

August 2010 DG message

It Can Be Done:

August is Membership and Extension month on the Rotary calendar. In District 5040 we have a number of clubs that have grown in membership over the last five years. These clubs include Prince George, Prince George Yellowhead, Powell River, Vancouver Sunrise, West Vancouver Sunrise, Williams Lake Daybreak, Vancouver Quadra, Tsawwassen, and Sunshine Coast Sechelt. **It can be done.**

West Vancouver Sunrise had the greatest percentage membership increase in 2009-10 of 27.8%.

But overall in the district our membership is now below 1700 and four clubs closed at the end of June – Ft St James, Smithers Alpine, Prince Rupert Hecate Strait and Vanderhoof.

Membership is a major focus for us this year in 5040. [Linda Coyle](#) the new District Membership Chair is available to work with clubs to plan ways to recruit and retain members. Contact Linda at linda.coyle@kwantlen.ca for information and ideas.

Immediate Past President Chris Browne of the Richmond Club introduced and inducted 5 new young members during his year as President bringing the club to 19 active members. **It can be done.**

Recruiting members to join is often not the problem – however, it does need to be an ongoing focus of our work as Rotarians and is critical to the continued growth of clubs.

Keeping members in our clubs, retention, is more often the issue. Clubs need to be inviting places that members want to be part of. Members need to feel engaged, in giving back to the community and being part of an active service and social network of Rotarians. Members need to learn about Rotary, not just as a member of one club but as part of an exciting and vibrant world wide organization of like minded individuals doing good in the world.

Our clubs in District 5040 this year have set a membership goal of 179 net new members. That is just over 3 net new members on average for each club. **It can be done.**

Together let's build **Bigger, Better and Bolder Rotary Clubs** this Rotary year.

DG Penny

Membership resources:

1. [Finding and keeping members](#)
2. [Public Relations](#)
3. [Market your club](#)

4. [Membership Resource Development manual](#)
5. [Membership Resources Catalogue](#)