



# Member Tips

## Growing Rotary Membership



April, 2009

### Train to Retain

By Dennis Dinsmore, PDG District 6330

This is the season all over the Rotary World when incoming club leadership teams are training at PETS and the District Assembly.

While speaking at a PETS session recently, I asked for a show of hands of the incoming club presidents who had been in Rotary less than 5 years. Almost half the group raised their hands! I was not surprised, we seem to have a Rotary tradition inducting new members one day and electing them President-Elect the next day.

While getting new members engaged early in Rotary is a good idea, engaging them without proper training is risky, particularly when the untrained member is the club president. How many corporations do you know which could afford to replace 32,000 branch managers every twelve months, half of those replacements being new-hires fresh off the street, at the same time, it replaces its corporate president and half of the board members?

The compounding problem of this "baptism by fire" method of training leaders is that the club is left with a chain of untrained former leaders trying to train future leaders. Fortunately there is a way out of this dilemma. The answer is to develop a basic Rotary leadership course on the district level.

Developing a leadership course from scratch can be a daunting task but fortunately several Rotary districts have already done some excellent work and have complete programs already well defined, tested, implemented and ready to go. Two such programs, both endorsed by Rotary International and both developed by Rotary districts are [The Rotary Leadership Institute](http://www.rlinea.com) (<http://www.rlinea.com>) and the [Potential Rotary Leadership Seminar](http://www.prls.org) (<http://www.prls.org>). Each of these programs has a predefined curriculum and materials and are available to Rotary districts. For a nominal fee these programs will train districts to replicate the training sessions so that they may be offered to clubs within the district.

Typically the training is offered as a series of Saturday sessions which are open to any Rotarian wishing to learn more about Rotary and to become a club leader. Topics covered include:

- Membership Orientation
- International Service
- Vocational Service
- The Rotary Foundation
- The Object of Rotary
- Membership Development
- Creating Service Projects
- Motivating Rotarians
- Written Communications
- Effecting Change
- Problems of Leadership
- Effective Committees

The coursework is primarily oriented around interactive learning such as workshops and role playing. Combined with excellent printed material, these courses produce better informed and more motivated Rotary leaders. Take a look at the websites for these two programs then contact the trainers for more detailed information.

A final thought: Besides being good for Rotary, leadership training is good for the Rotarian as well. Much of what the trainees will learn in these programs has direct application to his or her business life. What a great recruiting tool for new members and future leaders!

### **D.K. Lee's Membership Challenge for 2008-09**

- **Ten Percent (10%) Net Increase in Membership per Club;**
- **Formation of Two (2) New Clubs per District;**
- **Total Net Membership of 1,300,000 Rotarians at the end of RY 2008-09.**

## **Membership is Everyone's Job!**

By Don Kremer, PDG District 5230

Reprinted from Membership Matters, March 2009

Here is a sad fact. Only 10 to 15% of Rotarians sponsor new members into Rotary? Why is this? It has to do with not asking. Sometimes Rotarians don't ask because they fear rejection. Some are hesitant because the person might ask a question about Rotary they can't answer? Sometimes it is inconvenient to talk to a prospect. Some think the proposal and application process is burdensome.

District 5230 is addressing these concerns with a membership development program named "**Membership Is Everyone's Job**". The program makes membership development the responsibility of the entire club. The only responsibility of each individual club member is to identify friends, acquaintances and business contacts that have good character and high ethical standards. Those that should be Rotarians but aren't. The club's Membership Committee and Board of Directors take the process from there. After some initial screening and approval the "club" will send a personal letter to the potential member and spouse inviting them to attend a "Special Interest Meeting." Two major reasons people join Rotary is for fellowship and to give back to their community, therefore the Interest Meeting should involve many club members, be interactive, fun and informative with the club's community projects highlighted.

Please keep in mind:

- The Membership is Everyone's Job program is not meant to replace the club's traditional membership development programs. It is a new way of thinking about membership development.
- The program, through the potential member identification, can be directed at a club's membership needs. For example, **gender balance, younger members, cultural diversity and classification**.
- This is an on-going program. It can be treated just like the annual or semi-annual fundraiser and will continue to improve each time.

Experience has shown that, with the proper follow up, this process will result in a 10 to 20% or larger increase in membership. In the spirit of cooperation, District 5230 makes this program available to all. There are seven documents included in the program. All documents are WORD .doc files so they can be modified to fit the needs of a district or Rotary club.

1. The overview Document.
2. A letter from the District Governor or Club President announcing the program.
3. Presentation outline announcing the program to the club's membership.
4. Action steps for implementation of the program at the club level.
5. A prospect development list for the use of club members.
6. A sample of a prospect invitation letter to the "Interest Meeting."
7. How to use the program to recruit members from diverse cultures.

### **Obtaining the documents**

- Send an email to [dekremer@pacbell.net](mailto:dekremer@pacbell.net) requesting "Membership is Everyone's Job" kit.
- A zip file that contains all seven documents will be sent by return email.

I wish you great success with membership development. If there are questions or comments, please contact PDG Don Kremer at [dekremer@pacbell.net](mailto:dekremer@pacbell.net) or 831-375-5523.

## **Five Year Membership History**

The latest 5 year membership history report has been released by RI and is now available on the web. We have reproduced the Zones 27/28 pages here. Since several of our districts current span two zones, we have also included the Zone 22 (Canada) page.

Overall, during the last five years, Zone 27 has lost 1209 members (4%) and Zone 28 has lost 2152 members, 7%. Even after adding back in the Canadian clubs from Districts 6330,6380 and 6400, the loss remains at 7% for Zone 28. All of North America seems to be following a similar pattern.

On the bright side, one district, 6450 in Illinois, actually showed an increase of 55 members since 2004. This is the district which contains Paul Harris's home club in Chicago so we can take heart.

Looking at the bottom line worldwide, Rotary is up by about 12,000 members over the last 5 years. Gains in Asia and India have been excellent and have offset losses in the U.S. and Canada. It is no coincidence that where the economy has been the best, so has Rotary membership growth. Interesting enough, of the 50 largest Rotary clubs in the world, 48 of them are in the US. Only 2, Tokyo and Bombay are outside of the United States. We will leave it to the reader to find which US club is the largest in the world (hint: the report is on the RI website).

To see the full membership report, go to:

[http://www.rotary.org/RIdocuments/en\\_pdf/memb\\_5year\\_history\\_zones\\_en.pdf](http://www.rotary.org/RIdocuments/en_pdf/memb_5year_history_zones_en.pdf)

### Focus on Expanding Membership

Reprinted from The Membership Minute, August 2008, available at rotary.org

Inviting prospective members to attend a club meeting has never been easier than it is with the new *Start with Rotary postcards* (614) and *wallet cards* (613). These colorful cards supply space for Rotarians to fill in their club meeting information, inviting prospective members to attend as guests. Consider distributing these cards to club members when your club discusses its 2008-09 membership goals.

Remember to use RI President Dong Kurn Lee's [new member sponsor pin](#) to recognize those who sponsor new members in 2008-09. Pins are available for purchase through licensed suppliers of Rotary merchandise.

Don't forget these favorites:

- [What's Rotary?](#) These wallet-size cards answer frequently asked questions about the organization and scope of Rotary, and are popular as a handout to non-Rotarians.
- [Rotary Basics](#) (595) is an eight-page, full-color special member education section that appears annually in the August Rotarian magazine. It is very popular as a handout to prospective members. Purchase a supply to hand out to visitors.
- [How to Propose a New Member](#) (254) Remind club members of their responsibility to propose new members by distributing this brochure at a club meeting. Includes the membership proposal form.

## Your Membership Support Team

<b>Zone 27</b>	RRIMC	Terry Mueller, PDG	6201 N. Wyndwood Dr. Crystal Lake, IL 60014	815-459-2176 <a href="mailto:roterry@sbcglobal.net">roterry@sbcglobal.net</a>
	RIMZC	William "Bill" Rust, PDG	4744 Washington Square White Bear Lake, MN 55110	651-429-1913 <a href="mailto:brust@rustarchitects.com">brust@rustarchitects.com</a>
	<i>Districts 5640, 5950, 5960, 5970, 6000, 6220, 6250, 6270, 6420, 6440, 6450</i>			
<b>Zone 28</b>	RRIMC	James "Jim" Ives, PDG	1130 Livernois Troy, MI 48099	248-588-7005 <a href="mailto:jives@att.net">jives@att.net</a>
	RIMZC	Dennis Dinsmore, PDG	PO Box 273 Clio, MI 48420	810-687-7870 <a href="mailto:dennis@dinsmoregroup.com">dennis@dinsmoregroup.com</a>
	RIMZC	John "Jack" Young, PDG	3303 Twain Circle Brunswick, OH 44030	440-759-4000 <a href="mailto:jack1villa@aol.com">jack1villa@aol.com</a>
<i>Districts 6290, 6310, 6330, 6360, 6380, 6400, 6540, 6600, 6630, 6650, 7090, 7280, 7300, 7330</i>				



## Rotary International June 2008 Membership 5-year History by Zone

District	June 30, 2004		30 June 2005		30 June 2006		30 June 2007		30 June 2008				
	Zone	Clubs	Members	Clubs	Members	Clubs	Members	Clubs	Members	Clubs	Members		
5650	<b>27</b>	45	2,587	45	2,555	45	2,526	45	2,534	45	2476		
5950	<b>27</b>	57	3,112	58	3,064	60	3,084	60	3,022	60	2999		
5960	<b>27</b>	66	3,425	66	3,403	66	3,395	64	3,370	64	3362		
5970	<b>27</b>	56	3,093	55	3,006	56	3,025	56	2,993	56	3013		
6000	<b>27</b>	63	4,518	63	4,519	63	4,452	63	4,382	62	4306		
6220	<b>27</b>	42	2,118	41	2,085	42	2,100	42	2,088	41	2018		
6250	<b>27</b>	62	3,505	61	3,503	61	3,459	61	3,474	60	3395	<b>Change from Prior</b>	
6270	<b>27</b>	59	3,612	59	3,595	58	3,471	58	3,392	58	3377	2004 - 2005	-237
6420	<b>27</b>	51	2,407	51	2,348	50	2,340	49	2,296	49	2268	2005 - 2006	-296
6440	<b>27</b>	71	2,820	72	2,807	72	2,759	71	2,734	70	2719	2006 - 2007	-290
6450	<b>27</b>	63	2,279	65	2,354	65	2,332	65	2,368	65	2334	2007 - 2008	-386
<b>Totals for Zone 27</b>		<b>635</b>	<b>33,476</b>	<b>636</b>	<b>33,239</b>	<b>638</b>	<b>32,943</b>	<b>634</b>	<b>32,653</b>	<b>630</b>	<b>32,267</b>		
6290	<b>28</b>	59	3,357	61	3,313	59	3,265	59	3,215	57	3063		
6310	<b>28</b>	31	1,545	30	1,518	30	1,481	31	1,504	32	1494		
6330	<b>28</b>	19	926	19	923	19	894	19	873	19	852		
6360	<b>28</b>	60	3,287	60	3,262	60	3,187	58	3,082	58	3033		
6380	<b>28</b>	41	1,764	42	1,752	42	1,717	44	1,731	45	1707		
6400	<b>28</b>	41	1,542	41	1,520	41	1,469	41	1,463	41	1478		
6540	<b>28</b>	58	3,058	58	3,011	57	2,955	56	2,859	55	2832		
6600	<b>28</b>	67	4,316	68	4,294	68	4,236	67	4,204	67	4138		
6630	<b>28</b>	55	2,488	57	2,539	57	2,546	56	2,514	56	2446		
6650	<b>28</b>	47	2,402	47	2,354	47	2,291	48	2,252	48	2209	<b>Change from Prior</b>	
7090	<b>28</b>	43	1,699	41	1,645	41	1,565	41	1,504	40	1462	2004 - 2005	-456
7280	<b>28</b>	45	1,611	44	1,524	44	1,498	44	1,496	43	1458	2005 - 2006	-642
7300	<b>28</b>	51	1,494	51	1,433	49	1,371	50	1,343	49	1312	2006 - 2007	-516
7330	<b>28</b>	44	1,485	44	1,430	44	1,401	44	1,320	44	1338	2007 - 2008	-538
<b>Totals for Zone 28</b>		<b>661</b>	<b>30,974</b>	<b>663</b>	<b>30,518</b>	<b>658</b>	<b>29,876</b>	<b>658</b>	<b>29,360</b>	<b>654</b>	<b>28,822</b>		

*Totals for the districts in italics have been revised from previous versions of this report to reflect only those clubs located in USA.*



## Rotary International June 2008 Membership 5-year History by Zone

District	June 30, 2004		30 June 2005		30 June 2006		30 June 2007		30 June 2008			
	Zone	Clubs	Members	Clubs	Members	Clubs	Members	Clubs	Members	Clubs		Members
5010	<b>22</b>	69	2,683	72	2,695	74	2,616	80	2,715	78	2689	
<i>5020</i>	<b>22</b>	35	1,677	37	1,707	37	1,679	36	1,666	36	1661	
5040	<b>22</b>	53	1,982	52	1,862	53	1,840	52	1,761	52	1813	
5050	<b>22</b>	26	1,159	27	1,213	27	1,240	27	1,251	28	1234	
<i>5060</i>	<b>22</b>	34	1,456	35	1,467	35	1,461	35	1,457	35	1479	
<i>5080</i>	<b>22</b>	18	696	18	701	18	644	18	633	18	641	
5360	<b>22</b>	47	2,286	47	2,272	47	2,275	46	2,190	46	2204	
5370	<b>22</b>	55	2,504	57	2,541	57	2,557	57	2,458	58	2419	
5550	<b>22</b>	48	1,927	48	1,874	47	1,820	47	1,772	47	1749	
<i>5580</i>	<b>22</b>	6	228	6	232	6	217	5	206	4	186	
<i>6290</i>	<b>22</b>	4	187	4	174	4	178	4	175	4	169	
6330	<b>22</b>	43	1,416	42	1,387	41	1,374	41	1,351	41	1328	
<i>6380</i>	<b>22</b>	8	272	8	270	8	263	8	244	8	234	
<i>6400</i>	<b>22</b>	9	370	10	377	10	364	10	361	10	349	
7010	<b>22</b>	45	1,865	46	1,827	46	1,769	45	1,797	44	1789	
7040	<b>22</b>	45	1,450	46	1,465	46	1,455	45	1,382	46	1389	
7070	<b>22</b>	57	2,364	57	2,271	55	2,212	55	2,175	54	2170	
7080	<b>22</b>	48	2,008	51	1,996	52	1,983	52	1,921	52	1883	
<i>7090</i>	<b>22</b>	32	1,457	33	1,405	33	1,434	33	1,438	33	1396	
7790	<b>22</b>	31	757	30	747	27	688	29	724	29	698	
7810	<b>22</b>	29	963	29	964	29	949	29	948	28	921	
7820	<b>22</b>	46	1,846	46	1,816	46	1,778	46	1,737	46	1713	
<i>7850</i>	<b>22</b>	3	124	3	120	4	134	4	134	5	131	
<b>Totals for Zone 22</b>	<b>791</b>	<b>31,677</b>	<b>804</b>	<b>31,383</b>	<b>802</b>	<b>30,930</b>	<b>804</b>	<b>30,496</b>	<b>802</b>	<b>30,245</b>		

Change from Prior	
2004 - 2005	-294
2005 - 2006	-453
2006 - 2007	-434
2007 - 2008	-251

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