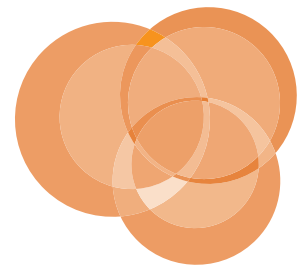




RI Membership Development and Extension Award



Membership development and extension are essential to achieving Rotary's goals of providing community and international service. While the responsibility for Rotary extension falls to the district governor, every Rotary club member shares the responsibility of proposing qualified new members.

To recognize membership growth in existing clubs, retention of current club members, and the establishment of new clubs, the RI Board offers the **RI Membership Development and Extension Award**. Districts that meet or exceed their membership goal are recognized as well.

Guidelines

The Membership Development and Extension Award is given to clubs within a district based on their achievements during the 1 July-15 May time frame in the following categories:

- **Overall growth:** club with the highest growth rate (percentage)
- **Recruitment:** club with the most new members inducted
- **Retention:** club with the highest retention rate* (percentage)
- **New clubs:** club(s) that sponsored a new club(s)

*The retention rate is the percentage of club members who joined the club on or before 1 July and are still members of the club on 15 May.

In addition, governors of districts that meet or exceed their membership goals by 15 May receive special district membership recognition from the RI president.

Setting club and district goals

District governors-elect are encouraged to work with their club presidents-elect to establish membership goals for their Rotary year at the presidents-elect training seminar. Each incoming club president should establish a club membership goal so that the collective district membership goal can be announced at the district assembly. This district goal represents the targeted net percentage increase in all the clubs, plus the number of new clubs to be established during the year.

Identifying recognized clubs

To identify the clubs in the categories of overall growth, recruitment, and retention, governors should gather membership figures directly from clubs. Follow these steps:

- **Use 1 July start figures.*** RI sends these to all district governors in October.
*Each district's starting membership figure is based on its clubs' July semiannual report forms, received at RI by 30 September each year.
- **Gather membership figures.** On or after 15 May, contact each club in your district and ask for the following information:
 - **Overall growth:** How many members are in your club?
 - **Recruitment:** How many new members have you inducted since 1 July?
 - **Retention:** How many members who joined the club on or before 1 July are still members of the club?
- **Verify membership figures by signing in to Member Access at www.rotary.org.** Please note: Access to all of this information is restricted to district governors.
- **Identify clubs to recognize.** Compare the figures to your district's starting membership figures.

Reporting clubs to RI

District governors can report clubs to RI for recognition by completing the submission form on the back of this page. Clubs are to be recognized for a specific membership development category: **overall growth, recruitment, and retention**. Please specify **one club for each category**, unless there is a tie. In addition, report any club that **sponsored a new club**.

Each club reported will receive a recognition certificate signed by the RI president. If the district meets or exceeds its membership goal by 15 May, district governors will also receive recognition from the RI president.

Certificates will be shipped to the district governor for presentation to the recognized clubs. Please allow up to four weeks for processing, printing, and mailing.

Promoting the Membership Development and Extension Award

RI promotes this award throughout the year in all RI publications, including *Rotary World*, *The Rotarian*, and the RI Web site. District governors are asked to promote this award through monthly letters and official club visits.



RI Membership Development and Extension Award

District Governor Submission Form

PLEASE COMPLETE AND SEND TO:

E-mail: membershipdevelopment@rotary.org
 Fax: +1-847-866-9446

Mail: Membership Development (MD100)
 Rotary International
 One Rotary Center
 1560 Sherman Avenue
 Evanston, IL 60201-3698 USA

From District Governor

District

Print name

Please type or print clearly in the spaces below; certificates will be printed using the information you provide.

As of 15 May, the following Rotary clubs have attained the highest achievement in the following categories:

- **Overall growth:** highest growth rate (percentage)

Rotary Club of _____

City, State/Province, Country

Club ID #

- **Recruitment:** most new members inducted

Rotary Club of _____

City, State/Province, Country

Club ID #

- **Retention:** highest retention rate (percentage)

Rotary Club of _____

City, State/Province, Country

Club ID #

- **Sponsors of new Rotary clubs** (during the current Rotary year)

Rotary Club of _____

City, State/Province, Country

Club ID #

Rotary Club of _____

City, State/Province, Country

Club ID #

Rotary Club of _____

City, State/Province, Country

Club ID #

Rotary Club of _____

City, State/Province, Country

Club ID #

Rotary Club of _____

City, State/Province, Country

Club ID #

Yes, as of 15 May, District _____ has achieved its membership goal for the current Rotary year.

RI District Governor _____

Signature

Date

Rotary International One Rotary Center 1560 Sherman Avenue Evanston, IL 60201-3698 USA www.rotary.org