



## Matched Members

*Soon after receiving its charter in 1993 the Rotary Club of Mandurah City (District 9460 W.A.) introduced a “Matched Members” program to assist in the mentoring of new members, and as an ongoing “buddy system” for all members of the club.*

The initial concept was to:

1. Provide mentoring to new members
2. Do each other’s rostered jobs when either is away
3. Look out for each other – ie. contact each other if meetings are missed
4. Encourage members to get to know each other and perhaps make contact outside of Rotary activities

Matched members are initially allocated by the President & Membership Director at the beginning of the Rotary year, where possible experienced members are matched as mentors with new members. Those preparing for a leadership role can be matched with the current holder of that position.

As membership may change during the year the matching can be altered at any time to suit the people and circumstances. Occasionally a complete rematch will enable members to get to know other members in the same way.

The club has adopted the Club Leadership Plan, and believes the matched member program will assist their focus on membership and leadership development.

Future planned refinements include:

1. Matched member “business cards” – each member will have a business card with their matched member contact details on it
2. MMM – matched member meetings – every 4 to 6 weeks, members will be encouraged to sit next to their match members during the meeting to catch up on their Rotary and other activities
3. Matched members that are also mentors to new members will have a check list based on the “New Member Orientation” manual to work through
4. Expand the matched member concept to include mentoring for developing Rotary leaders

Benefits include:

1. Members get to know each other beyond just having a meal together
2. Members have someone that they can contact if they need to get in touch with the club and /or need some personal assistance
3. Club gets continuity of rostered jobs
4. New members get one on one contact / discussion/ mentoring from an experienced Rotarian
5. Developing leaders get coaching from existing leadership
6. Members feel involved and wanted & hopefully this is one component of their wanting to stay part of our club.

Thanks Mike Kirke and Andrew Ralph for this contribution.

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### Your Event Published Here!

Membership & Public Image/Marketing Seminars are being held in Sydney on Sat 25<sup>th</sup> July, Melbourne Sat 1<sup>st</sup> August. Register with:-  
 Noel Trevaskis [n.trevaskis@bigpond.com](mailto:n.trevaskis@bigpond.com)  
 or Richard Garner  
[richardandsusan@optusnet.com.au](mailto:richardandsusan@optusnet.com.au)

# Recommendations following the Focus Groups



*In the last two issues of this Newsletter I've summarised some of the findings of the RI non-Rotarian membership focus groups. Many of our readers have also sent their thoughts and comments.*

*The following recommendations have been proposed to respond to challenges identified in these focus group findings.*

**Club PR.** Club placement of advertising, public service announcements and action oriented project articles at the local community level. Local clubs must be encouraged to place public service announcements, and well constructed articles identifying specific projects and notices in their local mediums. Clubs are the primary link in getting their existence and message out to the community public.

**Action & Accomplishments.** Announcements and advertising must demonstrate project actions and accomplishment as people are interested in how they can become actively involved in improving their community.

**PR Tools.** Rotary develops and provides 'how to', 'tip sheets' and instructional tools for clubs and districts to use. These need to be more readily communicated, accessed and made available for clubs and districts.

**Targeted advertising.** Specifically focus advertising and announcements on women and younger people. The perception that women are not able to join a local Rotary club must be overcome.

**Constant communication.** There are a multitude of options for people to get involved with and volunteer their time so Rotary must continuously keep their message in front of the general public.

**RI Messages.** Create messages that are concise, clear and specific as to Rotary's mission, what Rotary and local Rotary clubs accomplish at the community level. As messages are often targeted to Rotarians, these messages must also be relevant and 'speak to' the non-Rotarian, prospective member group. Messages must be frequently tested to a variety of non-Rotarian demographic groups to ensure clarity and purpose.

**Friendship and Family.** Friendship and family should be more readily emphasized as a benefit of getting involved in a local Rotary club.

**Attendance Requirements.** Encourage and ensure that club communication to prospective members promotes the 50% attendance policy rather than 100% attendance.

Though an admirable accomplishment and achievement in the past, 100% attendance is not possible with current professional and personal commitments and responsibilities. Additionally, 50% attendance is stipulated within the RI Constitutional documents.

**New Mediums.** Incorporate new technologies and mediums in delivering and promoting RI's message. The General Secretary is currently investigating communication opportunities for RI with various social networking sites: *You Tube, FaceBook, LinkedIn, Orkut, Bebo, Hi5, etc.* These sites will continue to gain in access and momentum. New technologies are also being employed for elearning and communication purposes.

**COL Legislation.** Develop and submit legislation to the 2010 COL that could impact challenges expressed above; meeting frequency options, e-clubs, alternate memberships, etc.

**Membership Opportunities.** Provide realistic and relevant opportunities for membership for the prospective member target markets identified within the RI Strategic Plan: younger professionals within the 'X' and 'Y' generations, baby boom generations, women professionals, etc. Specific challenges were noted with respect to time and commitment and these must be considered within the scope of membership.

**Identify how to best approach and attract these target groups.** Once again, the purpose of this project was to identify challenges and obstacles RI has with two demographic groups (professional women aged 30+, and professional men aged 30-45). As competing interests continue to rise, it is always a useful and beneficial exercise to test how the general public views and perceives an organization. Any harsh or negative observations and comments should be considered an opportunity to improve our communications, message and possibly policy.

My thanks to Donna McDonald (R.I. Membership Development Manager) for the material provided in these summaries.

*Rob Wylie.*

# Membership Statistics to 31st May 2009

**Beyond 2000**

Need More  
Keep More  
Noel Trevaskis

During May the number of Rotarians in Australia increased by 125 members. Well done!

**World 1,233,017**

**Australia (Zones 7A & 8A)**

**33,871**

District	30/6/08	1/7/08	31/05/09	30/6/08 to 31/05/09		1/7/08 to 31/05/09	
				+/-	%	+/-	%
9450	983	967	1056	73	7.4%	89	9.2%
9460	1079	1026	1068	-11	-1.0%	42	4.1%
9470	826	801	830	4	0.5%	29	3.6%
9500	1481	1479	1482	1	0.1%	3	0.2%
9520	1561	1542	1540	-21	-1.3%	-2	-0.1%
9550	1128	1100	1193	65	5.8%	93	8.5%
9570	1163	1124	1129	-34	-2.9%	5	0.4%
9600	1880	1846	1851	-29	-1.5%	5	0.3%
9630	1290	1277	1273	-17	-1.3%	-4	-0.3%
9640	1405	1388	1423	18	1.3%	35	2.5%
9650	1633	1595	1639	6	0.4%	44	2.8%
9670	1153	1141	1151	-2	-0.2%	10	0.9%
9680	1991	1918	1990	-1	-0.1%	72	3.8%
9690	1038	1003	1013	-25	-2.4%	10	1.0%
9700	1189	1179	1220	31	2.6%	41	3.5%
9710	1508	1485	1509	1	0.1%	24	1.6%
9750	1570	1513	1528	-42	-2.7%	15	1.0%
9780	2126	2102	2073	-53	-2.5%	-29	-1.4%
9790	1829	1787	1796	-33	-1.8%	9	0.5%
9800	2861	2805	2815	-46	-1.6%	10	0.4%
9810	1368	1331	1361	-7	-0.5%	30	2.3%
9820	1537	1509	1500	-37	-2.4%	-9	-0.6%
9830	1446	1419	1431	-15	-1.0%	12	0.8%
<b>Australia</b>	<b>34045</b>	<b>33337</b>	<b>33871</b>	<b>-174</b>	<b>0.5%</b>	<b>534</b>	<b>1.6%</b>
<b>World</b>	<b>1231483</b>	<b>1206089</b>	<b>1233017</b>	<b>1534</b>	<b>0.1%</b>	<b>26928</b>	<b>2.2%</b>

This programme was developed in District 9710 by PDG's Noel Trevaskis and Grahame Jones, they named the programme because they believe that for Districts to be viable long term they need to have over 2,000 members. They also believe that while it is important to recruit members it is critical to keep members as well. The BEYOND 2000 programme gives a week by week guide for the programme from the first planning meeting through to mentoring of the recently inducted Rotarians.

BEYOND 2000 has been used successfully by a number of Clubs over the last four years, we will bring you some of the success stories and the experiences of these clubs over the next few months. BEYOND 2000 is a programme that involves every member of the club in membership recruitment, as everyone works in teams of two in identifying potential Rotarians within a community. It is simple and it works!

The programme is on the membership website

[www.membership.rotary.org.au](http://www.membership.rotary.org.au)

## Weekly commitment.

The question of weekly meetings is a perennial question that is often brought up as to why people won't join a Rotary club. With the attendance requirement now at 50% members can choose to attend once a fortnight and still fulfill the attendance requirements. The 50% attendance includes committee meetings and club projects as well which may be helpful to some Rotarians.

If club meetings are effective meetings which members feel are worthwhile attending, they are made feel welcome and the meeting is enjoyable they will attend as often as they can. It is up to the individual club how strongly they enforce the attendance requirement. An individual's worth to Rotary should be measured by a lot more than attendance.

# Beyond 2000 Explained



RRIMC Noel Trevaskis

## **TEAMS of TWO PEOPLE = ONE NEW MEMBER EACH YEAR!**

With the BEYOND 2000 programme it is easy to recruit one Rotarian for each two members in your Club! I often think that if each Club was to form up into teams of two members and each team made a commitment to recruit at least one Rotarian during the year we would easily increase our membership. Imagine a district of 1600 Members, 800 teams of two equals 800 new Rotarians, achievable? YES, absolutely, all that is required is for members and clubs to be committed to the ideal of recruiting Rotarians. If Clubs and members grasp the ideal of teams of two working together to introduce one Rotarian each year we could grow Rotary at an incredible rate, that is what BEYOND 2000 can do for your Club.

Batlow is a small village with a population of just over 1,000 people, the Batlow Rotary Club are proof that you can double your club membership, the whole club was committed to the ideal of recruiting new Rotarians, they went from eleven members to 23 members and it all happened in twelve months. The Batlow Rotary Club adopted the BEYOND 2000 programme developed in District 9710 and followed the criteria. They identified over 30 people in their community and did some research on those people, they sent them the BEYOND 2000 information invitation pack inviting them to a meeting.

South Nowra Rotary Club decided on how many Rotarians they wanted in their club and using the BEYOND 2000 programme they identified ten people within their community with the hope of recruiting five Rotarians, they ended up with six.

The programme will work for your club if you follow the basic steps, proper research has to be done on potential Rotarians, for example do they have the time, the money, do they care about the community, do they belong to a service club already? If clubs just gather names without doing any real research on the potential Rotarian they will fail with the programme. The days of just putting forward names without any real thought are gone.

Once you have identified the potential Rotarian they are sent an information invitation pack in the mail preferably to their home address. They are followed up by the chair of the membership committee within eight days of the pack going out. The team of two who invited them act as hosts at the meeting and as mentors once the person joins.

If you are one of those people who find it hard to ask "someone" to a club meeting then BEYOND 2000 can make it easy for you and other members in your club. With BEYOND 2000 Rotarians don't have to invite potential Rotarians to a meeting; all you have to do is work with your partner in finding names of suitable candidates.

The whole programme is easy to implement and if done properly your club will start recruiting Rotarians quickly and easily, importantly it involves the whole Club. Checkout the BEYOND 2000 programme on the membership website: [www.rotarymembership.org.au](http://www.rotarymembership.org.au)

# The Development of Acquaintance as an Opportunity for Service



RRIMC Jim Henry

## Membership: An Eight Member Florida Club grows to Seventeen

by

Jim Henry, RRIMC Zone 34

### The Triple Analogy

Several members of a struggling eight-member Rotary club in a growing Florida community were also members of a networking group. In 2008 the two groups merged to become one seventeen-member Rotary club that maintains virtually 100% attendance. Networking is a vital part of the club's meetings; the meetings are more fun, their businesses more successful, and the members are more involved in community activities.

Years ago, a young tradesman left home and wandered the eastern seaboard doing odd jobs before settling in Philadelphia where he began learning a trade. An observant but lonesome young man, he met some fellow tradesmen, and they decided to network every Friday night at a local bar. Their priorities were libation, conversation, debate, mutual support, and education. This group rapidly grew in number, and in their many discussions, they noted that Philadelphia could use some of their unified expertise. They started a lending library, a fire department, a fire insurance company, a hospital, and many schools.

The young Philadelphia tradesman was Benjamin Franklin. The year – 1745. The group - the Junta Club, now the American Philosophical Society. One school – The University of Pennsylvania.

Years later, P. Percy Harris, after graduating from law school, spent several years wandering the world “finding” himself before settling in Chicago to practice law. After working four years, the 37 year-old noted that business and professional leaders enjoyed varying degrees of success and respect. He thought both attributes could be enhanced if professional acquaintances networked, so he started meeting weekly with select fellow professionals. After awhile, they concluded that Chicago could use some community service projects so they took the lead and completed many.

This was Rotary's beginning. The year - 1905. Today, Rotarians, through their worldwide network of business, professional, and community leaders, have accomplished thousands of humanitarian projects, and, with its networking partners, are about to complete the greatest health initiative the world has ever experienced – eradication of the wild polio virus.

### The Joining Force

The Joining Force that breaches time and location is networking. The commonality in the three success stories was that networking encouraged business, professional, and community leaders with discretionary use of their time to develop friendships, improve at their businesses and professions, and become achievers at performing small and large humanitarian service projects, which were, and continue to be, significant by-products of the Joining Force – networking.

When Rotary clubs were just getting started, networking was considered so important that many clubs practiced keeping track of potential customer referrals to each other. Some clubs included referrals as part of the orientation process (*to become a full fledged member, new inductees had to refer x (number of) potential customers to member's businesses.*) Other clubs had various year-end awards, and still others gave free meals after x (*number of*) referrals.

### Thoughts to ponder

The Philadelphia tradesmen helped each other professionally and some became lifelong friends. The Chicago professionals helped each other professionally and some became lifelong friends. The Florida business and professional leaders have networked and some will most likely become lifelong friends. And in all cases, the networking led to service projects, large and small. So why have so many Rotary clubs abandoned the networking concept of enjoying libation, conversation, debate, mutual support, and education? Why shouldn't clubs today, like the struggling eight member Florida club, consider going back to the future and start actively promoting networking again? After all, the **first** Object of Rotary is . . . . . ?

*(Hint: Look at the header. In light of the stories you have just read, how about having a discussion on the meaning of the **first** Object of Rotary?)*

# District 9550 has had its most successful recruiting year ever, and Len has asked me to share with you how this came to pass.



*President Caroline Hook of the RC of Thuringowa Central receiving the Membership Trophy from DG Phil Dempster at the D9550 Conference.*

Once the RI President's Membership Conference was announced, I knew that we needed to get as many Club Membership Chairs or Presidents as possible to Canberra in July. At PETS I asked Clubs to forego the floral tributes to their partners at Changeover and use that money to ensure that one of their Club members attended the Membership Conference. Fortunately 24 of 49 Clubs accepted the challenge. Clubs with members of the District Leadership Team were encouraged to have their group support them in getting to Canberra and District ensured the District Trainer and the District Membership Chair attended. All up we had 32 Rotarians attend and return home enthused about the task ahead.

On return to District each AG was encouraged to hold a membership seminar as soon as possible. The presenters would be the members of the group who attended the Membership Conference. The presentations of proceedings and summaries as provided by the Zone Membership Committee were used. These group seminars were all finalised by the end of August. Clubs were also encouraged to clean up their membership lists at RI.

As a result we had a net 1100 members to start the year.

On my Club visits, membership goals were discussed and commitments obtained on the increase the Club thought it could manage. Each Club was left with a sponsor's pin and the promise of more as they inducted new members.

What blew me away was that two Clubs committed to doubling their membership during the year. Knowing the determination of each President I realised that it was quite possible.

To keep the motivation up within the District and these two Clubs in particular, I put up a prize from my cellar of a bottle of 1998 Penfolds St Henri Shiraz (worth about \$150 today) for the Club with the highest net gain as at 30<sup>th</sup> April, the prize to be presented at District Conference in May. Time was also spent at pre PETS and PETS and Group Assemblies reinforcing why we needed to increase membership today and into the future.

Each month all new members were acknowledged in the DG's Newsletter and stories told on various Club's successes. The increase achieved to date was also published regularly.

The monthly Zone Membership Newsletter was also distributed to all Clubs to let members see how we compared to the rest of Australia. I noticed from reading Club bulletins that many Clubs were using articles from the Zone Newsletter.

At Christmas we found there was a big discrepancy in the numbers District had from Club bulletins and the numbers RI had, so we embarked on a campaign to get Secretaries to update their membership on a more regular basis. By mid February we had fairly reliable numbers but still followed up Clubs which were tardy in their advice to RI.

At Conference I was delighted to present the bottle of St Henri to President Caroline Hook of the Rotary Club of Thuringowa Central who took her Club's membership from 13 at the start of the year to 30 (an increase of 130%) as of 30<sup>th</sup> April. As of 30<sup>th</sup> June their membership had risen to 32, an increase of 146%.

The Rotary Club of Mareeba came second taking its membership from 18 to 31. As of 30/06/09 the Club has grown to 33 members, an increase of 85%. Dili Club was a fast finishing third with an increase of 66%.

At Conference these two dynamic young ladies gave a very well received thirty minute presentation on how they did it and in doing so changed the thinking of a number of older Rotarians.

The secret? Get as many people as possible to the next Membership Conference and on their return give them free rein and lots of positive follow up. Don't forget, "GET YOUR ASK INTO GEAR!"

As of today's date, 21<sup>st</sup> June, we have an increase of 101 and still one week to go. How will it finish?

To everyone in District 9550 "Bloody Well Done!"

**Phil Dempster - D9550 - DG 2008-2009** Email [lad@iig.com.au](mailto:lad@iig.com.au)

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# The Importance Of Branding

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Rotary's (and your Club's) brand is the way the outside world perceives what Rotary does, so it is imperative to create the right impression. After all, promoting yourself in the right light will lead to a positive image, create interest, entice new members, generate goodwill, and even bring financial support.

## 7 Rules of Effective Brand Management

1. **Always be noticed** – because if you aren't, who will know you exist?
2. **Excite your audience (potential members and supporters) and engage them...** they deserve to be enthused and motivated by your messages.
3. **Challenge the status quo.** All Clubs, no matter how accomplished, should think like 'challengers' who are looking to achieve their next major goal, and constantly seeking to do things better.
4. **Watch your brand's progress** like a hawk. A brand is never still – its position in the public's consciousness changes constantly.
5. **Be aware that the influences on a brand are sometimes beyond your control.** You need to revise your brand strategy and tactics constantly, or risk losing sight of your intended direction.
6. **The whole Club must be aligned to both its own marketing messages as well as those of Rotary International.** The passion for alignment starts at the very top of the Club, with the Club President.
7. **Great brand management has a major influence on how the world views you – it can even influence change in the world.** It increases (and retains) membership, grows financial support, provides channels for action within the community and provides the resources to make a real difference on issues locally and internationally. You and your Club members should aim for nothing less!



*Source: Adapted from '7 Rules of Effective Advertising & Brand Management' by Steve Yolland, the well-known Melbourne-based strategic thinker, writer, ad man and public speaker.*

STOP PRESS –

### CALL FOR YOUNG ROTARIANS TO PARTICIPATE IN A FOCUS GROUP

The following request was received this morning (July 3rd) from Donna McDonald (Manager of Membership Development Division of RI in Evanston). Donna is asking for the contact details of young Rotarians (35 or younger, and less than 2 years in Rotary) to conduct some web-based focus groups on what young people want from Rotary. The useful information we can gain from this should be immensely valuable.

Those of you who read "Membership on the Move" will be aware that RI has been conducting focus groups of non-Rotarians in various parts of the world. We have just completed groups in Chicago, Atlanta and Los Angeles. As with the international groups that took place, these were targeted to younger professionals and women.

To complement these studies RI will be conducting some web-based focus groups for young Rotarians. It is hoped to have several conducted prior to the RI Membership Development and Retention committee meeting in September.

If you are (or you know) a Rotarian aged 35 years or younger who has been a Rotarian for less than 2 years, who would be prepared to participate in a web-based focus group discussion please contact me as soon as possible. Please email me at [robwy43@bigpond.net.au](mailto:robwy43@bigpond.net.au) advising your name, age, name of club, time in Rotary, and email address.

This is an opportunity for young Australian Rotarians to have their views on Rotary made known directly to those responsible for Membership Development at the very top level in Rotary International .....Rob.

# From the Editor's Desk

## Success Breeds Success.

I take this opportunity to sincerely congratulate PDG Phil Dempster District 9550 and to thank Phil for informing us of the membership growth in D9550.

Phil's decision to send a large team to last year's Presidential Membership Conference obviously inspired many Rotarians and paid dividends.

The dynamic duo in Past President Caroline Hook of the Rotary Club of Thuringowa Central and Past President Ida Portella of the Rotary Club of Mareeba had inspired the club members in making the membership figures soar.



Phil congratulates, middle, Caroline and right, Ida, at the District 9550 annual conference.

In coming months I will encourage both Caroline & Ida to write about their membership endeavours.

Your editor,

Len

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PS. Kindly note that from July 2009 Zones 7A & 8A are now officially one zone known as Zone 8.

**Zone 7A & 8A**  
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**Membership Coordinators**  
**2008-2009**

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## Membership On The Move

### News from Zone 7A & 8A

Australian Capital Territory  
New South Wales  
Northern Territories  
PNG Papua New Guinea  
Queensland  
Solomon Islands  
South Australia  
Tasmania  
Timor Leste  
Victoria  
Western Australia