

District Membership News Letter

Zone 24-32 District 7080

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PDG Janet Coates,
Rotary District 7080 &
District Membership
Co-Chair 2012-2013

Membership CLT

As we are all now quite aware RI has undertaken a major North American initiative to retain and attract Rotary members. Here in our District the incoming Presidents Elect have been exposed to a number of new initiatives. Some of these have been shared with some clubs as the District Training Team begins visiting all clusters to explain the new Rotary Club Central.

Your district membership team is heavily focused on member retention. While we are not ignoring attracting new members it is the general belief that Rotary Clubs **first** have to insure that they have implemented all those initiatives that have been shown to significantly improve member retention. Many of these same initiatives have also been shown to impact new member attraction so it is the logical starting place.

By now your club should have completed or be in the process of completing the membership Survey portion of the Planning Guide for Effective Rotary Clubs. [Planning Guide Link](#) The district membership committee has identified this survey as being the very first step in building your club into the type of club that retains and attracts new members.

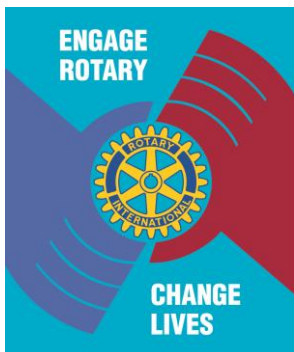
The survey asked clubs to identify strategies that the club planned to use to achieve its membership goals? In many ways the survey may well have raised more questions than were answered. This is why we are strongly recommending all clubs send a Membership Representative to the Club Leadership Training Session scheduled for Saturday April 20 in Cambridge [CLT Agenda](#) . The membership session will deal with the many aspects of retention and attraction by sharing examples of what other successful clubs in our District are doing. Participants will leave with all the tools necessary to implement attraction and retention strategies.

Once again we ask you to please be sure to have a member of your club attend the Membership session being held as a part of the Club Leadership Training Program Saturday April 20th in Cambridge.

Every Rotary club in the world, no matter how big or small, has one thing in common: friendship. And it's from this base of friendship that we serve our community."
— Kemal Attilâ, Rotary Club of Ankara-Tandogan, Turkey

Message from Howard Pell - Training Co-ordinator District 7080

Welcome to the 2013 DA/CLT training event. The entire 7080 Training committee is very excited about this year's speaker lineup and breakout sessions. We are also excited about our new venue, the Cambridge Hotel and Conference Centre. We are trying something new this year in asking everyone to pre-select which breakout sessions they want to attend. This will help us ensure that we allocate the rooms to best capacity. So please tell everyone in your club about this event and have them register today. To register visit our [District Site](http://www.rotary7080.org/) <http://www.rotary7080.org/> and click on District Assembly and Club Leadership Training which you will find on the left side under the heading District Events



Membership District Representatives:

Acton, Georgetown, Milton, Bramalea, Brampton,
Brampton Flower City, Brampton Heart Lake,
Brampton South, Mississauga Credit Valley,
Mississauga Lakeshore

Bud Sukhu, bud.sukhu@future2000.net

Kitchener, Kitchener Connestoga, Kitchener Grand River
Kitchener Westmount, Waterloo, Mississauga Meadowvale

Hubert Singh, hsingh@psidata.ca

Ingersoll, Tavistock, Tillsonburg, Woodstock,
Woodstock Oxford, Mississauga Streetsville

Jackie Curry, jackie@oleyland.on.ca

Centre Wellington Centennial, Fergus Elora, Guelph,
Guelph South, Guelph Trillium, Guelph Wellington,
Cambridge North, Cambridge Preston-Hespeler,
Cambridge Sunrise

Kathi Smith, smithkathi@sympatico.ca

Mississauga City Centre, Mississauga Dixie

Janet Coates, jcoates@housestagers.ca

Oakville, Oakville Trafalgar, Oakville West, Burlington,
Burlington Central, Burlington Lakeshore, Burlington North
Mississauga

Pat Riley, priley.lriley@gmail.com

Bolton, Caledon West, Erin, Orangeville,
Orangeville Highlands, Palgrave, Shelburne,
Mississauga Airport

Brian Carmichael, bacarmichael@gmail.com

District Governor's Message



Engage Rotary and Change Lives

Every year Rotary adopts an annual theme to give Rotarians a point of focus to consider as they participate in Rotary. Sometimes the theme is quite philosophical such as "Reach Within to Embrace Humanity" and other times it may be very direct such as "Lead The Way". The theme for the upcoming 2013-2014 Rotary year is very much centered upon Rotarians becoming more active in Rotary.

Engage Rotary Change Lives speaks directly to each and every one of us to become more involved in Rotary not only to change the lives of others but also to change our own lives.

One great way to become more engaged in Rotary is by learning more about our great organization through attendance at training events such as Club Leadership Training (CLT) which is taking place this April 20 in District 7080. This is a chance for every Rotarian to learn more about various aspects of Rotary. Whether one is an incoming Secretary, Treasurer or Membership Chair of a club or a Rotarian who simply wants to know more about Rotary, CLT offers a wide range of opportunities to learn.

Membership is vital to the future of Rotary and Membership Engagement is vital to the future of every Rotarian in every club. Please have your Membership Chairs and committee members register for CLT today. What they learn at the CLT Membership Sessions will be of enormous value to them and to your club.

Thank you for being a Rotarian.

Please **Engage Rotary and Change Lives**.
Mike Gauthier District 7080 Governor Elect

District Membership Committee's Core Focus 2012-2015

- Develop and Implement a regular retention measurement in all clubs
- Formulate from various sources tools to assist Membership Committees in the assessment of the overall health of their club membership.
- Facilitate increased communication of retention strategies between Clubs.
- Increase membership by 10% per year
- To establish 3 new clubs in the next 3 years
- To establish an "E-club" by June 2012
- To explore alternatives to the traditional Rotary Club
- Make available for all Clubs an Exit Survey and Satisfaction Survey for Members

MORE IN NEXT NEWS LETTER>>>