

February RMO Membership Update

START A CLUB ONLINE COURSE | MEMBERSHIP LEADS
REPORT | MEMBERSHIP RESOURCE GUIDE



LEARN HOW TO ENSURE NEW CLUBS ARE SUCCESSFUL

As you work to create new clubs in your district, the new [Starting a Club](#) course on Rotary's Learning Center can help strengthen your efforts. In this course, you'll learn the process of starting a Rotary, Rotaract, or Satellite club, get tips for connecting with prospective members, and find out how you can maximize a new club's success. It's a great resource for new club champions, sponsor clubs, a new club advisor or anyone interested in new club development.

EXPLORING THE BLACK EXPERIENCE IN ROTARY WEBINAR

By considering each other's experiences and perspectives, we allow our community to be not only about what we have in common but what makes us different. Join us, 25 February at 15:00 Chicago time (UTC-5) as we continue our Diversity, Equity and Inclusion (DEI) webinar series by Exploring the Black Experience in Rotary. During this webinar, attendees will hear from Black Rotarians from around the world help as they discuss race and identity, raising awareness and acknowledging our social identities, and how we can allow space for all members and participants to bring their authentic selves to Rotary. Encourage your club leaders to register and attend this webinar, and continue their discussions on how we can make Rotary inclusive for all.

"OPEN DOORS"

DISTRICT 7910 (CENTRAL MASSACHUSETTS) DECIDED THAT THE LOCKDOWN, ISOLATION, AND WORRY CAUSED BY THE PANDEMIC WOULD NOT PREVENT THEM FROM HAVING A GREAT YEAR. CLUBS QUICKLY TRANSITIONED TO ZOOM AND TO MAKE AND PROVIDE, BUILD FACE SHIELDS, AND DELIVER FOOD TO ESSENTIAL WORKERS. THEY ALSO BEGAN VIRTUAL MONTHLY GATHERINGS CALLED "OPEN DOORS WITH DISTRICT GOVERNOR DIANA," DRAWING INSPIRATION FROM THE 2020-2021 THEME "ROTARY OPENS OPPORTUNITIES." EVERY MONTH THEY ORGANIZE AN IN-DEPTH DISCUSSION ON A SINGLE TOPIC, FACILITATED BY SPEAKERS FROM ALL OVER THE WORLD. PAST SPEAKERS HAVE INCLUDED PDG LOUISA HORNE FROM NOVA SCOTIA WHO IS A ROTARY PEACE SCHOLAR FROM SWEDEN, FORMER EXCHANGE STUDENTS, AND EVEN RI TRUSTEE FOUNDATION CHAIR RAVI RAVINDRAN, WHO SHARED AN INSPIRATIONAL SPEECH ON THE WORK OF THE FOUNDATION. INNOVATIVE ACTIVITIES IN THE DISTRICT ARE HIGHLIGHTED, INCLUDING INTERACTORS WHO RAISED \$3,000 FOR POLIO, A YOUNG ROTARIAN WHOSE IDEA FOR A VIDEO GAME TOURNAMENT WAS SHARED AS AN ONLINE FUNDRAISER, AND VARIOUS VIRTUAL ADAPTATIONS FOR SERVICE PROJECTS. ATTENDANCE HAS FAR EXCEEDED THAT OF FORMER IN-PERSON DISTRICT MEETINGS, AND THEY ALWAYS LEAVE TIME FOR QUESTIONS AND INTERACTIVE DISCUSSIONS ATTENDEES. ROTARIANS IN DISTRICT 7910 HAVE SUCCESSFULLY FOUND A WAY TO CONNECT AND GIVE BACK DURING THE PANDEMIC. TO REGISTER FOR UPCOMING "OPEN DOORS WITH DG DIANA", VISIT THE DISTRICTS WEBSITE AT WWW.ROTARY7910.ORG.



INTERNATIONAL ASSEMBLY RECORDINGS

Rotary recently held the first virtual International Assembly. [Visit My Rotary](#) to experience some of the inspiring messaging shared throughout the assembly.

MEMBERSHIP LEADS REPORT

In the attached Prospective Member Progress Analysis report for each district, you can view data on how your district is managing prospective members who express interest in joining a Rotary club through the Membership Leads program. You can view up to date information on what percentage of prospective members have or have not been followed up on, what percentage of leads are no longer interested in membership, and what prospective members have been admitted to a club.

MEMBERSHIP RESOURCE GUIDE

I've updated the attached Membership Resource Guide, which includes links and descriptions about membership resources, tools, and publications, with new resources noted in red. One resource I hope you'll find useful is our updated [State of Membership PowerPoint Presentation](#), which you can download and customize to share Rotary's current membership data and trends, as well as district specific data, who's joining and who's leaving, and what opportunities exist to strengthen membership. If you have any questions about the materials listed, please let me know.



District Membership Progress to Goal Report

Here are a few highlights from the February 2021 District Membership Progress to Goal report. View the attachment for the full report.

A great big shout out to districts 5040, 6290, 7170, and 7430 for having the highest club membership goals entered. "What you do today can improve all your tomorrows."



DIANA EDWARDS
DIANA.EDWARDS@ROTARY.ORG
847-866-3496