



Chairs Message – PDG. Brian Carmichael & PDG. Janet Coates

2007 - Rotary International had 1.2 million members

2012 - Rotary International has 1.2 million members

Surely, you are thinking, we must have inducted at least 1 member since 2007!

Actually Rotary has inducted 1.2 million new members since 2007

So where have all the Rotarians gone?

Your District Membership Committee is going to help you answer this question.

There is no single or simple answer to the above question.

If there was, the answer would be in this newsletter and there would be no reason to publish a second newsletter next month.

If there was a single or simple answer we would not be asking all clubs to appoint a Club Membership Chair and asking them to form an active committee complete with committee members.

And if there was a single or simple answer we would not need a District Membership Committee complete with 7 active Membership Coordinators.

Your District Membership Committee is here as a resource to help you answer and deal with any and all membership issues.

We will be working with all clubs in the District to share ideas. We will also be in contact with other Districts across North America as Rotary undertakes the task of identifying those practices that will help all clubs achieve their membership goals of Retention and Attraction. Rotary International is placing a very strong emphasis on Membership. This focus is evident in the September issue of the *Rotarian Magazine*. RI President Sakuji Tanaka's message contains some very interesting new thoughts about being flexible in our approach to membership requirements. The article, on **page 30**, about the Seattle 4 club's flexible approach is also indicative of Rotary's openness to change.



To recruit and retain high quality Rotary members, a membership development plan should have the following action steps:

- 1. Identify*
- 2. Introduce*
- 3. Invite*
- 4. Induct*
- 5. Inform and orient*
- 6. Involve*
- 7. Educate*



From RI President Sakuji Tanaka

Membership is something that, we are always talking about in Rotary. The bigger Rotary is, the stronger we are. But a larger membership is not the only goal. Just bringing new people into Rotary only for the purpose of having more members will not make Rotary stronger. We will make Rotary stronger when we bring in people who do not just join a Rotary club, but who become Rotarians.

We have to show prospective members that, Rotary is a wonderful organisation to join and that they will be happier because of Rotary. All of us have benefited from Rotary. All of us love Rotary. We want others to join Rotary because we want them to experience, the same happiness that we have found.

It is clear to me that, the day I joined the Rotary Club of Yashio, was a day that I put my first step, on a different path in life: one of greater connection, greater satisfaction, and a deeper sense of fulfillment and peace. This is a feeling that I want to share with others. And I know that one way to do it is to invite them into Rotary membership.

An approach that I suggest is to write down the five greatest strengths of Rotary — these will be the reasons you joined Rotary — the things that enriched your life. Share these with friends and colleagues and ask them to consider becoming Rotarians.

It is every Rotarian's privilege to share the benefits of being a Rotarian with others. It is every Rotarian's responsibility to see that his or her Rotary club grows and that members remain active and engaged in the work of Rotary.

Next Month:
Individual Club
Reports and Club
Membership Drive
Achievements

Membership District Representatives:

Acton, Georgetown, Milton, Bramalea, Brampton,
Brampton Flower City,
Brampton Heart Lake, Brampton South
Bud Sukhu, bud.sukhu@future2000.net

Kitchener, Kitchener Connestoga, Kitchener Grand River
Kitchener Westmount, Waterloo
Hubert Singh, hsingh@psidata.ca

Ingersoll, Tavistock, Tillsonburg, Woodstock,
Woodstock Oxford
Jackie Curry, jackie@olevland.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, Mississauga City Centre, Mississauga Lakeshore,
Mississauga West, Mississauga Airport, Mississauga Credit
Valley, Mississauga Dixie, Mississauga Meadowvale,
Mississauga Streetsville
Samuel Veerasingham, samuelv@agreger.com

Oakville, Oakville Trafalgar, Oakville West, Burlington,
Burlington Central, Burlington Lakeshore, Burlington North
Pat Riley, priley.lriley@gmail.com

Bolton, Caledon West, Erin, Orangeville,
Orangeville Highlands, Palgrave, Shelburne
Coordinator to be determined

Tools and Tips

From Rotary International:

- *Membership Resources* - <http://www.rotary.org/en/members/runningaclub/downloadlibrary/pages/ridefault.aspx>
- What can you do to increase club membership? - http://www.rotary.org/en/MediaAndNews/News/Pages/091202_news_10tips.aspx
- Membership Development Best Practices - <http://www.rotary.org/en/Members/RunningAClub/MembershipDevelopment/Pages/Database.aspx>

From other Districts and Clubs:

- *District 6045 (Chicago and Rotary Clubs) – Membership Minute* - http://www.rotarydistrict6450.org/content.aspx?page_id=22&club_id=931079&module_id=74909#!prettyPhoto/0/
- *District 6920 – Rotary Recruitment and Retention* - <http://www.rotarydistrict6920.net/Downloads/Presentations/Membership%20ideas.pdf>
- *From Zone 24 and 32 – 100 Ways to Recruit New Members* - <http://greatideastoshare.com/2011/10/11/100-ways-to-recruit-new-members/>
- *From District 9940 – Membership Development – Six Retention Ideas* - http://www.rotary9940.org.nz/resources/Docs/ri_6_retention_ideas.pdf

The District Membership Committee have the above Tools and Tips and other materials that can assist with your Membership drive at the District 7080 website under Membership Tab - <http://www.rotary7080.org/>

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 NEXT MONTH>>>>