

Lifeline



Membership Development News Letter Membership Team Zones IV, V (Part) and VIA



Dong Kurn Lee
R. I. President

October-December 2008

**RRIMC - Dr. Manoj Desai, Rajesh Batra
and Dr. Bharat Pandya**

Ashok M. Mahajan
R. I. Director



My Dear Friends,

Don't we all agree that Actions Speaks Louder than Words? I would like to commend the hard work done by you and the motivational work done by Membership Team, for which results are the proof.

Let me focus on my assigned Districts :

3010 - 2 Clubs	3050 - 3 Clubs
3110 - 2 Clubs	3120 - 1 Club
3132 - 3 Clubs	3180 - 0 Clubs
3190 - 2 Clubs	3292 - 2 Clubs

I would like to compliment leaders C. M. Birla (Dist. 3050) and Zubin Amaria (Dist. 3132) who have already formed 3 clubs by November 2008 and revised their goals. I know that many more are in the pipeline and the records of 31st December 2008 will show our strength. In all the districts - Retention rate of about 90% and Membership growth from 7% to 12% is evident in the first five months.

I simply cannot forget the following moments during my travel as RRIMC :

1. Dist. 3190 - Bangalore - More than 900 delegates in an overflowing hall at Bangalore can be adjudged as the best seminar amongst the 8 districts I am assigned to, not only for the number of participants but for the one hour open forum with the leaders!
2. The fatigue of real difficult place to reach - Latur, Dist. 3132 went away when I talked to the Core

Group and heard about their goals. They are going to form more than 10 club!?

3. We have got Volunteers for four Regional Membership Seminars in the month of May and June, 2009 - a praise worthy trend for Training the Core Groups.
4. Leaders of 2009-10 are so proactive that many of them have already provided the dates of their Membership Seminar.

Friends, in the end I would like to say one thing - Let us continue our untiring efforts so that India retains its position of No. 2 in the World.

I would like to quote Aristotle : "We are what we repeatedly do. Excellence thus is not an act but a habit."

RRIMC Dr. Manoj Desai



*Packed hall with Rotarians at
D 3190's Membership Seminar, Bangalore*

Districts Assigned



Dr. Manoj Desai -
3010, 3050,
3110, 3120,
3132, 3180,
3190, 3292



Rajesh Batra -
3070, 3080,
3090, 3140,
3211, 3230,
3240, 3291



Dr. Bharat Pandya -
3030, 3040,
3060, 3100,
3131, 3212,
3250, 3260

Why Not Every Rotarian Every Year for Membership ?



Dear Friends,

Greetings from "Membership Team India". The 5 months progress report of membership growth has been tabulated and I am happy to inform you that the results are extremely encouraging. I wish to congratulate the District Governor's, Membership Development team and the Club Leaders of all districts for their sincere efforts to live up to the challenge of President D. K. Lee in ***Making Dreams Real***. The incoming seven months will be a challenging period as we have still to recruit more members and also keep working on the retention strategy to retain the existing numbers.

I wish to quote from a message received from PRID Ron Beaubien, Chairman, R. I. Membership Development & Retention Committee : ***"We know that membership is everyone's responsibility. But too often, when something is everyone's responsibility, it ends up being no one's responsibility. To revitalize Rotary's growth, we need to embark one vision that makes it the job of every single Rotarian to bring in - and mentor - one new member, every single year." Each one of us as Rotarians must take the first step and sponsor someone for membership in the WORLD'S premier service organization!***

WHY NOT EVERY ROTARIAN EVERY YEAR FOR MEMBERSHIP?

Unquote :

Reading my thoughts aloud, I asked a question to myself :-

Why Rotarians do not propose a member to their club? What is your reason for not proposing? I am intrigued and at a loss to understand why Rotarians do not propose an eligible prospective member to their Rotary Club? Thinking on the subject I came with many possible reasons which consciously or unconsciously on a good Rotarian. I would like each one of you to objectively think and introspect on the following possible reasons.



RRIMC Rajesh Batra interacting with participants at the Intercity on Membership Development of RI District 3090 at Uklana Mandi, Haryana

- ❖ I am not proud of my fellow Rotarians and my Rotary Club!!
- ❖ I am possessive of my being a Rotarian and do want to share the honour / privilege with a good friend, good neighbour, a good relative, a good colleague.
- ❖ I do not think Rotary is what, it is made out to be and I do not want others to find out?
- ❖ We do not practice what we preach.
- ❖ Rotary is not worth my time and the money I spend on it.
- ❖ I am not a good Rotarian and I do not enjoy Rotary / the magic of Rotary?
- ❖ I do not know anyone good enough to join my good club.
- ❖ You have never thought about it.

Whatever your reasons right or wrong, good or back think about and introspect on why you have never proposed an eligible person for membership of your club and start a fresh seek a good prospective member and propose him now.

Someone once said : ***"You may need binoculars to see a race, a telescope to see the stars, but you need only your mind to see the future and this vision can make you succeed at all times."***

We wish you success in all your future endeavors.

Rajesh Batra
RRIMC 2008-09



RRIMC
Rajesh Batra at District 3240 – Multi-District Membership Development Seminar, Bolpur – Santiniketan



RRIMC
Rajesh Batra at District 3291 "The Intercity Meet on Membership", Kolkata

A club that reflects its community with regard to professional and business classification, gender, age, religion and ethnicity is a club with the key to its future.

Make Dreams Real Through Membership

*Three Best things in life -
A little seed in good soil; A few cows in good grass; And Friends in Rotary.*

One of the most rewarding aspects of Rotary is friendship. And this is an important message to be conveyed to potential numbers. We usually meet potential new Members through someone else, usually a non-Rotarian. These potential members are volunteering but aren't being recognized or making an impact because they are acting individually. Through Rotary these people can know the clarity of purpose. Tell a friend about Rotary and then ask him to tell someone else. Tell him "Let me know if you know / spot someone who might make a good Rotarian." That's what friends are all about; to help make more friends. People join Rotary for different reasons but the strongest is that they want to be Rotarians. Communicate the values and virtues of Rotary well and membership growth is not difficult.

District of Zones V & VI A have taken the Membership challenge of RI President D. K. Lee to heart and have grown from strength to strength. And Districts are not lagging behind in new club formation. From Districts assigned to me 4 have already sponsored 2 or more New Clubs D 3040 (3), 3100(2), 3250(2), 3260(3) thus meeting President Lee's challenge. Congratulations to Governors Alok Billore (3040), Yogesh Gupta (3100), Dr. L.B. Singh (315) and Dilip Patnaik (3260) for a commendable job. The news is that DG Alok has another 5 in the pipeline (Great!). All in all a satisfying 5 ½ month of the Rotary year.

As we go along with growth we also need to take care of Retention. One of the basic tenets of Membership Retention is "Involved Members Don't Drop out." The moral is clear & simple - if we can get members involved they won't go away. Involving Rotarians in service projects is one of the most effective ways of motivating and retaining them. It gives them a sense of belonging, a purpose. More important than the purse is the person.

Let me remind Rotary leaders of Zones V & VI A that much more needs to be done. And the time to do it is now. Tomorrow is not a better day than today. "One of the illusions of life is that the present hour is not the critical, decisive hour. Write it on your heart that every day is the best day of your life (Ralph Waldo Emerson). Time is irreversible and irreplaceable. Grasp your today as you reach out to draw New members into Rotary and retain older members.

Make Dreams Real through Membership.

Enjoy Rotary Enjoy Yourself.

Dr. Bharat Pandya
RRIMC



RRIMC Dr. Bharat Pandya addressing Membership Development Seminar "Virasat" at Panipat with PRIP Rajendra Saboo attending



RRIMC Dr. Bharat Pandya at District Membership Seminar D 3140 at Thane on 21st Dec. 08



RRIMC Dr. Manoj Desai at Membership Development Seminars in Latur and Bangalore



8th December, 2008

Dear Rotary Leaders, Greetings. Membership is an important ingredient for the existence and progress of our organization. Rotary in India is indeed doing well but a lot more is expected from us. Please open the pdf file and help the Rotary Clubs promote membership in their respective Clubs. **Your involvement will make all the difference.** Regards, ASHOK

Path of Progress

People determine the performance capacity of an organisation. No organisation can do better than the people it has. The yield from human resource really determines the organisation's performance. This calls for considered decisions on whom we take as members, where we place them and how we promote them. In the area of membership development, Rotary has added around 14,000 members this year. Out of this, nearly 4,800 members are in India. This accounts for over thirty percent. Out of the 120 new clubs formed worldwide, 38 clubs are in India. I congratulate the Rotarians of the clubs in India for this achievement.

Starting a new club or enrolling new members is not an easy task. But the more difficult task is to retain them. Clubs

The best method of increasing club membership is through effective programmes in all four avenues of service, and one of my goals is to strengthen and stabilise our district organisations in order to provide more assistance to our clubs.
- RI President Nominee Ray Klinginsmith

Membership as of November 30, 2008

S. No.	District	30/06/08	01/07/08	31/10/08	New Members Increase
1	3010	4614	4396	4683	287
2	3030	3538	3403	3570	167
3	3040	1517	1457	1528	71
4	3050	5570	5359	5649	290
5	3060	2906	2831	2937	106
6	3070	2990	2793	2984	191
7	3080	2837	2717	2798	81
8	3090	1870	1867	1854	-13
9	3100	1767	1729	1838	109
10	3110	3172	3082	3098	16
11	3120	2224	2165	2350	185
12	3131	-	3210	3326	116
13	3132	-	2190	2405	215
14	3140	6176	5857	6171	314
15	3180	4620	4354	4494	140
16	3190	3250	3053	3301	248
17	3211	-	3340	3391	51
18	3212	-	2011	2126	115
19	3230	4301	3950	4137	187
20	3240	2205	2113	2196	83
21	3250	2817	2747	2925	178
22	3260	3453	3323	3411	88
23	3291	-	3559	3739	180
24	3292	-	1892	1920	28

have different programmes to keep members motivated and active. I appreciate the innovative approaches taken by clubs in this area. What is important is that the club should be run seriously. Its mission, values and objectives should be real and meaningful to the members rather than just rhetoric. The guidelines for recruiting members and retaining them are well established by RI. Read the various literatures that are available in this connection. You can also innovate and share your successful experience with other clubs. Rotary depends on new blood, young blood. The youngsters are imaginative people. Look at the specific strengths of these people. Admitting a member does not end the process of membership development. The second stage comes months later. When you discuss with a new member on what they have felt and done in the club for the past several months, you can finally judge if you have selected a right person to be a member forever.



RI President D K Lee hopes that India will lead the Rotary world in membership development and I look forward to the co-operation of all the leaders of Rotary in our country in achieving this goal and increasing the membership figure beyond 1,10,000 within the next few months.

Rtn. Ashok Mahajan - Director, Rotary International

Congratulations ...

RI Director Rtn. Ashok Mahajan has been appointed as the Trustee of The Rotary Foundation of Rotary International for the period 2009-2013



Nitrous Oxide in Rotary

Day before DG said "this", Yesterday DGE said "that", Today DGN said "this and that".
As far as CLP is, I'm a "Confused Leadership Product"