



MEMBERSHIP ON THE MOVE

Zone 7A & 8A NEWSLETTER

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www.membership.rotary.org.au



Keeping Alumni in the Rotary Family

How many alumni of Rotary programs become Rotarians?

If we're talking about Foundation Alumni (those who have been through GSE and Ambassadorial Scholar & Peace Scholar programs), as well as other Rotary programs like RYLA and Youth Exchange, at a guess, I'd say about 5%.

Is that good enough?

Every year Rotary sends over two thousand young non-Rotarians on an overseas trip through the Group Study Exchange (GSE) program. The total cost (to the Rotary Foundation, to participating clubs & districts, and to hosting Rotarians) would be about 8 to 10 thousand dollars per team member, that's about \$16 million dollars in total. Is that a good investment?

GSE is about promoting world peace and understanding, but to maximize its benefit and cost-effectiveness we MUST keep these young people in the Rotary orbit, so that our investment is recouped in the long term by what they can put back into Rotary and its projects. They are some of our best and brightest – they have all the qualities we look for in a potential Rotarian, they are young, they have gained a strong knowledge and experience of Rotary and what it does at an international level.

Why do less than 10% of them ever join Rotary?

When they return from GSE, their involvement with Rotary can grind to a sudden halt. On average, most returning team members have one or two invitations to present to a Rotary club or larger Rotary group. Some receive no invitations. The obvious message is that Rotary is no longer interested in them.

Some of their Rotary experiences will have been wonderful. Some experiences may not have been. In particular, they may be aware that the average Rotary club caters to a different age group from their own.

It's time for them to get on with life, especially with their career and their family. The demands of Rotary membership, as typically presented to them, will deter them from joining.

The club may feel the person is not properly qualified to be a Rotarian. (This is crazy! – the person has gone through a rigorous selection process, it's much harder to get into a GSE team than it is to join a Rotary Club.

And they are in the age group we should be seeking.)

If the person is asked "would you be interested in joining Rotary?" often it is implied that this would be a good thing to do sometime in the future, maybe in 10 or 20 years time. The common response is "I'd like to one day, but I'm too busy right now", so the matter is forgotten by their sponsor club.

What should happen?

1. An early and proper debriefing by the District, and by the sponsor club.
2. The opportunity to present an account of their Rotary experience to a Rotary meeting, not just at their own club, but at other clubs and Rotary events.

Invite the team member to become part of the Rotary family. Invite them to every meeting and to some of your service projects and social events. (Especially youth oriented projects). Invite other young people along from some of your other Rotary projects, (Other Rotary alumni or family members' friends or employees of Rotarians).

Does it matter if they can only come once a month? Considering the time they have put in on GSE, they are well ahead of most club members for the next couple of years. Why not make the person an Honorary Rotarian for a year, to give them a real ongoing relationship with the club?

Don't forget about them. Have regular functions to which you invite all the younger members of your Rotary family. Keep them involved!

When the person is ready to make the commitment to join Rotary, make it happen as quickly as possible.

In 1996 I led a team of four great young Australians on a GSE tour to the Netherlands. It was a wonderful experience for us all. But only one of those has so far become a Rotarian, and that was ten years after she returned from GSE, and in a different state. We need to do better than that in keeping these great potential members in the Rotary family!

Rob Wylie.

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Chartering New Clubs

PDG Ian Yarker, Rotary Club of Ashmore, District 9640. (Ian presented this as part of a discussion at the Membership training Seminar held in conjunction with the Presidential Membership Conference, Canberra July 2008)

I share a positive formula Heather and I have developed over the past 4 years that has worked for us during the formation of 2 clubs. Hope Island Club now has 47 members after 4 years and still growing. Coomera River Midday now has 23 members after 7 months of stabilizing plus 6 prospective members. Both in the original territory of a 20 year old club with about the same membership it chartered with. None have transferred.

A summary of our formula:-

Have an understanding Governor appoint a relevant representative and leave them to the task – which is.....

Identify a location with an established focal centre. Retail or manufacturing in larger urban regions. Pure residential areas are a much greater challenge.

Identify a “key members group” from key business people. Identify well established long term business people with credibility in that community. Senior Partners in Law Firms, Real Estate, Finance Accounting, Banking, Major Manufacturing, Publishing, Community Service, Local government, Hotels, Golf and Bowls clubs. Spend time with the enthusiastic people establishing a personal mutual understanding of the privilege of establishing another service organisation in the community.

Identify the depth of commitment of these key people to service organisations, service ethic, awareness and understanding of Rotary ideals, caring for community, size of community picture – specific, local, national, international. Many busy business people have personal humanitarian aspirations. Often they have tried to do something alone and found it very difficult. They respond to the Rotary organizational platform. They must be “peoples’ people”.

Identify a meeting venue that is central, conducive to private meeting, recognised and willing to materially support the new club with any catering, promotion and storage.

Identify prospective membership. Build the larger more detailed prospective list. Discover who knows them personally from the key members group and decide who will make the personal approach.

Identify a plan of procedure, set the promotion period and establish the direct approach. Important to include invitation to the Partner especially to small business and semi retired people. Research potential meeting time, breakfast, midday, cocktail, evening. Consider complimenting existing nearby clubs. Research the type and cost of meeting, full meal, light meal, finger food, meal available before and during shorter meetings such as lunch.

Initial meetings catered with finger food. Be prepared to change to suit the majority of prospects. Agree on frequency of initial interest meetings – weekly not essential until regular attendance by at least 12 prospective members.

Announce public launch. Announce in press, leaflets, window sheets, radio. Make the direct and personal approaches to selected people by the selected people. Build perception. Get everyone aware at the same time.

Conduct meeting with pride and precision incorporating fun. Run exactly to time. Chair with business purpose. Agenda opens with everyone making a personal self introduction led by selected person who will set the style of information required. Agenda includes recognised local guest speaker who is clear, relevant and brief. Agenda includes Governors Representative or alternative who must be relevant, with broad flexible Rotary overview, be inspiring in the opinion of the target audience and collect contact details – name, phone, email – business cards.

Follow up immediately in writing with brief email. Circulate minutes of meeting including names and contact. Introduce basic Rotary aims and objectives and achievements.

Follow up immediately before the next meeting. Personal phone call inviting back to next meeting Offer to transport to meeting. Seek conversation and guidance from prospective members. Enthusiastic prospective members know likeminded friends and business associates.

Adapt subsequent agenda to suit perceived interests of the key prospective members speakers based on local issues. Have 4-Way Test announced. Expand general organizational structure of Rotary.

Focus on building relationships between members. I like these people. What can we do together?

Announce intention to run meetings weekly – come when you can. Explain that Rotary clubs run weekly meeting and we would like to think the meetings are sufficiently interesting for you to want to attend together with your friends.

Announce need to establish an elected President and Board of Directors and that nominations are sought and election date will be at the next meeting. Ensure sufficient nominations are confirmed.

Announce anticipated Charter date to raise expectation and generate positive planning and purpose.

Work with Rotary International Parramatta staff in all normal ways and documents.

Keep District Governor advised and attend especially at election meeting.

The real object of Rotary is to bring people together who may not normally meet, in a friendly atmosphere, to do things for others that they cannot do alone.

**Newly Chartered
Rotary Club of
North Lakes, QLD
Congratulations
to
Charter President
Matt Roue
and
Sponsor Club
Albany Creek
On a job well done**



District Governor Wayne Morris, left, District 9600, hands the Club Charter to Club President Matt Roue

Sixties and Seventies Vying for Forties and Fifties

What age group should you be targeting in your Club? Are people in the twenties and thirties age bracket likely to or want to join a Club where the average age is in the sixties or seventies? There would be some in that age grouping who would but in reality the majority of them wouldn't want to. What age group are you going to put your energy into recruiting? Whatever the average age group of your Club is you need to target people in the decade below the Club average age. For example if your Club average is in the sixties, you will need to target people in their fifties. If your Club has forty members, aim to bring in ten Members from the target age group. Once you have those ten members inducted aim for the decade below that group and bring in another ten members.

We need to be identifying business and professional people in our community who have a community spirit, leadership skills, who want to make a difference, care for people and who would strive to live by The Four Way Test.

Use teams of two to identify people in your community with those qualities and then ask them to your Club, work within a time frame to achieve results.

The only time success comes before work is in the dictionary. By putting the hard work in and building a solid foundation you are setting in motion ongoing success for your Club.

Noel Trevaskis

Rotary International E-Learning Centre

www.rotary.org/en/Members/Training/ForAllRotarians/Pages/rifdefault.aspx

Or via our membership Zones 7a and 8 website, bottom link left hand site of home page.

www.membership.rotary.org.au

Moving Along With Membership

The Presidential Membership Conference (PMC) held in Canberra July 2008 provided a starting point for us to renew our focus on membership in Australia. Many Rotarians returned to their clubs with renewed enthusiasm, a commitment to act and a determination to actually take the first step themselves.

Follow – on from conference took a direct path in the three Western Australian districts thanks to a generous offer from Rotary International Director (RID) John Lawrence to visit for one week and actively support clubs, districts, and current and past district leaders. RID John's visit provided back up and encouragement to all three districts in their work to ensure the minimum 1,000 membership mark is met.

It's "all go" in the west!

- There has been direct, positive feedback from clubs with member participation at the PMC in Canberra. The few Rotarians from WA who attended have given presentations and encouraged club members to access the new membership website for conference findings.
- Geraldton clubs report increased enthusiasm.
- The small club of Port Hedland although not visited, has doubled its membership.
- Leadership training is recognised as an essential part of club leadership planning and action has been taken to provide this for club members.
- The Rotary Club of New York D9470 held its first meeting in Perth in August.
- PRID Ken Collins is progressing with a new D9450 club. Look out for further information in the December edition of **Membership on the Move**.
- Following the state-wide membership seminar hosted by D9470 and held in Perth, DG Sue Rowell noted there is potential for Rotary growth by corporate membership:
"I couldn't help but do some sums this morning
- WA Police: 191 "agencies" that could be contacted
- Australia Post: 51 Corporate agencies with subsidies for managers + 95 retail shops without subsidies
- National Australia Bank: 15 Head Office section + 32 local branches plus a new branch in Broome being opened.

If one each produced one new Rotarian, this would be 384 new Rotarians!! Enough for every District to meet 10% increase."

Food for thought!
Sylvia Byers

“Who would wish to become a member of your Club?”

Every time that membership growth and retention is discussed by Rotarians a plethora of reasons are quoted as to why it is difficult to attract potential new Rotarians to join our wonderful organisation.

Rarely if ever do those who quote the reasons ever consider the question: “Who would wish to become a member of your Club?”

In other words most Rotary Clubs are in denial and are unaware of how unattractive their Clubs are to a potential new member.

The question to be asked is:

“What has happened to our Clubs to not make them attractive for membership?”

I have been a member of Rotary since 1977 and I strongly believe that Rotary is still relevant in today’s society, actually more than ever.

So where have we gone wrong?

Firstly each Rotary Club should have a long hard look at themselves and where needed make changes to their Club which will benefit their attempts to attract potential members.

Secondly implement the THREE F’s Principle:

- FUN
- FELLOWSHIP
- FUNDRAISING

Regrettably in all Clubs the main topic of discussion at regular meetings is FUNDRAISING. We have become obsessed with fundraising and forgotten how to have fun and fellowship.

FUNDRAISING is important BUT is a bi-product of fun and fellowship.

I assure you that if Rotary Clubs return to basics of fun and fellowship then FUNDRAISING will be even more successful than before and at the same time you will attract new members.

PDG Harold Sharp
RI District 9680

Tips for Clubs

Each week at most Rotary Club meetings we usually give our guest speakers a small gift for speaking to our Club, the speaker quite often gives out flyers or brochures about the subject of their presentation. Clubs could consider giving to the guest speaker a copy of the “Basics of Rotary” which is a great information flyer about Rotary, a copy of it was included in the August edition of the Rotary Down Under magazine. Clubs could also give the guest speaker a brochure about the Clubs achievements and what it has done locally and internationally. How many Clubs actually ask the guest speaker to join Rotary?

“In over 100 years of Rotary no Rotarian has ever been known to die from asking someone to join Rotary”

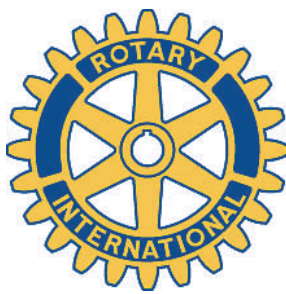
The Impact of the Rotary Pin

Recently Chris Westlake the District Chair for District 9830 was waiting in the airport at Vancouver on his way home to Australia after leading his District GSE team on their exchange to the USA. A lady noticed his Rotary pin and asked him about Rotary, explaining she and her husband had just moved from England to Canada to live. She went on to say she and her husband had been interested in Rotary before moving to Canada, she wanted to know how she could get in touch with a local Rotary Club. Chris was able to go through the procedures on how to contact Rotary International on the website. They exchanged cards before parting for their flights. Chris had forgotten the encounter until five weeks later he received an email from the lady to thank him for the information and that she and her husband had been invited to a Club.

It shows what can happen when we identify ourselves as Rotarians anywhere in the world, the wearing of the Rotary pin is one way that we can do this.

Noel Trevaskis

People like
you and me...



rotary



...and who else?

enquiries@ourrotaryclub.com.au

Know someone who would make a



If you know someone who is community spirited, has a passion for sharing and helping, or would enjoy what Rotary has to offer, why not refer them to your Rotary Club?

List them down!

Your best friend in your area _____

Occupation _____ Telephone _____

Person you admire most in your area _____

Occupation _____ Telephone _____

Most interesting person you know in your area _____

Occupation _____ Telephone _____

A person who contrasts from you in your area _____

Occupation _____ Telephone _____

Others you would like to have in your Club

Name _____

Occupation _____ Telephone _____

Name _____

Occupation _____ Telephone _____

Enquiries

Telephone +6121234567

enquiries@ourrotaryclub.com.au



When you start with Rotary, good things happen.

From the Editor's Desk

I notice that the “Year End District Comparison to Start Figures”, 2007/2008 are now available on the Rotary International website.

Makes for some interesting reading!

Well don't waste time going into too much detail, but if you happen to be curious and can spare a few minutes there are some startling results.

Go to the below URL which opens the PDF file:-

http://www.rotary.org/RIdocuments/en_pdf/memb_comparison07-08.pdf

For quick reference I simply scrolled down checking the last but one column, total percentage per zone, on the right.

Zone 5

Northern India & Nepal + 8.85% increase.

Zone 6

Southern India, Sri Lanka, Bangladesh, Southeast Asia + 13.94%

Zone 9

Korea + 10.85%

There are also some spectacular District results like these two:-

District 9100 + 284 at 11.70%

District 9200 + 309 at 10.14%

And not to forget the grand total + 36970 at 3.09%

Most if not all these results come from much larger demographic areas than ourselves but in the end percentages are the measure and yes you have heard it before and you will hear it again:-

JUST ASK or as some put it “GET YOUR ASK INTO GEAR”

Your editor,

Len

PS. The previous page is an excellent example of getting your club members to think of prospective Rotarians. Our thanks to Philip Archer.

Anyone wanting the template tailored to their club needs, please contact me and I will happily edit telephone and email contacts for you to print locally.

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Membership On The Move

News from Zone 7A & 8A

Australian Capital Territory

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PNG Papua New Guinea

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Tasmania

Timor Leste

Victoria

Western Australia