

District Membership News Letter

Zone 24-32 District 7080

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December 2012

Vol. 1 Issue 2



PDG Janet Coates,
Rotary District 7080 &
District Membership
Co-Chair 2011-12

Rotary International 2011-14

Innovative and Flexible Rotary Club Pilot Program – one year later.

The program's purpose was to provide flexibility to attract and retain members, especially younger members. The premise was that a flexible and innovative club would be fun, dynamic and diverse. In short a positive and happening club. The club was allowed to self-determine their operation to suit the needs of their members.

My Club, Mississauga-Dixie was selected by RI to participate as a Flexible Club in the pilot project, which started in July 2011. We changed our meetings from once a week to once every two weeks. The other weeks were to be supplemented by social events and hands on community projects. The idea was to provide options to build opportunities for fellowship and community service. We would improve attendance and attract new members.

How are we doing? We have a slightly improved attendance but for half the number of meetings. The people who did not attend before still do not attend and the ones that did attend now attend half as many meetings. The social and community project meetings are hit and miss, as this requires more organization to arrange and to communicate the constantly changing venue to the members. If a member misses a meeting it can be a month before they attend another meeting if they do not do a makeup.

In an organization that thrives on fellowship, you run the risk of greatly diluting its positive effects. Just as in a long distance relationship, as time passes it becomes easier and easier to drift apart. Initially there is great appeal to fewer meetings as it can result in less cost for the weekly meal and certainly less of a time commitment. However if the Club Board is going to seriously consider less meetings they had better ensure that the club is strong with a committed membership sharing good fellowship with fun and meaningful meetings or the end result may just be less.... less members, less fund raising, less fellowship and less Rotary.

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

**Next News Letter:
Sharing their
Experience of
Associate
Membership – From
Mississauga City
Centre**

Have you considered some of the following Pilot Programs introduced by RI

The three-year pilots -- **satellite club**, **associate member**, **corporate member**, and innovative and flexible Rotary club -- will allow participating Rotary clubs to experiment with flexible membership requirements and club operations beginning 1 July.

Each one is designed to improve recruitment and retention, allow for flexibility in club operations and structures, and provide Rotary clubs with an opportunity to explore new and innovative ways to promote member diversity -- all goals of the [RI Strategic Plan](#). Other potential benefits include improved leadership, engagement, and participation among members and increased support of The Rotary Foundation.

Read further at -

http://www.rotary.org/en/mediaandnews/news/pages/101216_news_newpilots.aspx

Do you need help in implementing a Pilot Program, please contact your membership coordinator for assistance? See next page for your coordinator names.

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Mississauga, Mississauga City Centre, Mississauga Lakeshore,
Mississauga West, Mississauga Airport, Mississauga Credit
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Bolton, Caledon West, Erin, Orangeville,
Orangeville Highlands, Palgrave, Shelburne
Brian Carmichael, bacarmichael@gmail.com

Tools and Tips on Pilot Programs

From Rotary International:

- *Corporate Membership* -
http://www.rotary.org/ridocuments/en_pdf/pilot_programs_corporate_member_fact_sheet_en.pdf
- *Associate Membership* -
http://www.rotary.org/ridocuments/en_pdf/pilot_programs_associate_member_fact_sheet_en.pdf
- *Satellite Clubs* -
http://www.rotary.org/ridocuments/en_pdf/pilot_programs_satellite_club_fact_sheet_en.pdf

From other Rotary Clubs:

- *From Rotary Club of Calgary – Corporate Membership* -
<http://www.clubrunner.ca/Data/5360/942/HTML/50613//Rotary%20Membership%20Application%20Corporate.pdf>
- *From Rotary Club of Seattle – Corporate Membership* -
<http://www.clubrunner.ca/Data/5030/2728/HTML/177328//SeattleRotaryCorporateMembershipProgram-refinedJune2012.pdf>
- *From Rotary Club of Palgrave – Associate Membership* -
<http://www.clubrunner.ca/Data/7080/165/HTML/140229//FinalVersionAMembershiphardcopy.pdf>
- *From Rotary Club of Cleveland, Australia – Associate Membership*
<http://www.clevelandrotary.org.au/wp-content/uploads/2011/07/Associate-Member-Pilot-Program.pdf>
- *Satellite Club – Questions and Answers* -
<http://www.clevelandrotary.org.au/wp-content/uploads/2011/07/Associate-Member-Pilot-Program.pdf>
- *Satellite Club Outline* –
<http://www.clevelandrotary.org.au/wp-content/uploads/2011/07/Associate-Member-Pilot-Program.pdf>

For Assistance with Tools and Materials, please contact your Membership Coordinators.

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>>>