



**Introduction**

Past RI President D.K. Lee has ended his year and Scotsman John Kenny has taken over energetically. As far as D.K. Lee’s ambition on Membership figures is concerned, it means that we have not been able to make Lee’s dreams real. The financial crisis has not made it easier than we hoped for. RI President John Kenny has chosen other objectives. He prefers quality of members above quantity. Kenny expects us, Rotarians, to bring in at least one new member and to retain one as well. Another thing is that Kenny wants us to stimulate a better diversity in relation to gender, age and ethnic background. The Future of Rotary is in our hands!

For the record, the Directors of the RI Board have chosen a membership slogan:

**Each Rotarian: Reach One, Keep One**



**The rezoning and the consequences for Membership Coordinators**

Per July 1<sup>st</sup> 2009 RI has been rezoned. It has not much influence in our Membership-area. Membership Coordinators have made appointments about their ‘territories’. The 10 Districts in Belgium, The Netherlands and Luxembourg will stick together, apart from the fact that the three BeLux Districts form Section B of Zone 18. The ten NL Districts belong to Section A of Z13. This Rotary year I, Paul Knyff, will act as the RRIMC for BeNeLux. Then my three year period has come to an end. At this stage it still is unknown who my successor will be.

**Rotary density in our region in comparison to the US**

I thought it to be useful - based upon recent figures - to give some detailed information about Rotary density in our region in comparison to some surrounding countries and the US.

Small countries score high. Iceland shows the highest density. In spite of the financial crisis that has hit the country very hard, the number of members has increased some 5 % over there.

John Kenny’s Scotland is doing much better than England.

The BeNeLux area shows constant figures over the recent past. Luxembourg is on the lead.

Compared to Western Europe, the US districts are still doing reasonably well. Although it is known that Membership is a subject of constant attention in the States.

2008/09 - Rotarian per capita	
Area	Density
Iceland	1 / 287
Denmark	1 / 476
Switzerland	1 / 639
Belgium	1 / 1.103
Netherlands	1 / 836
Luxemburg	1 / 649
England	1 / 1.151
Scotland	1 / 747
France	1 / 1.839
Germany	1 / 1.698
<b>Total area</b>	<b>1 / 1.284</b>
USA	1 / 836

## Rotary E-Mentoring



At the RI Convention 2009 in Birmingham a presentation has been given on Rotary E-Mentoring. This program offers worldwide Rotaracters (pupils) who want to be mentored in their career the possibility to get matched with an experienced Rotarian who is available as a mentor. The program offers an internet platform to bring pupils and mentors together and to let them exchange their information in a protected mode. What has this to do with Membership? Well, one of the three fields of attention in membership is: new, preferably young, members. With E-Mentoring Rotary offers Rotaracters as prospective members a network of knowledge and experience in an early stage. Please click on: <http://www.rotarymentoring.org/eng/mentoring.html>. Consider becoming a mentor and if you like, inform other Rotarians and Rotaracters about this new program.

## Useful links

On the secure part of RI's website you will find the Rotary E-Learning Center. There you are able to click informative video's or Powerpoint presentations on various subjects.

An example in relation to Membership is 'A Guide to membership Retention':

[http://www.rotary.org/RIdocuments/en\\_ppt/elearn\\_membership\\_retention.ppt](http://www.rotary.org/RIdocuments/en_ppt/elearn_membership_retention.ppt)

Or what about Attendance rules? :

[http://www.rotary.org/RIdocuments/en\\_ppt/elearn\\_attendance.ppt](http://www.rotary.org/RIdocuments/en_ppt/elearn_attendance.ppt)

Via Member Access you can view Membership Trends (figures) via:

[https://riweb.rotaryintl.org/CRVIEWMEMBHIST.ASP?Page\\_Name=MEMBERHISTORY&sessionkey=0015ECE52DFF5BA73CB2B67FC201B5B4](https://riweb.rotaryintl.org/CRVIEWMEMBHIST.ASP?Page_Name=MEMBERHISTORY&sessionkey=0015ECE52DFF5BA73CB2B67FC201B5B4)

To end with, I would like to mention the bilingual (Eng and NL) **Membership Blog BeNeLux** which is kept as actual as possible by myself. On this Blog you can read more about what John Kenny has said about Membership. There is a report on the BeNeLux Multi District Membership Seminar of 2008. There are links to other presentations delivered by me at various occasions as well. Please visit: <http://rotary-membership-benelux.blogspot.com/>. Please, make a Bookmark of the site and you can join as a 'follower'. Then you will be informed about new issues.

**As I continue to make clear, I as an RRIMC, am available for advice and support on Membership matters. For Membership Seminars, for GETS (I will be in Paris), for your District Assembly, for District Conferences, for Club Presentations. But also when you need me, just e-mail, phone and if you think it is useful, I join meetings where my expertise is needed.**

Kind regards,

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