



August 2009

Dear District Rotarians:

Our first month in the new Rotary year is behind us and from all indications; all is well in District 6540. All of the planning and meetings held going into the 2009-10 year are beginning to come into play—in particular it has become evident with the clubs I visited so far that and fellowship is alive and well. All are doing outstanding Rotary work.

Entering August, be reminded that this month is membership month. Our leadership has planned a half-day Membership Success Seminar to be held on August 29th at Ancilla College, Donaldson, IN. The featured speaker is PDG Mary Beth Growney Selene. Mary Beth has been a member of the Rotary Club of Madison West Towne-Middleton, WI since October 1987. She has served her club, district, and zone in numerous capacities, including serving as District Governor in 2000-01. As she draws on her experiences and presents her membership ideas, our district will benefit and I feel confident that those attending will gain a great deal from her presentation.

Our District has a current membership of 2800. District leadership has adopted the slogan “BAM” Bring A Member in order to simulate a bit of excitement. Additionally, there will once again be a monetary incentive given to the club(s) increasing its membership. Watch for more details in the newsletter and on the website <http://rotary6540.org/>. We are looking forward to increasing our membership to 3010 in 2010. Efforts by club leaders and each Rotarian will help in making this goal. Let’s all make it 3010 in 2010!

Rotary International has also given us some guidance toward increasing and maintaining membership. "Each Rotarian: Reach One, Keep One," The slogan emphasizes the need for each of us to focus on both recruitment and retention in membership growth efforts. “Reach One” --because Rotary membership is by invitation, it's essential that we reach out and invite someone to join. “Keep One” -- because it's not sufficient to simply sponsor someone into Rotary; we must also see that new members become active and involved Rotarians. We know this is an essential element in membership retention.

In traveling around the District, I have been hearing ideas on how to increase membership. Some clubs have offered incentives to a sponsoring member such as--“six month waiver on dues”, “free dinner for two at a local restaurant”, “one month free club meeting meals”, “rounds of golf” and many more. How original can your club be?

EXTRA!!-Rotary International President Elect Ray Klinginsmith will honor district 6540 on August 15th with a visit. RIPE Klinginsmith will be addressing those in attendance at a reception held at Swan Lake, Plymouth, IN. In addition to fellowship, there will presentations of the accomplishments of District 6540 past Foundation activities as well as introducing this year’s goals. Plan on attending by contacting Barb Mort (866) 926-1789

Continue doing the work of Rotary and keep in mind the:
“The Future of Rotary is in Your Hands”.

Floyd