



MEMBERSHIP MATTERS

ZONE 6A MEMBERSHIP NEWS LETTER

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DO WE APPEAL TO THE YOUNG & PIERCED ?



This is a question that must engage our attention. Are we a cool enough organisation? Are the young waiting out there to be invited? Does Rotary or any service organisation resonate with them much the same way they did with our generations ?

These and many other questions will need to be faced if we are to go out and recruit the young professional and business leaders who are the major propellants of the

economic engine of our nation. It may be worthwhile seeking the reactions of the young icons outside Rotary in your community. Think of a way to reach them.

A starting point could also be to listen to the Gen 'X' ers already there in the club (if they are there). Listen aggressively. You may not like some of the stuff.

But in reaching out to and in adapting the way we run our clubs to meet the expectations of Gen 'X' ers and millennials might lie the path to continued success of our organisation.

ZONE 6A AT THE TOP OF THE HEAP

The pre-eminence of your Zone continues in membership growth. The growth of zone 6a is unabated as the following numbers of 30 June 2008 indicate.

DISTRICT	1 JULY 2007	30 JUNE 2008	INCREASE	GROWTH %
2980	3500	4088	588	16.80
3000	2282	2557	275	12.05
3020	2367	2675	308	13.10
3150	2159	2493	334	15.47
3160	6018	1682	64	3.96
3170	3707	4080	373	10.06
3180	4048	4620	572	14.13
3190	2721	3250	529	19.44
3200	5848	6672	824	14.09
3210	4919	5499	580	11.79
3220	1588	1703	115	7.24
3230	3500	4301	801	22.00
ZONE 6A	38257	43620	5363	14.02

Hearty congratulations to District Governors LN, Venky, Arul, Perianan, Nagendra, and Rai for inspiring the clubs to share Rotary fully and freely. President Wilf will be proud of you. And I am in total awe of you.

The most gratifying feature is that ALL the Districts have shown net growth. We will, however, wait with bated breath till October to find out if the substantial gains made will mean an equally impressive scenario on 1 July – 1 July comparison.

GROW BY TEN PERCENT (At Least) PRESIDENT LEE'S CALL



President D.K. Lee urges the clubs and districts to grow by at least 10 percent during 2008-09. He encourages each District Governor to start at least two new clubs during the year. The cumulative impact of these measures should enable the organisation to breach 1.3 million mark for the first time.

The District Governors and District Membership Chairs need to put in place an appropriate training and orientation structure to enable clubs cope with the sharp spike in growth.

A GLOBAL RESURGENCE

2007-08 was an year of growth in as many as 31 of Rotary's 34 zones. At the very top is zone 6 both in numbers and in percentage growth.

The organization globally grew by netting a growth of 36970 (1 JULY - 30 JUNE) taking the total tally to 1231483, the highest in the last 5 years.

30 June 2004 : 1219291

30 June 2005 : 1224258

30 June 2006 : 1222619

30 June 2007 : 1223989

30 June 2008 : 1231483

DIRECTOR ASHOK'S CRUSADE



RI Director Ashok Mahajan was the leader of the cheering squad all through 2007-08 as Districts in the Zones 5 and 6 excelled in membership growth. He wanted a net growth of 6000 on pan India basis and the districts delivered. No single communication from the Director ever missed extolling the virtues of recruitment, retention and extension.

When the Director is at the forefront, the job of RRIMCs gets easier. I and Manoj are in his debt for so single mindedly putting membership development at the head of his agenda wherever he went. The only way we can repay the debt is not to slacken the pace in his second year on the board.

2008-09 GOVERNORS DREAM BIG

The Regional membership seminar at Colombo attracted 2008-09 DGEs/DMC s from eleven Districts in the Zone. District Governor Thariq Tulba (D.3220, SRI LANKA) hosted the event in which all the participating DGEs / DMCs came up with numbers that truly reflected President Lee's dreams.

The participants deliberated in two brainstorming sessions on the strategies that they will put in place during 2008-09 to keep the momentum going. I had the advantage of having my fellow RRIMC Bharat Pandya and PDG Tissa Bandaranaike joining me in guiding the highly productive seminar.

