



Member Tips



Zones 28, 29, 32

Member Satisfaction – The Key to Retention!

RRIMC Mark Kriebel, Zone 29

As our world and the world of Rotary evolves, sometimes the methods we've used for making our Club meetings inviting and fun just don't seem to work in our fast-paced society. Successful Clubs are continually looking for creative ways to identify and recruit new members to keep pace with member resignations. I'd like to emphasize what RI President John Kenny has made a priority this year to answer our membership challenges: RETENTION!

How, as a District, can its leaders insure that their Clubs are doing all they can to "plug the leak in the membership bucket"? Ensure that they are utilizing all the resources available to monitor their Club's member satisfaction level. Rotary has provided a wonderful tool to accomplish this, and all Clubs should periodically utilize this tool: The Rotary "Club Assessment Tools". The collection of member retention aids can be found online at http://www.rotary.org/RIdocuments/en_pdf/club_assessment_tools_en.pdf. Become familiar with these surveys, and encourage your Clubs to use them.

I recall a Club I worked with a few years ago that was suffering a large loss in membership for no apparent reason. Members simply were not attending meetings. The President-Elect of this Club took it upon herself to make informal inquiries of members who had missed meetings, and the problem was identified: the Club was not starting their meetings on time, and the meetings were running consistently beyond the scheduled meeting time. Many members felt guilty walking out of the meeting while the week's program was still underway, so they simply stopped attending! An adherence to the clock helped, but not all the lost members returned. My point is a simple one: we must be vigilant about monitoring our customer's (members) satisfaction with our product (the Club meeting), or we will suffer the consequences. The "Club Assessment Tools" surveys are invaluable in helping to monitor member satisfaction, or in learning why those members who leave us have "voted with their feet"!

As we begin the second half of our Rotary year, I challenge our Districts to encourage your Clubs to find out how their members grade their own Club, by utilizing the member satisfaction survey. Your Clubs will be stronger for it!

January 2010

Editor:
RRIMC Jim Ives

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Member Goals 2010-11

RRIMC Jim Ives, Zone 29

Yogi Berra is famous for the quote "If you don't know where you're going, chances are you will end up somewhere else". In preparation for taking office, club presidents-elect should complete the *Planning Guide for Effective Rotary Clubs* and submit a copy of it to their assistant governor by 1 July. The *Planning Guide for Effective Rotary Clubs* is included in the *Club Presidents Manual* (222-EN), and can also be downloaded from www.rotary.org.

In order to demonstrate the importance of planning and membership growth, club membership goals should also be established by each club, and forwarded to their District Governor Elect. Use this [form](#) to document your club's membership goal, and submit to your DGE by June 1st.

Rotary coordinators to start in 2010 ...

Rotary International News 7 January 2010



RRIMC Program to dissolve from 1 July 2010 ...

Rotarians will soon gain a new resource – someone who will be well-versed in the many programs of Rotary International and knowledgeable about Rotary club and district best practices.

RI President-elect Ray Klinginsmith believes Rotary coordinators will provide a vital link between RI and clubs. That new resource will be a Rotary coordinator (RC).

“We want clubs to be assured that they are the most important thing in Rotary,” says RI President-elect Ray Klinginsmith, who championed the RC program. “If we don’t take care of the clubs, the clubs won’t take care of Rotary International.”

Adopted by the RI Board of Directors at its November meeting, the program will launch on 1 July. Klinginsmith is appointing the initial 41 RCs, who will serve the same geographical regions as the regional Rotary Foundation coordinators (RRFCs), with at least one RC serving each Rotary zone.

“RCs will be people who have senior leadership experience and a good, strong background in Rotary,” says Duane R. Sterling, a member of the Rotary Club of Warrensburg, Missouri, USA, and Rotarian coordinator for the 2010-11 RI president.

Many RCs will be former RRFCs and past regional Rotary International membership coordinators, Sterling says. “They already know the territory,” Klinginsmith adds.

Similar to RRFCs

Just as RRFCs are knowledgeable about The Rotary Foundation’s programs, RCs will be a resource when it comes to multiple aspects of Rotary International and its programs, providing a vital link of communication between RI senior leaders and Rotary clubs.

RCs will focus on offering guidance and tools in three areas: RI programs such as the youth programs, Rotary Fellowships, and Rotarian Action Groups; best practices that strengthen clubs and districts such as strategic planning, effective public relations, and leadership development; and building membership through stronger clubs and districts.

Through their work, RCs will support the three priorities of the [RI Strategic Plan](#) :

support and strengthen clubs, focus and increase humanitarian service, and enhance public image and awareness. Clubs will also find RCs to be a valuable resource in determining how to meet the annual requirements for the Presidential Citation, Klinginsmith says.

In addition, RCs will assist at Rotary institutes, governors-elect training seminars, and other zone-level meetings. They may also plan and conduct district and regional seminars and workshops where needed, with the assistance and support of district leaders.

Because they will operate in the same geographical areas, RCs and RRFCs will be able to work closely with each other, as well as with the RI director for the zone, Klinginsmith notes.

Moving forward, RCs will be appointed by the RI president-elect and serve three-year terms. Appointees will attend a March institute to prepare for their new role.

Also in November, the Board amended the Rotary Code of Policies to create the RC program and dissolve the RRIMC program, effective 1 July.

RI President's Monthly Message

RI President John Kenny

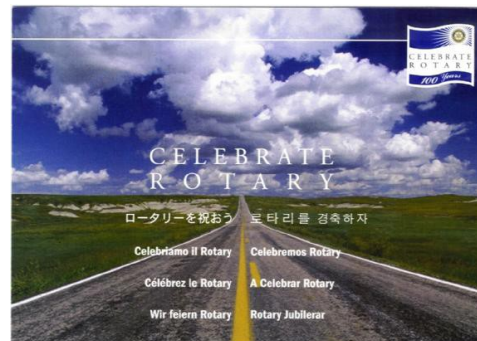
Looking at the path we have chosen ...

"In his January message, RI President John Kenny urges Rotarians to evaluate how well goals have been achieved and not to waste a moment of time. "Every year, every day, each of us chooses to continue the task we have begun, and to continue to put Service Above Self. It is not always the easy path, but I know it is the right one," says Kenny.

Because of The Rotary Foundation, people around the world know that they can depend on Rotary in their time of need. It is the Foundation

that allows Rotarians to say yes to calls for help, when otherwise we might be forced to say, "There is nothing we can do."

As Rotarians, you are here because you believe in Service Above Self. And as Rotarians, you know that through Rotary, you can have an impact beyond what you could ever hope to have as individuals. One person, no matter how great the talents and resources, is limited. Working alone, there is only so much that can be done. But when we work together, when we pool our resources with those of 1.2 million other Rotarians around the world – and with the resources of our Rotary Foundation – we can make a difference that will be remembered for generations. It is up to all of us."



Glenn E. Estess - Foundation Trustee Chair - in his year as Centennial RI President, chose the above post card to focus on the road ahead during our next century of service. As we celebrate RI's 105th anniversary, let's not judge Rotary's success by its increase in membership over the last five years, but by the incredible work that has been done by this remarkable army of Rotarians, with huge hearts, willing hands, generous spirits and boundless energy, who have doubled their efforts to improve the lives of thousands of people throughout the world.

(Editor - Centennial Governor)

Miscellaneous Membership Tips

Who's in charge of membership development in the District? Is it the district governor? Is it me, the district membership chair? Is it your club president?

Certainly all of the above are doing all that they can to encourage and promote membership development in local clubs, but let's take a look at this year's Rotary motto; "The future of Rotary is in your hands".

Yes, it is you, the individual member that is in charge of membership. Only you can ask those quality people that you know and respect to become a part of the oldest, the largest, the best service club in the world.

The quality and quantity of your Rotary club is up to you. Accept that responsibility and dedicate yourself to the goal of sponsoring a fabulous new member before our Rotary year ends on June 30.. Everyone will benefit if you do this. I repeat. The future of rotary is in your hands. **Karl Ohrman Past President of Pittsburgh Rotary & D-7300 Membership Chair**

Membership Numbers Updated

The December Membership numbers are in and displayed on page 4. Zones 28 & 29 are both showing positive numbers as of the end of December. Zone 32 is lagging a little, but easily in a position to end up positively by year end. Please be sure to express the importance of "the ask" when talking with your clubs and members. It is all of us who are responsible for ensuring that others have the opportunity to have the great experience we Rotarians are able to embrace. Congratulations on all your hard work to retain and extend our membership.



		PRIOR YEAR			CURRENT YEAR ACTIVITY TO DATE					2009 - 10 MEMBERSHIP GOAL			
		08 - 09 Year-end		Net	09 - 10 Start Figures		31 Dec 2009			09 - 10 Year-end		30-Nov-09	
		30 June 2009		Inc / Dec	01 July 2009*				Net	Based on district submissions [X] or (in the absence of) increase of net 1 member in existing clubs over 1 July 2009; NOT INCLUDING 1 or 2 new clubs			
District	Zone	# Clubs	# Mem	RY 08 - 09	# Clubs	# Mem	# Clubs	# Mem	Inc / Dec	GOAL	%GOAL Achieved	District	
5580	28	66	3,258	4	66	3,205	66	3,225	20	66	X	30.30%	5580
5650	28	46	2,425	34	46	2,318	46	2,346	28	50	X	56.00%	5650
5950	28	60	2,909	-48	60	2,880	60	2,895	15	191	X	7.85%	5950
5960	28	64	3,249	-61	64	3,168	65	3,194	26	240	X	10.83%	5960
5970	28	55	2,963	-14	54	2,882	54	2,949	67	54		124.07%	5970
6000	28	63	4,235	0	63	4,184	63	4,171	-13	210	X	-6.19%	6000
6220	28	41	1,927	-45	41	1,929	41	1,938	9	41		21.95%	6220
6250	28	60	3,338	-9	60	3,281	60	3,266	-15	150	X	-10.00%	6250
6270	28	59	3,298	-20	59	3,254	59	3,236	-18	59		-30.51%	6270
6420	28	49	2,155	-79	49	2,107	49	2,140	33	49		67.35%	6420
6440	28	71	2,689	20	71	2,640	71	2,628	-12	71		-16.90%	6440
6450	28	66	2,230	-86	66	2,231	66	2,210	-21	66	X	-31.82%	6450
		700	34,676	-304	699	34,079	700	34,198	119	1247		9.54%	
6290	29	62	3,144	-19	62	3,049	62	3,058	9	124	X	7.26%	6290
6310	29	32	1,461	-20	32	1,457	32	1,438	-19	32	X	-59.38%	6310
6360	29	58	2,962	-53	58	2,866	58	2,893	7	58		12.07%	6360
6380	29	54	1,886	-34	53	1,803	53	1,797	-6	105	X	-5.71%	6380
6400	29	51	1,803	-2	51	1,749	51	1,739	-10	150	X	-6.67%	6400
6600	29	67	3,976	-95	67	3,868	67	3,889	21	264	X	7.95%	6600
6630	29	55	2,370	-9	55	2,308	55	2,292	-16	55		-29.09%	6630
6650	29	48	2,110	-60	48	2,067	48	2,065	-2	48		-4.17%	6650
7120	29	68	2,649	64	68	2,590	68	2,605	15	100	X	15.00%	7120
7150	29	46	1,434	25	46	1,396	46	1,368	-28	46		-60.87%	7150
7170	29	45	1,604	19	45	1,578	45	1,575	-3	45		-6.67%	7170
7190	29	46	1,405	-9	45	1,363	44	1,356	-7	45		-15.56%	7190
7280	29	43	1,427	-26	43	1,416	43	1,437	21	43	X	48.84%	7280
7300	29	49	1,292	6	49	1,252	49	1,267	15	119	X	12.61%	7300
7330	29	43	1,267	-54	43	1,234	44	1,249	15	10	X	150.00%	7330
7350	29	45	2,049	-22	44	2,033	44	2,032	-1	44		-2.27%	7350
7370	29	35	939	-31	35	910	35	910	0	110	X	0.00%	7370
		847	33,778	-320	844	32,959	844	32,970	11	1398		0.79%	
7210	32	66	1,934	35	66	1,952	66	1,932	-20	157	X	-12.74%	7210
7230	32	47	1,544	-4	47	1,520	47	1,475	-45	94	X	-47.87%	7230
7250	32	38	962	33	38	923	40	1,066	143	38		376.32%	7250
7260	32	33	1,053	-34	33	1,048	33	1,033	-15	50	X	-30.00%	7260
7390	32	49	2,554	53	48	2,499	48	2,530	31	48		64.58%	7390
7410	32	44	1,129	43	44	1,116	44	1,111	-5	50	X	-10.00%	7410
7430	32	49	2,159	19	49	2,087	49	2,082	-5	110	X	-4.55%	7430
7450	32	55	1,845	-17	54	1,800	54	1,760	-40	54		-74.07%	7450
7470	32	55	1,366	27	55	1,336	55	1,361	25	176	X	14.20%	7470
7490	32	53	1,376	51	53	1,357	53	1,299	-58	60	X	-96.67%	7490
7500	32	40	1,327	-32	40	1,289	40	1,283	-6	50	X	-12.00%	7500
7510	32	43	1,251	19	43	1,239	43	1,267	28	50	X	56.00%	7510
7640	32	56	1,374	7	54	1,325	53	1,322	-3	50	X	-6.00%	7640
7780	32	41	1,940	19	41	1,904	41	1,914	10	41		24.39%	7780
7850	32	40	1,633	46	40	1,602	40	1,572	-30	100	X	-30.00%	7850
7870	32	59	2,503	9	59	2,489	59	2,489	0	72	X	0.00%	7870
7890	32	63	2,521	39	63	2,446	63	2,445	-1	63	X	-1.59%	7890
7910	32	54	1,718	-25	54	1,683	54	1,652	-31	50	X	-62.00%	7910
7930	32	46	2,055	-36	46	2,026	46	2,030	4	92	X	4.35%	7930
7950	32	65	2,597	17	65	2,535	65	2,535	0	75	X	0.00%	7950
7980	32	61	2,614	7	60	2,559	60	2,520	-39	189	X	-20.63%	7980
		1,057	37,455	276	1,052	36,735	1,053	36,678	-57	1669		-3.42%	

Membership Coordinators at Work for You

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