

**2018 is here and we need all District 5580 club's help to increase membership by 1% or more by July 30, 2018!**



**TO: District 5580 Club Presidents and Club Membership Chairpersons**

**FROM: Donald R. Cavalier District 5580 Membership Chairperson 2017-18**

**We as leaders have a “Big Opportunity” before us! To increase our membership Attraction, Engagement, Recruitment, and Reduce Attrition in the next 6<sup>th</sup> months and give potential new members the opportunities that Rotary has provided to us. We need to offer them meaningful experiences to make positive differences, make valuable friendships, to feel good about Rotary and the work we’re doing in our communities and throughout the world.**

**We as “Change Agents need to provide the critical leadership, not just management. Why is Leadership so critical”?**

**According to John Kotter a leading author of Leading Change:**

**“Management is a set of processes that can keep a complicated process system of people and technology running smoothly.”**

**“Leadership is a set of processes that creates organizations in the first place or adapts them to significantly changing circumstances”.**

**“Leadership defines what the future should look like, aligns people with that Vision, and Inspires them to make it happen despite the obstacles”.**

**We have all been chosen to LEAD our District's clubs. Without membership we will not have clubs, activities and etc., so we need a high sense of urgency and get rid of a high level of complacency in recruiting new Rotary members. Completing this stage of Change requires a Great deal of Leadership, cooperation, initiative, and willingness to make sacrifices from many Rotarians. The District is here to provide the tools and information for your club. We have revised the Membership Strategic Plan that you can access on the District's Website under membership. Please review the January Membership Bulletin that will be sent in the near future! We need to move membership recruitment forward and we need to do it Now! Thanks! Let's “ASK” someone who we think would be an excellent member of Rotary!**