

District Membership Quarterly

An RI Newsletter for District
Membership and District Extension
Chairs



October 2009

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What Does Your Club Aspire to Be?

By Mike McGovern, Past RI Vice
President

2009-10 Membership Development
and Retention Committee Chair

The autonomy of each Rotary club has been a principle of Rotary since there were two clubs. Rotary clubs determine their own membership, their club projects, their meeting formats and a host of other matters. In order to use the designation "Rotary," clubs have voluntarily bound themselves into an international association of clubs and have collectively developed standard rules and expectations for all clubs through action at each Council on Legislation.

RI President John Kenny has encouraged all Rotary leaders to be respectful of the autonomy of clubs and to recognize that the work of Rotary happens at the club level. In this spirit, instead of worldwide membership goals, each club is being encouraged this year to involve club members in assessing club activities and its membership profile. Each club should consider how it wishes to change to be the club it aspires to be. Clubs planning

Resources to Promote to Clubs

[Membership Development Resource Guide](#)
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their future have potential for better projects, better meetings, a more inviting atmosphere for prospective members, and enhanced retention of existing members.

The RI Web site provides resources for club assessment. Type "club assessment tools" in the search box on the Rotary home page at www.rotary.org, and you will find a link to one of the best resources your club may ever find: [Club Assessment Tools](#). There are several activities to help identify quality individuals to invite to Rotary. One greatly underutilized resource is a Membership Satisfaction Questionnaire that could be used as a club meeting program. Let's face it. We need to know how our members are feeling about our Rotary experience. Another resource you will find is the Resigning Member Questionnaire. We would probably have much less use for a resigning member questionnaire if first we had taken the time to understand member satisfaction.

There are no two clubs exactly alike in Rotary. There are no two Rotarians who have had exactly the same experiences in Rotary. The club assessment tools have been designed recognizing that every individual who is a Rotarian can provide valuable insight within each club to help enhance the Rotary experience for all.

This year I agreed to serve as a member of my club's membership development committee, and I will go into my community and seek several individuals to join Rotary. Perhaps the more significant contribution I will make to my club's membership efforts is to convince my club president Joanie to utilize the club assessment tools. A few minutes using our hands and our minds to assess our clubs can determine the future of Rotary in our communities and throughout the world.

Representative

Questions about club or district administration?

Need help with an issue related to starting a new club?

[Click here to find your club and district support representative.](#)

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RI President John Kenny's 2009-10 Membership Goals and Recognition

RI President John Kenny has established the following membership goals for 2009-10:

Club recognition requirements:

- A minimum of one net member increase
- A minimum of 80% retention rate and certification by the district governor of two of the following achievements:
 - Increased percentage of qualified women
 - Increased percentage of qualified younger professionals (under age 50)
 - Induction of at least one alumna or alumnus of RI or the Rotary Foundation
 - Increased diversity of membership (e.g., classification, gender, age, ethnicity)

Achievement of club goals will be certified by the district governor.

District recognition requirements:

- A minimum of one net member increase in each existing club
- A minimum of 80% retention rate
- A minimum of one or two new clubs organized

Achievement of district goals will be based on clubs certified by the district governor.

Clubs should submit their goal results to their district governor between 15 May and 21 May 2010. To determine goal achievements,

governors should enter the Member Access section of www.rotary.org to draw up their club reports on 15 May 2010 and compare those reports against the 1 July start figures they will receive in October 2009.

Districts should certify the results and submit them to RI, along with their district results, by 22 May 2010. Certification forms will be available on www.rotary.org.

All clubs and districts who reach these membership goals will receive a certificate signed by RI President Kenny. From this pool, RI will determine the top ten clubs and top ten districts (not more than one club or one district per zone) showing the highest percentage net increase in membership.

Achievement will be calculated using RI membership database numbers as of 15 May 2010 and compared against 1 July start figures.

These 10 clubs and districts will be acknowledged on stage at the 2009-10 convention in Montreal. (Attendance at convention for membership recognition is 'at no cost to Rotary International'.)

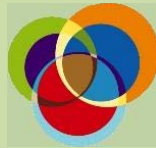
District Membership Chairs should promote President Kenny's goals and recognition program to the clubs in your district. We encourage you to make the goals part of your overall 2009-10 membership development strategy.

Reprinted from the [RRIMC Blog](#) (Posted by Carrie Moore, July 17, 2009)

New membership slogan emphasizes recruitment and retention

The RI Board of Directors adopted a new membership slogan, "Each Rotarian: Reach One, Keep One," at its June meeting. The slogan

emphasizes the need to focus on both recruitment and retention in membership efforts. [Read more](#) about the new slogan on the RI Web site.



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