

## Some [Membership] Thoughts to Ponder....

I don't know what your destiny will be, but one thing I know: the only ones among you who will be really happy are those who will have sought and found how to serve. Albert Schweitzer

I believe that Rotary in Australia has largely moved away from a project related organisation to one where we spend most of our time working on raising money, which we then often give to some other organisation, whose members get the "enjoyment based intrinsic reward", by doing the actual work or providing the actual service. **There is no doubt in my mind that Rotarians are at their absolute best when they are working on projects.** PDG Craig Edmonston

We are in the people business – we need more willing hands, more caring hearts, and more bright minds to move our work forward. **We'll need clubs that are flexible, so that Rotary service will be attractive to younger members, recent retirees, and working people. We'll need to seek out new partnerships, opening ourselves more to collaborative relationships with other organizations.** RI President John Germ

Our clubs have always been organized around a meal. Lunch and dinner were part of our dues, and that system served us well. But society has changed," he [Germ] says. Rotary International is catching up by allowing clubs more leeway in when and how they meet. "How do we accommodate the 30-year-old businessperson raising a family? Well, for one thing, we could pay less attention to attendance," he adds. **"My question isn't 'How many meetings did you make?' It's 'How are you making a difference in your community?'"**

RI President John Germ

Everyone has a fear of something and the most common fear is the "fear of change". People who have this fear will rather put up with situations or conditions they are unhappy with, than change. **In order to overcome this strong resistance to change, it is necessary to paint a picture of the future which is realistic but powerful enough to negate the fear of change.** PDG Craig Edmonston

People are STILL keen to volunteer, but aren't always interested in attending meetings. **Can we maximise our volunteering opportunities and lose our obsession with meetings?**

Mark Huddleston D9520

## Some Longer [Membership] Thoughts to Ponder...

From Noel Trevaskis RI Director Zone 8

- Invite someone to Rotary - they could come to a club meeting, volunteer to help on a project, come to an event or go to a District Conference or other event. Just invite them!
- Be actively involved in Rotary - participate, don't just turn up.
- Ensure you welcome everyone into your club and treat them as you would like to be treated. I ask that everyone be tolerant and respectful of those that may do things differently to how it's always been; to those who are the change agents, to those clubs who look a little different to yours. Let new initiatives be introduced and let's all work together to build a bigger and better Rotary.

#### Tips for Attracting Younger Members

- Don't go too crazy at first. **If the average age of your club is over 60, begin by trying to attract members in their 40's and 50's and work from there.**
- Use your age differences to your advantage. Stress the opportunity for career mentoring and set up mentoring programs pairing members with vast experience with those just beginning their careers.
- Keep younger, and newer, members in the loop. This one is a biggie! Don't waste all that effort attracting new members only to forget about them and let them drift away from lack of attention. Engage them in as many ways as you can. Find out what they are interested in, and put them in charge of things that match their likes. If you have enough new members with a particular interest, start up a new program or incorporate their interests into an existing one. **Make sure you give them lead roles, and give them a real opportunity to make a difference.**

Evan Burrell Rotary Club of Turramurra

