

## RESOURCES TO HELP CLUBS SEEKING MEMBERSHIP GROWTH

- **Rotary Down Under website:** go to <http://www.rotarydownunder.com.au/> for a wealth of resources
- **RDU monthly magazine** – and recycle it to libraries, surgeries and public places, with your club details on it.
- **Zone 8 Image Online Magazine** – new publication from Zone 8 (Australian) Public Image Committee. Published online monthly. Contact Philip Archer, Editor, Zone 8 Public Image Newsletter, Ph: 0448 999 555
- **DVD online of RI President speaking:** <http://www.rotarydownunder.com.au/RDU/home-page-videos/john-kenny.asp>
- **Who are we?** A 2 and a half minute video, available online at <http://www.rotarydownunder.com.au/RDU/home-page-videos/who-are-we.asp>
- **Humanity in Motion:** Several excellent video clips summarising aspects of Rotary. Was posted to each club President earlier this year. Go to <http://www.rotary.org/en/Members/RunningAClub/InformingTheCommunity/Pages/HumanityinMotion.aspx>
- A vast array of **Rotary newsletters:** Go here and be amazed: <http://www.rotary.org/en/mediaandnews/newsletters/MoreNewsletters/Pages/ridefault.aspx>
- **ABC Radio broadcast** highlighting members speaking: <http://www.rotarydownunder.com.au/RDU/home-page-videos/abcradio.asp>
- **An Introduction to the Programs of Rotary** (Aust/NZ). Go to <http://www.rotarydownunder.com.au/RDU/09january/Programs%20of%20Rotary%20-%20web%20Jan09.pdf>
- **Bulletins from any other clubs** e.g. share ideas in your cluster – see that all clubs in your cluster receive your bulletins.
- **PowerPoint presentation - Rotary Membership and Marketing: Getting and Keeping Your Club on Track.** Prepared by Geoff Haw – useful for any club. Contact Geoff on [geoffhaw@sagacityservices.com.au](mailto:geoffhaw@sagacityservices.com.au) if you want a copy. We may load it onto the website.
- **Visitor's Kit** to give to each genuine visitor who might be interested in returning to and/or joining Rotary, compiled in your own club. (Do not confuse this with a New Member's Kit.) A visitor's kit could include:
  - White Rotary Logo Folder – available through the MM Committee or District Secretary – see sample.
  - Welcome/intro letter from President
  - Booklet: Programs of Rotary - \$3.60 RDU
  - Booklet: Basics of Rotary - \$1.10 RDU
  - Rotary Flyer: People Like You and Me (with your club sticker) – being reprinted; possibility of another new flyer also.
  - Copies of your own Club Bulletin
  - Summary of some of your current and recent club projects
  - Copies (recycled) of RDU magazine
  - Frequently Asked Questions/Answers
  - Details of your club website
  - Details of our District 9810 website.
  - Perhaps loan copy or access to the new *What in the World is Rotary?* DVD
  - Possibly a list of club directors and/or members?
  - Visitor's Card
  - A brief form for visitor to enter contact details so that we can e.g. send bulletins
  - What else???
- Within a few days after each visitor comes to club, a letter should be sent by Director of M'ship.
- **Membership on the Move:** Zone 8 Newsletter: An outstanding resource on membership – available by contacting RRIMC Noel Travaskis – [n.travaskis@bigpond.com](mailto:n.travaskis@bigpond.com) or 02 4821 4613 (H)
- **What in the World is Rotary?** DVD from RC of Lane Cove, 8 minutes, copy to each club this Rotary Year. On our District website under Marketing and Membership. Also available online at <http://www.rotarydownunder.com.au/RDU/home-page-videos/whatintheworld.asp>
- **What is Rotary?** Video, under 2 minutes, of crisp explanation: Go to <http://rotarynews.info/DistrictArticle.aspx?ID=9680&ArticleId=3223&t=2&AspxAutoDetectCookieSupport=1>
- **MM Tool USB stick** – issued to all clubs, Oct 2008 and updated onto **CD** in May 2009. This is a brilliant collection of ideas, drafts, templates, etc to save you so much work and time. Just adapt them to your club. Also available online at our District Site On our District website under Marketing and Membership: Marketing and Membership Tips and Tools (NB this is 115pages 3.2Mb pdf)
- **The Membership Minute** – monthly from RI – lots of excellent ideas. Email to [membershipminute@rotary.org](mailto:membershipminute@rotary.org)
- **Club Directions And Planning & Rotary Months:** Thoughts from PP Geoff Haw on our District website on [http://www.clubrunner.ca/dprg/dxprogramhome/\\_programhome.aspx?did=9810&pageid=41130](http://www.clubrunner.ca/dprg/dxprogramhome/_programhome.aspx?did=9810&pageid=41130)

- **Physical Resources stored in our Rotary Trailer:** Go to this site to see what your club can use: [http://www.clubrunner.ca/dprg/dxprogramhome/\\_programhome.aspx?did=9810&pageid=41128](http://www.clubrunner.ca/dprg/dxprogramhome/_programhome.aspx?did=9810&pageid=41128)
- **Membership feature:** Developed by PDG Jenny Coburn: Go to <http://www.rotary.org/en/Members/Pages/ridefault.aspx>
- **Club Membership Resources:** Download several excellent publications online [http://www.rotary.org/en/MediaAndNews/News/Pages/080711\\_news\\_committeeresources.aspx](http://www.rotary.org/en/MediaAndNews/News/Pages/080711_news_committeeresources.aspx) - this is what's there on Membership, but there are lots of other materials for any club committees.
  - *Club Membership Committee Manual* - A guide to establishing and meeting club membership recruitment and retention goals
  - *Membership Development Resource Guide* - Basic procedures for building club membership and suggestions for recruiting and retaining members. Works in coordination with online companion piece, *Club Assessment Tools*.
  - *How to Propose a New Member* - A brochure outlining the procedure for selecting and electing members. Includes a membership proposal form.
  - *New Member Orientation: A How-to Guide for Clubs* - A guide to creating or updating a new member education program
- Current and back copies of the **Rotary Regional Membership Newsletters**, loaded with excellent tips and advice, can be downloaded from <http://www.membership.rotary.org.au/newsletters.php>
- **Rotary Pen** – online international publication: Contact International Fellowship of Rotary Editors and Publishers on <http://www.rotary9790.org.au/4a/bulletin/ftp/REPS509.pdf> . Purpose of this Fellowship is to provide easy method to contribute, distribute, and search for ideas and information for bulletin editors; encourage more club members to accept the opportunity to be bulletin editor; improve retention of current bulletin editors; and improve club member's knowledge of Rotary.
- **Pull Up Banners (PUBs)** – a great way to get known in the community. Contact [rotary@petersung.com](mailto:rotary@petersung.com) or the RC of Wheelers Hill.
- **RI Website:** [www.rotary.org](http://www.rotary.org)
- **District Website:** [http://www.clubrunner.ca/dprg/DxHome/\\_home.aspx?did=9810](http://www.clubrunner.ca/dprg/DxHome/_home.aspx?did=9810)
- **Other clubs' websites** – these can be found most usually on the District website.
- **Rotary flyers/brochures**
- Appropriate use of **social media** e.g. Facebook, U-tube, Twitter, etc.
- **Club Membership Development ideas:** Go to <http://www.rotary.org/en/Members/RunningAClub/MembershipDevelopment/Pages/ridefault.aspx>
- **Personnel:** Other Club presidents or Past Presidents/experienced Rotarians

#### **Contacts/Reporters from Local Papers in our District (Thanks to Jeff Steel for the list)**

Do bear in mind that reporters move from one local paper to another regularly and at short notice

Bryan Allchin	Leader Lilydale	9735 1088
Allison Bannon	Leader Waverley	9875 8333
Matt Burgess	Leader Bayside	9584 8400
Janet Clarinbold	Studfield Wntrna Comm News	9801 1895
David Crossthaite	Leader Maroondah	9875 8333
Michael Gleeson	Leader Knox	9762 2511
Cameron Lucadou-Wells	Knox Journal	9837 7000
Belinda Mackowski	Leader Manningham	9875 8333
Anya Murray	Leader Bayside	9584 8400
Shannon Nagyivan	Leader Knox	9762 2511
Elaine Phelan	Leader Lilydale	9735 1088
Marnie Reid	Leader Knox	9762 2511
Peter Simcock	Fairfax Community Nwsprs	9238 7777 (Managing Editor)
David Stockman	Leader Whitehorse	9875 8333
Winston Tan	Knox Journal	9837 7000
Kathy Withiel	Leader Knox	9762 2511

**This complete list of Resources will be posted on our District 9810 website.**

Please **as you become aware of other useful resources to Build Up Your Club, email them to** [geoffhaw@sagacityservices.com.au](mailto:geoffhaw@sagacityservices.com.au) or [jsteel@bigpond.net.au](mailto:jsteel@bigpond.net.au)

Thank you for your contribution to Rotary.

**Geoff Haw, Chair, Rotary District 9810 Marketing and Membership Committee – Nov 2009**