

Rotary



**ROTARY:
MAKING A
DIFFERENCE**

District 5580 Membership Bulletin June, 2018

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>



This will be the last Membership Bulletin for the 2017-18 year and my last bulletin as District 5580 Membership Chairperson.

It has been a “great” experience over the past four years and thanks to all the Rotarians who have recruited new Rotary Members!

Hopefully we will continue to grow our District to over 3,000 members once again.

Presidents and Club Membership Chairpersons and AG’s!

“One Months left to Reach our District and Club Membership Goals” We can get there-1% net growth for all clubs”!

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	May 30-2018
Members	Members	Members	Members	Members	Present
3,045	3,041	3,061	3,025	2,884	2,922
	-4	+20	-36	-141	+38

Our goal is to get back to over 3,000+ members in the future, only 78 to go for this year. As you can see we have been in a critical decline in the past two years! If every club could sign 2

new members = 132 NEW MEMBERS by the end of June, we could be over 3,000 members and more, once again.

Lessons learned over the past four years.

1. **Club Emotional Obstacles will be erratic, different, and often surprising.** Questions like, “Is this the right thing to do?” “Are we going about this the right way?” “This is not going as smoothly as we expected?” These detours can become major issues, but will be easier to navigate if the club has effective and consistent communication methods.
2. **Social Obstacles will certainly arise and are perhaps the most difficult to overcome.** Questions like, “Is this what Rotary is all about?” “How is this going to affect me?” “Am I going to lose my power?” “Is my importance to the club going to dwindle?” “Will my sacred cow be sacrificed?” “Why wasn’t I included in the decision-making?” Often these are the most delicate to handle because members with these doubts are often active in projects and may feel they are no longer accomplishing their intended purpose, often referred to as sacred cows. Recognizing the reality of this type of obstacle usually requires that the leaders talk “personally” with those involved.
3. **Apathy. We as leaders always wonder Why?** Rotarians are busy people whether active or retired. Have strong personalities and some are comfortable with the status quo. Change requires ADJUSTMENT, and some people are reluctant to adapt (most clubs lose members when they change meeting times or location. Rotary leaders at all levels must recognize that Club membership, while important, is not on top of members’ time use list, particularly if it is not beneficial to all concerned. Apathy, emotional and social obstacles, it is better to be respectfully proactive than negatively reactive. However, we as leaders must treat questioners with respect and as if they are not resistant to change and we want to make sure that changes are beneficial to all concerned. We should address each in a non-confrontational manner. Carefully planned communication, particularly non-verbal, are a necessity. Eyeball to eyeball conversations, especially with those who disagree, are vital.
4. **A Club must operate on the committee system because that’s the only means of effectively involving all members and welcoming new members in club activities.** It is the committee system that long-time members can share their experiences with new members and new members can inform long-time members of changes in the workplace and families. Every club needs is to have active committees, worthwhile projects, and other interesting programs that will attract new members. It is within activities that members *develop new acquaintances as an opportunity for service and where they effectively network, solidify friendships, and have fun while developing leadership skills, all of which helps make membership in a Rotary Club worth their time and effort.*
(Contributor to above information: Jim Henry, RRIMC Zone 34)
5. **Check with these clubs in our District to find out what they are doing to attract and recruit members for their clubs. Below are the Clubs that had positive membership net growth so far this year (2017-18).**
6. **A. Ashland B. Bemidji C. Bismarck D. Brainerd Lakes Sunrise E. Crookston F. Detroit Lakes Breakfast G. Duluth Eco Club**

*H. East Grand Forks I. Ely J. Fargo K. Fargo-Moorhead AM L. Fargo West
M. Fergus Falls N. Fergus Falls
O. Grand Forks P. Grand Forks Downtown Q. Long Prairie R. Moorhead S. Perham
T. Wadena U. Wahpeton-Breckenridge
V. 21 clubs out of 66 Clubs showed net growth so far this year! We can do Better!
Some clubs are very close to 1% net growth you can do it.*

7. *Last, but not least is that every Club in District 5580 must have a Club Strategic Plan that includes a club membership chairperson and a club membership guiding coalition team for attracting, engaging, and retaining members. Also, all clubs could try and utilize the Membership resources provided by our District and Rotary International.*

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

Click on the Resource that you would like to View. If you have problems please let me know. Thanks DRC



MEMBERSHIP RESOURCE GUIDE

The names of hyperlinked resources appear with an underline and usually in a blue font and can be downloaded on www.rotary.org by clicking on the hyperlink, or ordered on shop.rotary.org with the SKU number provided. If you experience any trouble when placing your order, please email membershipdevelopment@rotary.org or shop.rotary@rotary.org.

PUBLICATIONS			
Name	Description	Audience	Available
Revised! Strengthening Your Membership	This guide explains the process of creating a membership development plan and provides strategies and tools you can use to attract and engage new members.	Club presidents and membership committees, and district membership chairs	http://shop.rotary.org/ (SKU: 417)
Starting a Rotary Club	This guide describes a nine-step process to create a new club, from the initial idea to the charter celebration, and beyond.	District governors	N/A
Introducing New Members to Rotary	Utilize this guide to develop a process for engaging new members from the start by helping them get involved, connecting them with a mentor, and by pacing the learning over time.	Club leadership	http://shop.rotary.org/ (SKU: 414)
Revised! Be A Vibrant Club	A quick guide for clubs with strategies for enhancing your club's structure, activities, and even culture.	Club leadership	http://shop.rotary.org/ (SKU: 245A)
Connect for Good	Eight-page guide shows how to get involved and connect with Rotary.	Current members	http://shop.rotary.org/ (SKU: 595)
Rotary Basics	This comprehensive guide to all things Rotary covers everything from how Rotary began to how you can optimize your membership experience.	New members	http://shop.rotary.org/ (SKU: 699)
Impact Begins With You	This prospective member brochure explains who we are and what sets us apart from other organizations.	Prospective members	http://shop.rotary.org/ (SKU: 001)

ONLINE COURSES			
Name	Description	Audience	Available
Your Membership Plan	When you make a long-term membership plan, you're making a commitment to your club's health. Create a step-by-step plan to strengthen your membership and keep your club vibrant and relevant.	Rotary members	http://learn.rotary.org

Best Practices for Engaging Members	Is your club losing more members than it's gaining? It's time to get serious about engaging members.	Rotary members	http://learn.rotary.org
Kick-start Your New Member Orientation	Are new members leaving within a year or two? Learn how to better connect with them and help them get involved from the start.	Rotary members	http://learn.rotary.org
Practicing Flexibility and Innovation	If you find that your club's rules are preventing members from getting the experience they want from Rotary, try changing them.	Rotary members	http://learn.rotary.org
Building a Diverse Club	A diverse club reflects the make-up of its community, has a greater impact, and is more attractive to prospective members.	Rotary members	http://learn.rotary.org
Online Membership Leads	What's all this talk about membership leads? This course will clear up the mystery behind these online leads.	Rotary members	http://learn.rotary.org
Is Your Club Healthy?	Take this course to help your club stay valuable to your members and your community.	Rotary members	http://learn.rotary.org
Strategies for Attracting New Members	Are guests of your club not interested in joining? Learn how to improve the club experience to make it attractive to visitors.	Rotary members	http://learn.rotary.org
Alumni Report Guide	Learn how to use the Program Participants and Alumni Report as a tool to identify club program speakers, service project volunteers, or prospective members.	District and zone leadership	https://my.rotary.org/en/document/how-use-program-participants-and-alumni-report

TOOLS			
Name	Description	Audience	Available
Membership Best Practices Discussion Group	This discussion group provides a forum for leaders at all levels to share best practices for recruiting, attracting, engaging, and retaining current and prospective members.	Rotary members	https://www.rotary.org/myrotary/en/exchange-ideas/groups/membership-best-practices
Rotary Club Health Check	This resource helps club leaders pinpoint opportunities for growth and prescribes resources to help remedy problem areas.	Club leaders	http://shop.rotary.org/ (SKU: 2540)
Membership Assessment Tools	Learn how to evaluate and improve your membership development plan with these tools, complete with sample surveys and	Current members	http://shop.rotary.org/ (SKU: 801)

	information on organizing new clubs, recruiting and retaining members.		
Customizable Rotary Club Brochure	In this new template, clubs can upload their own photos, edit text, list dates of upcoming events, and share member testimonials.	Prospective members	N/A