



Rotary

**Rotarians Make the World Better,
One Person at a Time!
District 5580
Membership Bulletin
*February, 2018***

This is a District 5580 Membership Bulletin for all Assistant Governors, Club Membership Chairpersons, Club Presidents and President-Elects and all those interested in Club Membership Recruitment, Attraction, Engagement Attrition, Retention, Alumni, and Club Extensions. (Please share with your Rotary Friends and others)

District 5580: Click on Link to District 5580 Membership Site below:

<http://portal.clubrunner.ca/50019/SitePage/membership> January marks the 7th month of our Rotary year.



“Action is the Foundational Key to all Success.” Pablo Picasso
“In any moment of decision, the best thing you can do is the right thing. The worst thing you can do is nothing.” Theodore Roosevelt

“The future is always beginning now!” Mark Strand

In order to have Success in Rotary, we must recruit new members now, because the future is now and we are Rotarians of “ACTION!”

Ten Primary Reason Why People Leave Rotary!

- 1. Personality issues with my club***
- 2. Club Leadership issues***
- 3. My club was unwilling to adapt and make changes***
- 4. Volunteering or community Involvement expectations were not met***
- 5. I was not happy or asked to be involved in changes my club made***
- 6. Was unable to meet participation expectations***
- 7. Did not feel welcome or included in the club***
- 8. Friendship expectations were not met***
- 9. Relocated to a new community***
- 10. Business/professional pressures***

One Presidents view on how to bring and retain Quality Rotary Members for Your club!

- 1. Identify and ask***
- 2. Know your club’s strengths***
- 3. Brainstorming potential new members continuously and keep a follow-up list***
- 4. Make recruiting and attracting new members the top priority of your club***
- 5. Let your members know that your top club priority is recruiting new members***
- 6. Make a letter/brochure that lists all the great things about your club***
- 7. Make a list of club members responsibilities***
- 8. Be persistent with people and your cause, keep asking and inviting***
- 9. Ask the spouse of our members to join-Family Membership***
- 10. Realize there is no finish-line when it comes to recruiting new members***

Remember: New energy is always needed to keep a club growing-as the saying goes: “You are either growing or you’re dying” as a club.

***Please check out the second attachment for your Progress toward your membership goal as of February 9, 2018. We need every club to grow of at least 1% growth (a net of 1 new member by the end of the Rotary year). Are you a growing or dying club???* We know that every club can be a growth club by the end of June, 2018. Just Keep Asking!**

Great Resources & reference-Highlighted Subjects:

Place Your mouse on Resource that you would like to View- Press Ctrl (on your computer) and Click the name of the resource you want and it should come up on your computer. If you have problems please let me know. Thanks DRC



Resources & reference

- **Club flexibility (New Resource to provide more Club Flexibility)**
- Connect for Good
- Connect to Membership Leads
- Creating a Positive Experience for Prospective Members
- Discover Rotary (.ppt)
- How to Manage Membership Leads (for Clubs)
- How to Manage Membership Leads (for Districts)
- Introducing New Members to Rotary: An Orientation Guide
- Lead Your Club: Membership Committee
- Proposing New Members
- Membership Assessment Tools
- Membership Minute newsletter
- New Member Welcome Kit (available for purchase)
- Prospective Member brochure: Impact Begins With You (available for purchase)
- Regional Membership Plans
- Rotary Club Health Check
- Start a club
- Strengthening Your Membership: Creating Your Membership Development Plan
- Understanding Membership Reports: Getting Started

Tools

- Download a [club brochure template](#)
- Track your club's progress in [Rotary Club Central](#)
- Manage your membership leads:
 - [Club leaders](#)
 - [District leaders](#)
- View your membership lead reports:
 - [Club leaders](#)
 - [District leaders](#)
 - [Zone leaders](#)
- Enroll in a [webinar](#)
- Check out our [membership video channel](#)
- Shop for [membership development resources](#)

District 55880 Membership Committee

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