



## WEEK 7 FOUNDATION MINUTE – MEMBERSHIP CONNECTIONS

August is Membership Development month in Rotary. What started in 1905 as a small group of friends, each working in different professions in downtown Chicago, has grown to 1.2 million friends in clubs around the globe. But the fundamentals of club development and growth remain the same now as it was then. Growing and supporting our clubs continues to depend on the strength of our connections and the friendships which have been developed among our members.

Friends help friends succeed and thrive. That's why Rotarians tend to depend on their network of friends through the many business classifications in their clubs to help them – whether plumbers, financial advisors, lending officers, non-profit leaders, doctors, builders, or business consultants. Using our Rotary business friends wherever possible make it easy to make referrals to others – and everyone wins! Clubs having a variety of business classifications represented in their membership provides one-stop-shopping when members need advice or a service call. Now is a good time to reassess which professions and occupations are not represented in your club – and reach out to potential new members among your connections!