rot. Dist. 2203, 03/10/09 – Altea, Spain.

They all had high levels of attendance, were very participated, in a very active and dynamic way, with excellent results. We congratulate Governors, their Organizing Committees as well as all the participants.

Next Oct. 10 a “Zone Assembly” will take place in Salamanca, Spain, organized by D.2201. On Nov. 11 there will be the D.R. 2202 District Seminar in Argenton, Spain. They will certainly make, under the supervision of their respective Governors and teams, excellent Rotarian events of which excellent results are also expected.

Rotary Institute, Brasil

From 3 to Sept 6, 2009 the Rotary Institute, Brasil, took place in Gramado, in which we participated.

It was an unforgettable event where some important Rotarian communications were made, namely from the President of R.I., John Kenny.

At the same time, the Membership Regional Seminar and the Leaders’ Training Seminar took place. They were events of high level Rotarian training.

4. ROTARY’S PUBLIC IMAGE

One of the factors that weigh most on Membership is the Public Image of Rotary. One of the events which spread that image the best was the donation and the challenge of Bill Gates to R.I., during the 2009 International Assembly, in S. Diego, when he announced the donation of 225 million dollars to the Rotary Foundation, with the obligation from R.I. to obtain another 100 million until June 30, 2012. That's why we must make this challenge one of the strategies for Membership Development. We suggest you to go to <http://www.youtube.com/watch?v=tH1vPTVGHOk> to watch Bill Gates announcing the donation.

5. REMINDERS AND REQUESTS

We remind all those in charge, of the need to send the elements concerning “dropouts” and “admissions” in order to ensure the accuracy of the statistics and other information.

We appeal to all those in charge of the Membership in Districts to send us the information relating to the variation in numbers of Members in their area.

6. RECEIVED CORRESPONDENCE

We are still receiving a great deal of correspondence from the several Departments in R.I., Rotary Districts, Clubs and many entities, which is extremely rewarding and appreciated.

DEAR FRIENDS:

To strengthen and renew Clubs, all Rotarians must try to bring new Members into Rotary. New Members (and former Members) should bring friends, relatives and co-workers to meetings or invite them to participate in projects of service rendering.

The importance of Rotary is clear and the best way to promote the interest of prospective Members is to draw them to fellowship and service.

As Bento of Anniane, in Aix-la-Chapelle (France, 821), tells us, **“What is not renewed, deteriorates beyond repair”**.

That is why, dear Friends, we must also not forget what the President of R.I. John Kenny has told us, at the 2009 International Assembly in S. Diego:

- ***“The future of Rotary does not fall upon the R.I. World Headquarters, for it will be determined within each and every Rotary Club”***, which is perfectly summarized in this year’s Theme:

“THE FUTURE OF ROTARY IS IN YOUR HANDS”

With the warmest regards from your affectionate

WALDEMAR SÁ

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