

Rotary



ROTARY:
MAKING A
DIFFERENCE



District 5580 Membership Bulletin May, 2018

Five Year History of Rotary Club Membership Start Figures, Printed 4/19/2018

01-July-2013	01-July-2014	01-July-2015	01-July-2016	01-July-2017	19-April-2018
Members	Members	Members	Members	Members	Present
3,045	3,041	3,070	3,029	2,884	2,917

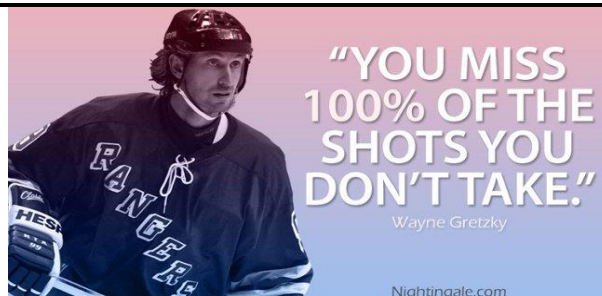
Our goal is to get back to over 3,000+ members in the future. As you can see we have been in a critical decline in the past two years!

This is a Monthly District 5580 Membership Bulletin for all Assistant Governors, Club Membership Chairpersons, Club Presidents and all those interested in Club Membership Recruitment, Attraction, Engagement, Attrition, Retention, and Club Extensions. (Please share with your Rotary friends and others). Click on the following Link to access District 5580 Membership Site: <http://portal.clubrunner.ca/50019/SitePage/membership>

Time is slipping away. We need to review our goals for membership for this year. This Edition is especially for:

Presidents and Club Membership Chairpersons and AG's!

"Two Months left to Reach our District and Club Membership Goals!"



**"YOU MISS
100% OF THE
SHOTS YOU
DON'T TAKE."**

Wayne Gretzky

Nightingale.com

***It is the Same with Recruiting and Attracting New Members to our Rotary Clubs!
If we don't identify possible new Rotary members and "ASK" them we are missing our chance
to take to take a "SHOT" of signing them. So take a Shot and "ASK"!***

A brief look at the clubs who are doing an exceptional job recruiting new members to date and have a positive net gain (April 21, 2018).

Club Name	Total Members, July 1, 2017	Total Current Members	Total Club Goal
Bemidji	106	109	110
Bismarck	100	110	100
Brainerd Lakes Sun.	29	32	32
Crookston	31	37	38
Detroit Lakes Break.	61	67	70
Duluth Harbortown	77	78	87
Duluth Superior Eco	39	44	46
East Grand Forks	9	12	11
Ely***	33	51***	40***
Fargo	68	70	74
Fargo Moorhead AM40***		53***	45***
Fargo-West	60	62	62
Fergus Falls	42	45	47
Fergus Falls Sun.	19	23	22
Grand Forks	37	39	44
Grand Forks DT	19	25	22
Long Prairie	20	22	22
Minot Sunrise	33	34	35
Moorhead	65***	73***	76***
Park Rapids	67***	74***	71***
Perham	66	70	71
Thunder Bay LH	35	40	38
Wadena	47	48	?(No Goal Set)
Wahpeton/Breck	35***	47***	58***

The Above numbers are the numbers that 24 clubs have reported to District 5580 and Club Central that have reached 1% or more net growth as of April 17, 2018.

***-The above clubs have been very successful in recruiting new members.

These 24 Clubs have had a net Increase of 1% or more that equals 127 members.

The 34 clubs that are not listed have not reached the District's Goal of 1% net growth for each club to date and have a loss of 94 members. Some clubs are very close to reaching their 1% net growth however there is still time to do this by the end of the Rotary year on June 30, 2018.

Net growth 127 Members-*Growing Clubs continue to grow year after year. (80% likelihood).

Net Loss 94 Members-Declining Clubs continue to decline year after year. (80% likelihood).

Net Gain 33 Members

District Net Growth to Date April 17, 2018 is a plus 33 members

Eight (8) Clubs have the same NUMBER of members that they began with on July 1, 2017. No gain or loss. Clubs “holding their own” can go either way (“Stable” is a fragile Balance).

“STABLE IS THAT STEP BACKWARDS BETWEEN SUCCESSFUL AND FAILING”

These clubs still have a chance to sign members as well as those clubs with a loss and go above the 1% net growth goal for all clubs for this year.

I encourage all clubs to continue to move forward and beyond their planned membership goals as we will lose some Members in the future. ATTRITION is real and hard to control. That is why at the beginning of each Rotary Year on July 1, all clubs need to determine as best they can what their attrition may be for the coming year.

Reasons for Growth or Decline Live within the club’s:

- 1. Attitudes**
- 2. Culture**
- 3. Strategies**
- 4. Commitment**
- 5. And Execution!**

Our Challenge and biggest enemy is COMPLACENCY-A feeling of quiet pleasure or security, often while Unaware of some potential danger or defect.

Successful Rotary Clubs are growing Rotary Clubs! Use the Following Resources and Tools for Membership Growth!!!!

“Great Resources and Tools” for Membership Recruitment, Attraction, Engagement and Retention! (Click and Check them out)!

- [Frequently asked questions](#)
- [Rotary's governance documents](#)
- [Start Guide for Alternate Membership Types](#) (includes sample bylaws)
- [Start Guide for Flexible Meeting Formats](#) (includes sample bylaws)
- [Club meeting flexibility and format](#) (video)
- [Membership types and attendance flexibility](#) (video)
- [Membership Flexibility Overview](#)

Resources & reference-Highlight Subject:

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](#)
- [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](#)
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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

For more information please contact:

[Debra Warner-District Governor Elect](#)

Phone: 218-780-3972 email: debrawarner13@gmail.com

Assistant Governors

Donald R. Cavalier-PDG-Membership Chairperson-Member Recruitment

Phone: 218-289-1776 email: cavalier@umn.edu

Central Division

David Smette-PGD-Extension Chairperson

Phone: 701-320-6268 email: Smette@daktel.com

Western Division

Brandon Robinson-Duluth 25 Past President-Alumni & Club Retention

Phone: 218-260-1619 email: bhrobinson218@yahoo.com

Eastern Division