



Member Tips



Zones 28, 29, 32

August is Membership Development Month!!

Using Club Assessment Tools

From August Membership Minute

To meet the membership goal of the [2009-10 Presidential Citation](#), a club must achieve a net increase of at least one member by 31 March. Clubs may also choose to complete another membership challenge designed to support the [RI Strategic Plan 2007-10](#). Possibilities include having at least 20 percent of club members bring a prospective Rotarian to a club meeting, recruiting at least one Rotary International or Rotary Foundation program alumna/alumnus age 35 or younger, increasing club diversity by recruiting at least two new members who belong to a demographic group that's underrepresented in the club, or recruiting at least two new members with community, vocational, or international service experience.

Three assessments included in [Club Assessment Tools](#)--the 25-Minute

Membership Survey, the Classification Survey, and the Membership Diversity Assessment--can help your club meet these challenges. Here's how:

- The 25-Minute Membership Survey can help generate a list of recent RI or Foundation program alumni, community leaders with volunteer experience, and younger professionals in new or emerging classifications. If club members invite at least 20 percent of suggested prospective Rotarians to a meeting, the club not only will complete one of the challenges but also will be closer to achieving a net increase of one new member.
- The Classification Survey reminds clubs to actively recruit alumni and community leaders. It also serves as a reminder that updating the club's classification roster is important to

ensuring its diversity, especially when it comes to seeking out representatives from new and emerging occupations. For example, if your club does not have any Internet technology professionals on its roster, proposing someone for membership in this category would count toward diversifying across professions.

The Membership Diversity Assessment encourages awareness of the goal for every Rotary club to reflect its community's professional makeup in terms of age, gender, religion, and ethnicity. Clubs that complete this activity will be on their way to recruiting two new members who belong to an underrepresented group.

September 2009

Editor:
RRIMC Jim Ives

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RI Statement on Diversity

From Zone 33 & 34 Membership Blog

Rotary International recognizes the value of diversity within individual clubs. Rotary encourages clubs to assess those in their communities who are eligible for membership, under existing membership guidelines, and to endeavor to include the appropriate range of individuals in their clubs. A club that reflects its community with regard to professional and business classification, gender, age, religion, and ethnicity is a club with the key to its future.

Approved by the RI Board of Directors, January 2009

THREE WAYS TO

Recruit alumni

EVERY Rotary alumnus is a potential Rotarian, and RI President-elect John Kenny wants every club to reach out to this group in 2009-10. A 2006 survey found that about three percent of all Rotarians are past participants of the Interact, Rotaract, Rotary Youth Exchange, Group Study Exchange, or Ambassadorial Scholarships programmes. At their February training seminar in Chicago, regional Rotary International membership coordinators (RRIMCs) heard from a panel of alumni, who shared how clubs can better connect with these potential members.

Put together a list of alumni living in your area. Don Garner, a former Rotary Foundation Ambassadorial Scholar, said that while he was president of the Rotary Club of Chicago (D6450) in 2006-07, 64 new members joined – 10 of whom were alumni. Garner's club worked with the Foundation to compile a list of local alumni, then hosted a wine and cheese reception for them, which was an easy way to remind them of Rotary's role in their accomplishments. "Everyone likes free drinks," Garner said, noting that alumni need an invitation to join a Rotary club just like any other prospective member.

Membership Tips ... The Rotarian June 2009 · DIANA SCHOBERG

Emphasise networking. Returning scholars and other alumni are often in the early part of their careers, so show them how Rotary can help them develop professionally. The Chicago club appointed a director of networking to help. In his club, Garner said, networking had become a dirty word. "To get back to that – to bring it to the forefront – would encourage younger members to join," he said. And if your club meets at lunch, consider keeping meetings to an hour: It can be hard for people just starting out to be away from the office for long stretches.

Start a group for former Rotary Youth Exchange students. This strategy can keep returning students involved, supported, and socially connected, and transition them to Rotaract or Rotary. "They can feel like they're still a part of the programme and giving back," said Carl Jackson Jr, 25, a former Youth Exchange and Rotary Youth Leadership Awards participant who is now active in Rotaract.

The RRIMC programme trains a network of Rotarians to help clubs and districts achieve membership growth. The 64 RRIMCs, all past district governors, are appointed by the RI president-elect to a three-year term.



The Weekly Commitment....

Extract from **Membership on the Move-July 2009 (Zone 8 Newsletter)**

The question of weekly meetings is a perennial question that is often brought up as to why people won't join a Rotary club. With the attendance requirement now at 50% members can choose to attend once a fortnight and still fulfill the attendance requirements.

The 50% attendance includes committee meetings and club projects as well which may be helpful to some Rotarians.

If club meetings are effective meetings which members feel are worthwhile attending, they are made feel welcome and the meeting is enjoyable, they will attend as often as they can. It is up to the individual club how strongly they enforce the attendance requirement. An individual's worth to Rotary should be measured by a lot more than attendance.

Focus Group Tid-Bits

Continuing from last month, here are some more perceptions of Rotarians from the focus group findings: When asked to describe a Rotarian, the respondents answered:

- business men
- elite
- secretive
- older
- wealthy
- largely based on former rules

- not 'sexy'
- not 'trendy'
- inflexible
- not sure that women are allowed into local clubs
- associated with Free Masons

Overall, there is a significant lack of knowledge on what Rotary actually does, what Rotary accomplishes within the community or internationally, or how one would be-

come involved or engaged with Rotary's efforts. As Rotary has found in previous focus group efforts, there continues to be a connection with the Free Masons. Often times local media show pictures of Rotarians handing over checks rather than actual action-oriented projects. Today, individuals interested in volunteering are interested in action and accomplishments.

Rotary is an organization of meetings. Meetings generally have two purposes - education and/or relationship building, therefore there are various ways to accomplish the desired results. To build relationships, it is necessary for folks to meet in person. These face-to-face meetings result in people having a better understanding of each other and a sharing of ideas. Much can be accomplished by attending these meetings.

Other meetings are meant to get information out to the participants. That is what we are talking about today. When our districts or zones need to get information about membership or anything else out to the committees around the area, it is necessary to bring people together from various diverse geographical regions. Sometimes this means miles and hours of travel, time away from work or family, cost of gas and possibly overnight stays. In today's world of technology, there is an alternative! Last year, District 6290 decided to hold their annual Membership Seminar as a Webinar, rather than expect folks to attend a physical meeting. Attendance had been dropping at these traditional events due to the high cost of attending (time and money). Although there are many webinar hosts around, our meeting was set up using the program GoToWebinar.com. We used a 30 day free trial to make it work, but would not hesitate to purchase it if regular meetings were being planned.

Below is the step by step process we used, with much success.

First the organizer of the event set up the meeting with the website, setting a time and date and giving them a list of invited guests. Each guest was then emailed by the website and given the message from the organizer and the details on how to 'attend'.

Having received this invitation, the attendees then signed on the website at the appointed time. If they had microphone capability, they tied in directly to the audio portion of the event. If they did not have this ability, they were given a phone number and password to sign in, similar to a regular conference call. We also did some other follow-up reminder emails in the weeks and days leading up to the event and we called the clubs that had not responded.

Prior to the event, the organizer put together a power point presentation, developed some polls or questions for the group, recruited any additional presenters and ran some 'test' seminars. During these tests, we experimented with the on-screen presentation, the audio presentation, the transfer of power from the main presenter to other presenters, etc. (Note: it is good to have several presenters to keep people interested)

On the day of the event, the person running the event signed onto the website and turned on the seminar, then as each attendee signed on, their attendance showed up on the moderator's screen. At the appointed time, the moderator turned on the microphone and started the seminar. The attendees were able to hear the speakers and watch the presentation on their computers in their offices or at home (much like sitting in a room looking at a projector screen).

Periodically during the presentation, the moderator would present the attendees with a multiple choice question, such as "what is the primary issue your club faces with membership?" The attendees would respond on their keyboard. After a few moments, the moderator closed the question and posted the responses to the group. This then opened the door to additional discussion.

All attendees were muted (it is hard for 30, 40, or more people to all talk at the same time) during the presentation, however the moderator could watch the list of attendees on a side bar and the attendees could 'raise their hand to speak' or ask a question. The moderator could then un-mute them and turn it over to them temporarily. We set aside a Q and A at the end for this.

At the end of the seminar, each attendee got a survey across their screen with several questions regarding their feelings about the event. For the most part, the attendees were pleased with being able to participate without driving hours that day. A few of the less techy folks who had difficulty making it work on their end were more critical, but for the most part, we felt it was a success.

One thing we learned from this event is that the moderator should not be the same person as the presenter. One person should handle the technology, acknowledging the raising of hands, muting and un-muting participants, etc, while the other one focuses on making the presentation. We did this using one person for all and it got rather overwhelming at times.

We did the event for 1 hour, but it went so fast it might be better to give it a little more time. Maybe an hour for the presentation and some extra time for Q and A.

The world is changing and the demographics of our clubs are changing. Using technology like this can give those younger members the flexibility they require to become involved.



William D. Pollard Jr. addresses the District 7600 (Virginia, USA) Convention during his year as governor. Photo courtesy William D. Pollard Jr.

Most Rotarians have a story about what first attracted them to Rotary.

For William D. Pollard Jr., 2008-09 governor of District 7600 (Virginia, USA), that story includes a retired banker named Tommy. Pollard recounted the details when he visited clubs in his district during his term to stump for recruitment and retention.

He shared his address with Rotary International News in honor of Membership and Extension Month:

When I think of why we should ask someone to join Rotary, I think of Tommy.

Two years after starting my banking career in Richmond, I was asked to work in my hometown of Petersburg. One of the first people to visit me was Tommy Adkins, a retired banker, who asked me to attend a Rotary club meeting.

While I was growing up in Petersburg, Tommy lived on the same street as my family. I even delivered his newspaper. I had no idea what Rotary was but accepted Tommy's kind invitation to visit the Rotary Club of Petersburg.

Tommy passed away several years ago, and he probably never realized the impact he had on my professional and personal life:

- Because of Tommy, I have participated in many service projects helping others.
- Because of Tommy, I have tried to follow The Four-Way Test.

- Because of Tommy, I have supported The Rotary Foundation.
- Because of Tommy, I am going to help 2008-09 RI President Dong Kurn Lee reduce child mortality.
- Because of Tommy, my mother is a Rotarian.
- Because of Tommy, I stand before you today as our district governor.
- Because of Tommy, I have made so many new friendships through Rotary.

So I have three questions for each of you:

- Who is your Tommy?
- What impact has Rotary had on your life?
- Have you been or will you be someone else's Tommy?

Introducing the new *Rotary Basics Online*

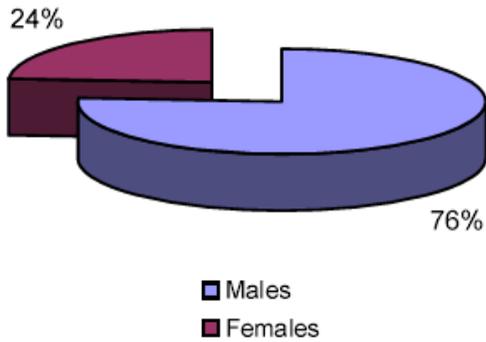
The new [online version of Rotary Basics](http://www.rotary.org/rotarybasics) is an indispensable tool for introducing new and prospective club members to the fundamentals of Rotary, providing knowledge that will make them better informed and proud to be Rotarians. Take the time to navigate through this interactive resource, and consider how you might use it to promote Rotary among prospective and new members by linking to it from your personal or club Web site, blog, or Facebook page. Also consider printing the URL (www.rotary.org/rotarybasics) in the literature your club produces for prospective or new members.

Hard Economic Times bring Rotary Generosity

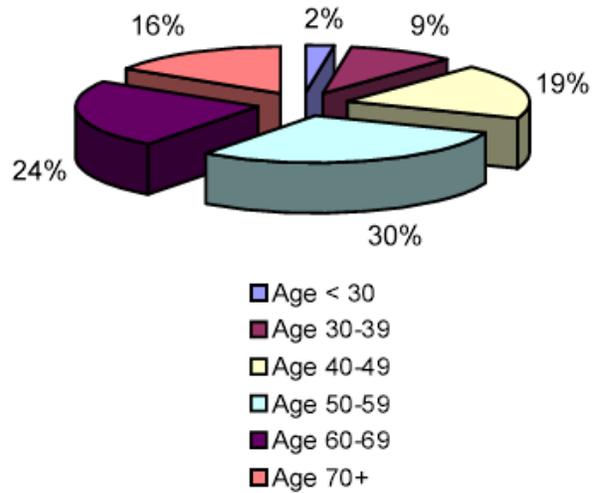
I had asked Membership Coordinators for stories of how clubs were dealing with the pressures of the hard economy. Thank you to those who provided feedback. Below is a submission from one of them:

Our Club (Kittanning – District 7280) had a member not long ago that had some financial difficulty. In the usual Rotarian way we asked our Club members to help her. As always our members came through. Each board member agreed to pick up a month of her dues for a period of 6 months until she could get back on her feet. When you divide it out among the members it really isn't all that much. This allowed her to remain active in our Club & yet still have her dues paid for. I can't tell you what that meant to her. She was very humbled by the unselfishness our members showed her. It was a great day for our club & Rotary was able to keep a member secured.

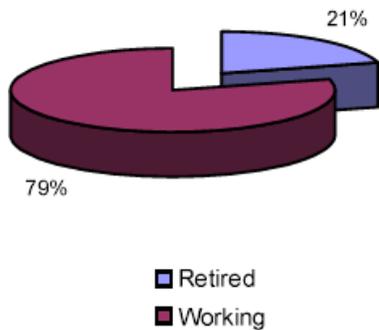
Male & Female Members North America



Member Ages North America



Working & Retired Members North America



Save the Date!!

RRIMC Jim Ives and Public Image Coordinator Jennifer Jones will be conducting a Membership/PR meeting on October 31st in the Cleveland area. More to come, but save the date to be sure you are available to participate in this half day seminar.

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