

Musings from Your District Membership Maven – December 2020 – Issue 1

What is the right size of club, and **how important is membership growth**? I've participated in discussions like these in many board meetings of my own clubs, and I've been a member of four over a 24-year period as a Rotarian. Often these discussions result in a consensus that the club is just the right size and there is no need for growth. But what happens next is that a club loses two or three members, sometimes even more, and when that discussion rolls around to the next year and the next board meeting, the feeling is the same – the club is just the right size. And soon, the club has lost half its membership while all along it was just the right size.

Whether or not your club is looking to grow, it's important to keep sight of the fact that you always will be losing members – some move away; some pass away; some face scheduling conflicts or financial distress. If you're going to keep your club vital and thriving, your focus naturally needs to move beyond simply retention – which is critically important – to attraction of new members.

Your district **membership committee has the resources** you need to keep your club vibrant. Contact your District Membership Chair, Doreen Kelsey, for assistance with any membership matters. Use this email: dfoxkelsey@hotmail.com.

Are you looking for a **presentation on Membership** you can share with your club? I've just received an engaging and informative PowerPoint from Rotary and customized it for our district. Contact me for the file and let me know if you would like to schedule me or another committee member for a Membership presentation at your club.

Are you aware of the benefits to your club from achieving **diversity, equity, and inclusion**? You can learn more from Rotary's recent membership seminar titled "The Power of Connection with Diverse Communities." Here is the link for the replay:

<https://vimeo.com/channels/rotarymembership/478966944>

Has your club received a **membership lead**? Effectively leveraging membership leads can help diversify your club - 63 percent of prospects are under age 40, and 35 percent are female.

Did you know that a lead assigned to your club requires action by an officer of the club? It's a little-known secret, but there is a Rotary ID number assigned to that prospect that becomes the membership number if the prospect joins your club. All you need to do is change the status of the lead to "Admitted to Club" and that will enroll your latest new member! If you are involved in any manual processing of the new member enrollment, be sure to utilize the Rotary ID number assigned to the lead - otherwise, there will be duplicate records and the lead will not be properly categorized. In the event the prospect chooses not to join the club, simply change the status to "Candidate sent back to district for reassignment." That will allow the lead to be assigned to another club. There are other options, of course, but to keep it simple, we can focus on these two, and the AG who originally assigned the lead can take it from there. Easy, peasey for you! Here's a great video for more details on managing member leads:

<https://vimeo.com/channels/rotarymembership/471435576>