



# Membership District 7090

## Rotary



## February 2017

### EX-ROTARIANS & PROGRAM ALUMNI:

### Where Are They Now? At Your Fingertips!

#### RESOURCES TO HELP OUR CLUBS GROW AND PROSPER

By Patricia Johnson, District Alumni Chair

## Rotary Alumni: Who Are They?

Anyone who participated in any of the following RI or District programs:

#### CURRENT PROGRAMS:

- [Interact](#); [Rotaract](#); [EarlyAct](#)
- [Rotary Youth Exchange](#); [Rotary Youth Leadership Awards \(RYLA\)](#); [SLAPSHOT](#)
- [Rotary Peace Fellowships](#)
- [Rotary Scholarships](#) (funded by global or district grants)
- [Vocational Training Teams](#) (members and leaders)

#### FORMER PROGRAMS:

- Group Study Exchange (members and leaders)
- Ambassadorial Scholarships; Grants for University Teachers
- New Generations Service Exchange
- Rotary Volunteers

You may also want to include people who received scholarships from your club, served as host families for Youth

Exchange kids, volunteered for projects your club sponsored, and so on.

Many alumni fall within a prime age range for joining Rotary and show a strong interest in membership. They might want to acquire and expand leadership and professional skills. Alumni are often volunteers; many show a strong interest in international service. Invite them to upcoming service projects. They may have skills you need! They may be interested in connecting with a diverse group of professionals and sharing their Rotary experience. Ask them to speak at your club. Connect a past program participant with a future one. Reach out to them. Include alumni on newsletters and social media.

A presentation on reengaging alumni can be seen at [file:///C:/Users/Patricia%20G.%20Johnson/Downloads/Alumni\\_Association\\_Presentation\\_with\\_notes.pdf](file:///C:/Users/Patricia%20G.%20Johnson/Downloads/Alumni_Association_Presentation_with_notes.pdf) Patti Johnson, the D7090 Alumni Committee chair, has lists of alumni for each club in the district. The bad news is... the contact information is, in many cases, out-of-date. However, someone in your club likely has a list of former Youth Exchange, RYLA, GSE (etc.) participants.

Ask your members if they are in touch with anyone who participated in any of these programs. Reach out to alumni. In many instances, it could be maintained that they benefited from their engagement with Rotary programs in the past. They may well be looking for ways to pay back, continue to learn and grow, and practice Service Above Self.

There are other ideas and links available at <http://www.rotary7090.org/SitePage/district-7090-alumni>

## Former Members of Your Club

People leave a Rotary club for a variety of reasons: relocation; increasing family or business obligations; health issues; cost; to join a new/different club... to name just a few.

For some, their situations may have changed since they left your club. Kids grow up. Jobs stabilize. Health returns. Finances improve. Folks retire. A few who "relocated" are wise and fortunate enough to return to the area.

Some former Rotarians may be ready to re-engage, as club members or perhaps

in some other way: as speakers, mentors or consultants; as volunteers in a service project or at a fundraiser; as donors; as Vocational Training Team participants...

How do we reach our past members? By accessing a list of former members of our clubs on the RI or District websites. (Directions on finding this information follows.)

So, Rotarians: Reach out to your former members!

- Call or email them.
- Meet them for coffee or a drink.
- Tell them what your club is doing.
- Invite them to a meeting, fundraiser or service day.
- Refer them to your web or FB page.
- Tell them about the progress in eliminating polio.

Suggest they look at the District website <http://www.rotary7090.org/>, the Rotary Now 7090 page at <http://rotary7090.org/sitepage/rotarynow7090/>, and the Rotary International site at <https://www.rotary.org/>. They will find inspiration there!

## Finding Former Members of Your Club

To access the list of former members of your club:

- 1) Go to <https://my.rotary.org/en>
- 2) Log in using your "SIGN IN EMAIL" and "PASSWORD".
- 3) Once logged in:
  - a) Select "Manage" from the menu near the top
  - b) Under "Club and District Administration" Click on "Club Administration"
  - c) Under "Club & Member Data: Update Member Data" click on "Add, Edit or Remove Members". A list of Active and Honorary Members will come up
  - d) In the menu to the right– click on "Terminated Members" and the former members list will come up. They can be ordered

by any of the data types at the top of the columns (i.e. Member Status – reason for termination, or "Terminated" – date, either ascending or descending)

- e) The person's contact info is accessed by clicking on the "VIEW" icon to the left of the former member's ID. You will see Member Information and Name and Address data. To get phone and email info (if available) for that person, you click on "Contact Information" near the top.

Data for former members, going back to 2007 only, is also available on the District website. In some cases, there may be more contact info available there than through the RI website. In addition, it is accessed with fewer "clicks".

To accomplish the task this way:

1. Go to <http://rotary7090.org/>
2. Log in
3. Near the top of the page, click on Member Area
4. Under the "For Clubs" tab, click on "Membership Lists"
5. On the left, under "Members", click on "Inactive Members List"
6. Click on the person's name and their contact info will pop up.

For large, long-established clubs (Buffalo; Hamilton, etc.) the list will be (seemingly) endless... in the thousands... So you may want to refine the list of names, especially with input from some of their long-time members (or even by circulating the list to the current membership), after ordering for things like "date of termination" or for "Member Status" – Reason for Termination).

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## Great Resources for Membership

There are many great resources available from RI and other sources to assist clubs with their recruitment and retention strategies. In each of these newsletters, we'll feature a few of these.

RI has created a PowerPoint presentation that you can adapt to your club or for a multi-club recruitment event. It provides a nice overview of Rotary and a great way to attract potential members who are attending any of your events. You can change the last slide to include information that is specific to your club or clubs. You can download the presentation by clicking on this link: [https://www.dropbox.com/s/u7th4vgti3s8053/discover\\_rotary\\_presentation\\_en.ppt?dl=0](https://www.dropbox.com/s/u7th4vgti3s8053/discover_rotary_presentation_en.ppt?dl=0)

Rotary International has produced an updated guide to Membership Resources that are available to clubs. I recommend you download this useful guide at:

<https://www.dropbox.com/s/nczrd5c8r7oie93/Membership%20Resource%20Guide%202017.docx?dl=0>

**Questions?** Contact IPDG Kevin Crosby, 2016-17 Membership Director, at [kevin@d7090.org](mailto:kevin@d7090.org).