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**HELPING Districts to
HELP Clubs to
HELP Build a Stronger
ROTARY**



NEWSLETTER FOR ROTARY DISTRICTS & CLUBS December 2011

In Rotary, December is FAMILY MONTH



As we make plans to spend time with our families, it is important for all of us to also include our Rotary Family in our thoughts. Do we have members of our Clubs who might be going through some tough health issues, job challenges or unexpected crisis' with members of their families? Let's be sure we do what we can to be sure they know we care, as a Club and on a personal note.

Who Might Our "Rotary Family" Include & How Can We Let Them Know We Care?

OUR MEMBERS

- ◆ Have you considered a "**Friendship Committee**" within your Club? This is a thoughtful way to share concern for those who may have suffered the loss of a loved one, is enduring a health issue, celebrating the birth of a child, etc. Appoint a committee of two members who will keep track of the membership. They can be your "go-to" members when someone hears news of another member. A card or flowers go a long way in letting your members know you care. Be sure to include a small budget to cover the expenses of this valuable committee.
- ◆ Please continue to **include those on "Leave of Absence" in your newsletter e-mail or mailings**. How special to know that, even though you are temporarily unable to attend weekly meetings, the Club still cares about you.
- ◆ Consider including a brief "**cover letter**" when sending out your newsletter electronically. Begin with, "**If you weren't able to join us today, we really missed you**". Then, give a brief overview of fun events that took place at the meeting as well as an overview of the program.
- ◆ Encourage "**happy bucks**" to allow members to share the good news in their lives with the entire membership. What a great way for all of us to get to know each other better.

OUR NEW GENERATION MEMBERS

- ◆ Consider offering your members the **opportunity to provide transportation to and from your weekly Club meetings for your Youth Exchange Student**. What a great chance for many members of your Club to get to know and enjoy the company of your Inbound Student.
- ◆ Be sure to **include your Club-sponsored Interact and Rotaract Clubs in your weekly meetings and Club programs and projects**. Let them know they are an important part of your Rotary Family. They are our future members and their involvement with your Club could have a significant impact on their future decisions.
- ◆ **Provide "mentors" to your Outbound Youth Exchange Students**. Keep them connected to your Club and to Rotary, now and in the future.

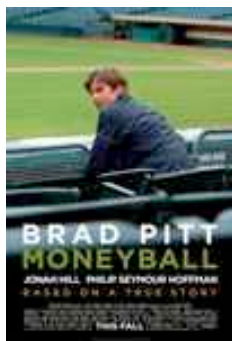
THIS NEWSLETTER IS DEDICATED TO MEMBER RETENTION

You May Need to Read Between the Lines to Connect to Some of the Messages

rotarydistrictxxxx.org

I recently visited all of our Zone 28 District websites. I was looking for names and e-mail addresses for the District Membership Chairs so that I could send a message out to all of them. It took me quite a while to find not only membership, but other committees as well. Some websites did not even list committees, much less the names of chairs and contact information (at least without a great deal of digging). With regard to "membership" specifically, but to all committees in general, it seemed as though it was hard to find the most basic of information on most District websites. **I would like to suggest that you all take a look at your websites from two vantage points; (1) from the eyes of a Rotarian in your District seeking information and (2) from the eyes of someone who know little or nothing about Rotary.**

- ◆ Is your website user-friendly? Is the most basic of information readily available to a Rotarian seeking basic Rotary information?
- ◆ If I am looking for help in a specific area, such as membership, can I find the correct contact information?
- ◆ If I am a non-Rotarian, can I easily find a Rotary Club location and contact on the website?
- ◆ If you are interested in security, please consider using blind e-mails such as membership@rotarydistrictXXX.org with an automatic link to the Committee Chair's true e-mail. (I know I sound like I know what I am talking about...but I don't know how to do it, I just know that it can be done.)
- ◆ Consider promoting networking and leadership development opportunities through Rotary membership on your District and Club websites.

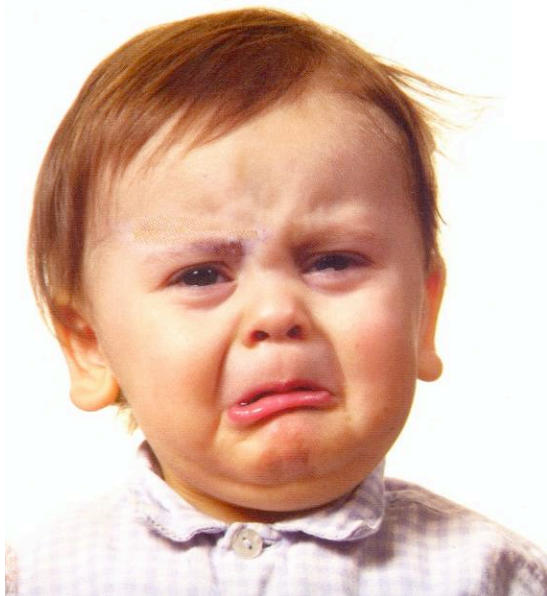


"Moneyball" isn't about a battle between teams, but a battle between philosophies. Billy and Peter's new way of thinking is seen as a threat to the entrenched interests of baseball – the scouts who pick talent the old-fashioned way, the star players who want the big paychecks, the agents who negotiate their deals. The movie "Moneyball" most closely resembles isn't another sports movie, but "The Social Network", another film about **smart guys figuring out a better way to do things.**

-Rob Thomas, 77 Square, rthomas@madison.com - September 28, 2011

WHAT IS ROTARY?	WHAT ROTARY MEANS TO ME
We are all encouraged to create our own "elevator speech" in an effort to share Rotary with others.	I have long struggled to come up with an elevator speech to answer the question, "What is Rotary".
Rotary International is a volunteer organization of business and professional leaders who provide humanitarian service, and help to build goodwill and peace in the world. There are approximately 1.2 million Rotary club members belonging to 33,000 Rotary clubs in more than 200 countries and geographical areas.	Instead, I have begun to let others know what Rotary means to me. This is a personal way of letting others know how important my membership is to me in the hopes that they might share the same values and interest in helping those they may never meet.
THE FOUR-WAY TEST OF THE THINGS WE THINK, DO & SAY	HIGH ETHICAL STANDARDS
Is it the TRUTH ?	◆ I know that I can trust a Rotarian and that others can trust me.
Is it FAIR to all concerned?	◆ I treat others fairly, in my personal and professional life; and expect the same from others.
Will it build GOODWILL & BETTER FRIENDSHIP ?	◆ I enjoy developing relationships and the benefits that come from those relationships.
Will it be BENEFICIAL to all concerned?	◆ I hope that all my ethics are of benefit to others.

It's a crying shame!



How Do We Keep Members Who Are On The Edge? WHAT EFFORTS DO WE MAKE TO KEEP MEMBERS ENGAGED?

- Do we say, "Oh, what a shame!" or "What could we have done differently?"
- Do we contact members who have missed two meetings in a row?
- Do we have a strong "New Member Orientation" program (with mentors) in which our new members understand their obligations & responsibilities?
- Do we have "fireside chats" (or similar) to keep ALL members (new and long-standing) up to date on Club and RI projects/programs?
- What role do our "sponsors" have in our ongoing retention efforts?
- Do we make sure that ALL members are on an active committee?
- Do we ever CALL members who have missed meetings or do we always resort to e-mail, or...do we do nothing... until we say, "Oh, what a shame!" ?
- Are our Club programs and projects STILL relevant to our members?
- Are we even aware of how many members we have lost in the last 1-2-3-4-5 years?
- Do we keep our Past Presidents and Past Committee Chairs involved and engaged or do we forget about them after their service is complete?
- **Let's do our best to KEEP all of members while we recruit new members.**

Retention of OUR Rotary Alumni

A Personal Story from PDG Fred Luckenbill, District 6420 Membership & Alumni Chair

One of the lesser-known programs of Rotary International is the Rotary Alumni Program. This is an activity developed to track non-Rotarians who have been involved in Rotary Youth Exchange, Interact, Rotaract, RYLA, Group Study Exchange (GSE), Friendship Exchange participants, Ambassadorial Scholarship and World Peace Fellowship programs.

The idea is to stay in contact with these individuals to encourage their continued interest in Rotary with the ultimate goal of their becoming Rotarians. Maintaining contact with some of these individuals is fairly simple, as they continue as members of communities in the District. However, the majority of these former participants (OUR alumni), are younger people who go off to school, get married and simply move on or just drop off the radar. The Alumni Program is being developed in District 6420, but is still in its infancy.

On the larger scale, this program has taken a different twist for me. I have been corresponding intermittently with a former Youth Exchange Student from Brazil who was hosted by our Rock Island Rotary Club. In brief terms, she has shared her 12 year-old daughter's "passion" to become a RYE student when she is old enough. We have had brothers and sisters involved, but to my knowledge, our District and certainly our Club, have never had a daughter of a former RYE student involved.

Through our e-mails, I have encouraged our former student to pursue becoming a Rotarian herself. Again briefly, she advised me this past week that she will be inducted in December. It is a small Club and she will be only their third female member. This is a Rotary Alumni success story!

As District Membership Chair, I was also pleased to learn that her Club has a Mentoring Program and that she will be assigned her "Godfather", as they call the position, at her first meeting.

*They laughed a little louder,
They cried a little softer,
They lived a little stronger,
Because they stood together...*

-Unknown



ARE WE?

- Involving our members in project/program development?
- Looking for innovative ways to build a stronger Rotary Club?
- Meeting the needs of our members?
- Allowing for networking between our new and long-standing members?
- Providing for leadership development through project and program development and associated announcements, follow-up, coordination?

IF NOT, WHY NOT?

What is YOUR Club's Retention "Plan of Action"?

Do you have a "Plan of Action" for Member Retention?

In our businesses, we have a **plan of action** for our sales team, office efficiencies, manufacturing processes, etc. Yet, as a group of professionals in Rotary, many of us seem to be lacking in a "plan" to maintain our own Club's "customers", **OUR MEMBERS**. Please consider formulating a "plan" based on some of these questions/thoughts.

1. **What happens if a member of your Club misses two meetings in a row?**
 - a. Nothing!
 - b. No one notices or cares.
 - c. The Club President contacts the member to let him/her know the member was missed.
 - d. The Club Secretary sends an e-mail warning them that if they miss two more meetings they might be subject to termination.
 - e. The member's sponsor is advised of the missed meetings and everyone hopes they will follow-up.
2. **If a member brings a new project to the Board of Directors for consideration, the Board:**
 - a. Is defensive because the new project would replace a long-standing Club project.
 - b. Ask the member to do unnecessary follow-up to the request, thereby discouraging the member.
 - c. Wholeheartedly embraces the innovative idea and asks the member to prepare a budget for the project as well as suggest two additional members to include on the committee.
 - d. Endorses the project and assigns a Board member to serve as a liaison to the project committee.
3. **A new member is inducted into the Club and they are assigned to a committee, project or program. After a short period of time, the member approaches the President to let him/her know they have not been contacted by the committee or project chair and that they would really prefer to have another assignment. The President:**
 - a. Asks the new member where they think their passions may lie?
 - b. Tells the new member that their "assignment" will remain as originally established.
 - c. Lets the new member know that he/she will contact the chair and ensure proper follow-up.
 - d. Shares the entire listing of the Club's committees and projects/programs and asks the new member to review and let the President know where they would initially like to serve.
4. **Does your Club complete the "Planning Guide for Effective Rotary Clubs"?**
http://www.rotary.org/RIdocuments/en_doc/862en.doc
 - a. No, we see no value in this tool.
 - b. Yes, our President-elect, in collaboration with the Board of Directors and our Club Membership Chair, complete this guide prior to July 1 each year.
 - c. We think this is one more area where RI is telling us what to do.
 - d. Yes, we see this as a valuable tool that helps us understand what our Club has done, what we are doing and what we plan to do in the future.

What is YOUR Club's Retention "Plan of Action"? (continued)

5. Why you think you are losing members?

- a. They move or they pass away. Otherwise, no one ever leaves our Club.
- b. I/we have no idea.
- c. Anytime we receive a resignation request, we ask a member of the Board to meet with the member to determine why they are leaving (beyond any reason [potentially] they may have stated in their letter of resignation).
- e. They are no longer able to afford our membership dues.
- f. They retire and their employer paid their dues.
- g. If a member is moving, we are sure to provide them with Rotary opportunities in their new community.
- h. We pride ourselves on involving all of our members in every aspect of our Club's programs and projects, so we know when a member leaves, they have no other choice.
- i. We ask all members who are terminating their membership to complete a "Resigning Member Questionnaire". (Example: <http://www.clubrunner.ca/data/5050/html/1734/Resignation%20Survey.PDF>)

6. What type of New Member Orientation does your Club have in place?

- a. All of our members have a thorough but brief overview of all of our Club's programs/projects that they are asked to share with prospective members, following their first Club meeting visit.
- b. Immediately following their induction, members have a one-on-one orientation, with their mentor.
- c. What is a "new member orientation"?
- d. A member's sponsor is their key to understanding the programs/projects and nuances of our Club.
- e. We provide "new member orientation" when we have 3-4 (or more) new members. Sometimes this orientation takes place after a member has been in our Club for more than 3 months.
- f. We include the "red-badge" as part of our new member orientation. This encourages our new members to get involved in various aspects of Rotary opportunities, thus helping them understand their membership obligations and responsibilities.

7. Our Club is appealing to ALL of our members.

- a. We meet in a convenient meeting place and at a convenient meeting time.
- b. Our meetings are of an appropriate length of time.
- c. I have no idea how our members feel about this.
- d. Our food is good.
- e. Our members are engaged in our fundraising activities.
- f. We do a good job of promoting our activities through our Public Image/Public Relations efforts.
- g. Our programs are (a) OK; (b) good; (c) great; (d) knock your socks off fabulous.
- h. Our members leave each meeting happy that they attended.
- i. Our members feel as if they have missed something if they miss a meeting.

8. We make Guests and Visiting Rotarians feel welcome.

- a. I am not sure what you mean, we never have any Visiting Rotarians or Guests.
- b. We assign members as "greeters" each week. These Rotarians make all members, Guests and Visiting Rotarians feel welcome at our Club meetings. We let everyone know we are happy they are with us.
- c. We encourage all members to sit with different people each week; we do not believe in "assigned" seating.
- d. We engage all guests and visitors in active discussion at our tables.
- e. All of our Guests and Visiting Rotarians are individually introduced at our weekly meetings.

9. Our Club's Projects and Programs are truly representative of the interests/passions of our members.

- a. We conduct an annual survey of our members so that we know our ongoing programs and projects meet their needs.
- b. It depends on the current Board. We meet the needs and desires of the Board first.
- c. Members are encouraged to propose projects and programs for consideration by the Board.
- d. Club Assemblies give all members the opportunity to share their thoughts/concerns/ideas on all aspects of our Club's operations. Our member's opinions are very important to us.

PLEASE DEVELOP A LIVING "PLAN OF ACTION" FOR YOUR MEMBERSHIP RETENTION.



ROTARY INTERNATIONAL ZONE 28 **MEMBERSHIP REPORTS** **AS OF JULY 1, 2011 (Revised)**

District	Clubs	July 1, 2007	July 1, 2008	July1, 2009	July 1, 2010	July 1, 2011
5580	65	3,200	3,226	3,180	3,148	3,066
5650	45	2,422	2,366	2,282	2,229	2,152
5950	62	2,994	2,922	2,863	2,919	2,876
5960	65	3,296	3,297	3,162	3,107	3,053
5970	54	2,895	2,911	2,898	2,886	2,908
6000	63	4,313	4,231	4,181	4,084	4,016
6220	43	2,052	1,970	1,926	1,901	1,891
6250	60	3,394	3,322	3,243	3,165	3,092
6270	58	3,293	3,234	3,133	3,123	3,126
6420	48	2,242	2,175	2,105	2,054	2,013
6440	71	2,648	2,655	2,563	2,584	2,467
6450	63	2,263	2,225	2,150	2,120	2,090
TOTALS	697	35,012	34,534	33,686	33,320	32,750

BLACK=No Change; RED=Loss; BLUE=Increase

Recruiting and inducing new members is only a part of the formula to a successful Rotary Club. The remainder of the formula is **member retention**.

In 2010-2011 North American Rotary Clubs inducted (approximately) 41,000 new members and terminated approximately 49,000 Rotarians. What are the retention issues in your District?



It is so important to remember that we are all **VOLUNTEERS**.
 -Let's make sure we don't take too much time away from family priorities.
 -Let's be sure to include our families in our Rotary activities.
 -My family is proud of my involvement in Rotary.
 -My family loves being involved in my Rotary events/activities.

THE MAKE-UP OF OUR ROTARY CLUBS & WHY WE ARE ROTARIANS **WHY WE JOIN AND WHY WE STAY**

0-5 YEAR ROTARIANS	1. Networking 2. Professional Development 3. Service with Peers
6-20 YEAR ROTARIANS	1. Service to Community 2. Maintain Friendships
20+ YEAR ROTARIANS	1. Maintain Friendships 2. Service to Community 3. World Peace

Are we addressing the needs of each age group in our Rotary Club? All of our Rotarians have their reasons for remaining in Rotary. It is important that all of these needs, of all of our Rotarians, are being met. As we look to build a stronger Rotary, our Club leaders need to review this list and include all members in our planning.

DID YOU KNOW?

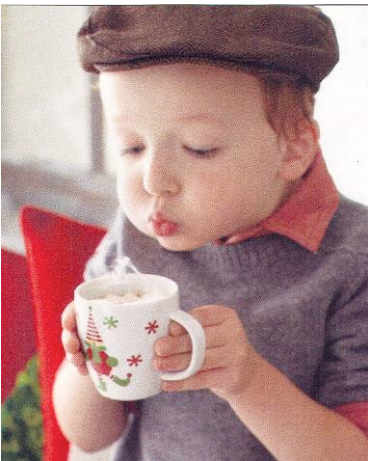
WOMEN make up 50% of the business community,
yet they make up less than 20% of our Rotary community.

DOES?

Your Rotary Club membership
reflect your business community?

How Can you Make this Happen?

- Don't be afraid to invite ANY member of your community who you respect
 - Look to those who share your values and ethics
 - Think of those business colleagues whom you most respect
 - Do you talk about Rotary and how much it means to you?
- Approximately 80% of Rotarians have NEVER sponsored a new member...Wow!!!



JANUARY IS ROTARY AWARENESS MONTH...START PLANNING NOW BLOW-IN THE NEW YEAR...

1. Invite local media to a Q & A "press conference" during one of your meetings.
2. Post video of a Club meeting or service project on your website, Facebook and Twitter.
3. Coordinate a community service project with another local organization.
4. Write a letter to the editor of your local community about your Club's community and international humanitarian projects.
5. Invite a friend or co-worker to a meeting.

*"pRomise mE you'll always REMEMBER:
you'RE bRAVER than you bELiEVE, and stronger
than you SEEm, and smarter than you thiNK."*

-Christopher Robin to Pooh



**Happy Holidays to YOU and YOUR Families
from your Rotary Coordinator Team**