

Rotary



Cadre Membership News

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Rotary Rocking Membership in District Cadre Sessions

by Lisa Faith Massey, Assistant Rotary Coordinator, Membership Cadre Specialist

During this Rotary Year Zones 27 & 21b are offering FREE Membership Cadre Specialist Sessions! Recently I had the pleasure of holding successful sessions in two Districts.

In October D5930 held a Rocking Rotary Membership Session in Harlingen Texas targeting the southern half of the District. We had thirty-two participants with a wide range of Rotary experience. Many of these Rotarians had been in Rotary for less than five years while others were seasoned Rotarians looking for a way to evolve their own Rotary Clubs to maintain relevancy within their communities. The new Rotarians were able to work with long-term members in small interactive groups on situational problems that allowed them to develop plans and solutions with one another. In a group of this size you can only imagine the energy and the ideas every one of these Rotarians put forth. We all learned from one another about how to view the relationship between Membership, Foundation, Service, and Public Relations and at the end of the Session all of the Rotarians had a new view on membership growth and retention.

On November 12th we held a cadre session in Torrington, Wyoming for D5440. There were Rotarians from Northern Colorado, Nebraska, and Wyoming. We had seventeen Rotarians join us for half a day to work on how to grow and retain membership in this vast District. While there were several long time Rotarians we did also have some new members as well as a satellite group member in attendance. We had the same small interactive groups as D5930 but we were able to focus more on real Rotary situations occurring in their clubs. We discovered that one club has an incredible presence at the State Fair with over 10,000 people walking through the club's food restaurant. The idea that came from the entire group was about using the platform to promote not only the individual club's good deeds but, Wyoming Rotary as a whole with signage and information that could be given out to interested people.

A cadre session in your District will not only teach your members about growing and retaining membership it just may reveal a gem in the rough as it did in D5440. I believe both D5440 and D5930 felt the cadre session was fun,

interactive, and impactful. So much so that both Districts have scheduled another Cadre session to occur within the next two months. A Cadre session will make a difference in your membership; and remember the session is open to all Rotarians because Rotary membership is not just a District Membership Chair or District Leadership challenge it is each and every Rotarians' challenge to see Rotary flourish for years to come.

"Lisa Faith (Membership Cadre Specialist) did a great job last Saturday, November 12th. Such good job that we are planing a "Membership Summit" on Jan. 28, 2017, in Cheyenne, WY. We are hoping to have about 60 there."

Nancy Hobbs, Membership Chair, District 5440.



Who do I contact to request a Cadre Specialists?

To schedule a visit contact:

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Reports from Rotary Zone Cadre Meetings in District 5690

On November 10th and 11th, Assistant Rotary Coordinator and Membership Cadre Specialist, Bob Dill travelled with Membership Development Project Lead, Glenda Thomas to District 5690 for Membership Training meetings in Liberal and Wichita, KS. Following are comments and photographs from those meetings.

“Yesterday I had the privilege to attend a Rotary Zone Cadre meeting for District 5690. My hat is off to Glenda Thomas and Bob Dill for bringing this wealth of information to Rotarians in S.W. Kansas. No one had to travel a great distance to get to the meeting, which is a huge benefit for those of us in this corner of the state. The meeting was focused all on membership in

Rotary. This format was great, small groups that allowed us to have great interaction with each other and we were able to get our questions answered. It sent us all home with focused direction to help guide our Clubs goal making process more successful. There is so much more involved in growing membership.... it's easy to ask someone to join you for a lunch meeting, but there are key components that have to be done to get that person to join and be active in our clubs. Thanks again!” –

Mike Brack, Assistant District Governor

“I cannot thank you enough for the training. It was so important in our District to have the two locations. We had over half of our Clubs participate in the training. You stimulated some

great ideas. We will make follow up calls with those who attended and as importantly, with those Clubs that did not participate to encourage membership and the related trilogy of efforts. With your travel, that was three hard days of work. I know two of the Clubs have had some recent successes in membership and the Lions’ Club in Liberal is about to fold which may result in some additional members for their Club. Thanks so much!”-

Martin Bauer, Membership Chair

“I would also like to echo my thanks to both of you and Martin. I heard lots of great comments from those in attendance.”-

Dean Kennedy, District Governor



Rotarians in Liberal, KS celebrate the completion of the Membership Training evaluation survey.



Rotarians gather for training in Wichita, KS

DRIVE



by *Sherri Muniz*

Rotary Coordinator

Zone 21b

I just finished rereading Daniel Peak’s Drive. This time I read it with new eyes . . .

I found something in it that resonated as together we work to strengthen Rotary membership . . .”Drive”

“Drive”, Peak claims, has replaced the model of external motivation – follow the rules and get a reward... ”drive” is intrinsic not external.

Peak lists three factors that increase performance and satisfaction: autonomy, mastery, and purpose.

- **Autonomy** — Our desire to be self directed, engagement over

compliance.

- **Mastery** — The urge to get better skills.
- **Purpose** — The desire to do something that has meaning and is important.

So what does this have to do with our Rotary clubs and the Cadre of Membership Specialists?

“Drive” for Rotarians means the opportunity to explore . . .to learn. to master. . and our Cadre Specialists add a unique opportunity for Rotarians throughout our region to add to their skills and learn more about Rotary! As our Cadre of Membership Specialists visits groups of clubs in our 22 Rotary districts, they provide yet another way for Rotarians to hone their skills – to explore how their own Rotary story can help increase engagement of others in the meaningful, important projects each

club undertakes; to understand how the trilogy of service projects and our Rotary Foundation along with public image and membership helps us get more accomplished; to learn from other Rotarians as they exchange ideas and share solutions to challenges.

Our Cadre is ready and willing to share the Membership Matters experience with you – a cadre event for a group of clubs or an entire district will help increase performance and satisfaction for all who attend.

Rereading Peak’s book reminded me of one simple truth: “humans have a drive to learn, to create, and to better the world.” I believe that is why we all have chosen to become Rotarians . . and I am sure that providing the Membership Matters workshop to Rotarians throughout our region will help our members rev up their “drive”!

The Cadre Fans the Flames of Membership in Harlingen

by *Luis Cavazos, Lt. Governor of Membership, District 5930*

For the first time, we hosted an incredibly successful Cadre Membership Training in District 5930 on Saturday October 15, 2016 in Harlingen Texas. District Governor Debbie High and I did not know what to expect and we were very excited to find out about the much talked about Cadre Training. Cadre Specialist Lisa Faith Massey delivered an incredibly passionate and powerful presentation. It was interactive and by the time we finished we had most of the answers on what we each wanted to take back to our clubs to implement immediately. In addition to being informative and enlightening, it gave us a boost and the motivation needed to keep us working at growing, engaging, and retaining our membership through our recommended best practices “tool-kit,” Ignite.

We were able to attract a mixed group of Rotarians to the event. Represented

were all age groups, genders, club and district leadership, and a variety of clubs. We succeeded in doing this the old fashioned way. We promoted, promoted and promoted some more. Our AG’s and area Membership Coordinators were selling the event to their respective clubs. We posted the event on social media, our district website and newsletter. Our District IT guru, Nancy Paulson sent out multiple and strategically staggered emails to our district leadership, Presidents, and membership chairs. The registration process was designed for me to receive emails as Rotarians were registering to the event so that I would know that our registration was successful. We offered the seminar free of charge, with breakfast included, from 8:30am to 1:00pm.

We had very positive feedback from our first seminar and I quote “that’s the best membership training we’ve had.”

It was really helpful to have a “new face” (someone outside of our District) to deliver a very similar message to what we have been providing.

We are in the process of planning another Cadre event in the Laredo, Texas area in January or February and the next in the Corpus Christi area. Our district covers a large land area and we want to give all Rotarians in our district the opportunity to experience the Cadre training. Our district is committed to the Foundation, Public Image and Membership trilogy squad concept. I am confident this training will prove to be very beneficial in our Membership Development strategic plan.

The Membership Cadre Travels to Chamberlain, South Dakota

by Phil Moss, Membership Specialist

Rotarians from 17 clubs in District 5610 gathered together on November 5 to learn and plan for their club's work related to membership and The Rotary Foundation. District 5610 includes all clubs in South Dakota, plus clubs from northwestern Iowa, southwestern Minnesota, and northeastern Nebraska.

"District Governor Ed Jacobson was really good to work with in planning the day's activities," reported Membership Cadre Specialist Phil Moss, who led the membership sessions through the morning. "We were able to work together to craft an agenda that allowed us to fully cover the important parts of the Membership Cadre curriculum, plus have time during the day for some additional membership information, and sessions in the afternoon on The Rotary Foundation. The training that we are able to bring to districts is a great balance – presenting core components that need to be shared with every district and club, but also other sessions that can be included because of their relevance and needs of the district.

District Trainer Nancy Moose also helped in facilitating the small group sessions related to the Membership Trilogy squad, and developing membership plans. Carmen Hansen, the new Membership Chair for the District, also assisted in guiding discussions about the district's (and the clubs') membership history over the past 11 years. Participants were engaged and involved throughout the sessions.

Chamberlain was selected as a good central location for the training, in central South Dakota, nestled on the east side of the Missouri River. Some came in that morning, and many

arrived the night before. It is worth mentioning that rooms in hotels and motels in the area were at a premium – pheasant season had just begun, and the numbers of hunters (and their dogs!) were significant. Most of the state sees a large influx of hunters in late October and November for the pheasant hunting.

District and club leaders present had a good understanding of what some of the challenges to membership growth and retention were, but the day provided opportunities for them to gain new insights and information to help guide their future activities. The information included in the Membership Cadre curriculum, examples and perspectives from fellow Rotarians, and ideas generated through the interactive sessions made the day productive and by all estimates, a success.

"It was great information that was shared with us, and I have no doubt that it got people to go back to their

clubs and take action," reported Joe Mauss, a member of the Downtown Sioux Falls (SD) Rotary Club, who also serves as the District 5610 Foundation Chair.

Governor Ed Jacobson was also pleased with the day. "I was most impressed with the "Trilogy Squad" exercise which involved advocates for membership, foundation and public image. If our clubs planned with each of those priorities represented at the table, a whole lot of good things will happen," said Governor Jacobson. "Too many times we fail to see the potential for membership growth or publicity in club activities we organized for years. And many times, foundation dollars can be attracted or raised if the event is planned by a trilogy squad."

"District 5610 has had several visits from Membership Cadre leaders and all have performed at a very high level. Participants always leave with information and resources they can use to help their clubs," he said.



Phil Moss, Membership Specialist leads Membership meetings in Chamberlain, SD.

Rule of 85 Clarified

During the regularly scheduled Third Tuesday evening Membership Webinar, a question was posed regarding the “rule of 85”.

Julie Aubry, Regional Officer, Membership Development, addressed the question and forwarded the following details from the Rotary Club Constitution.

Article 7—Exceptions to Provisions on Meetings and Attendance

The bylaws may include rules or requirements not in accordance with article 8, section 1; article 12; and article 15, section 4, of this constitution. Such rules or requirements shall supersede the rules or requirements of these sections of this constitution; a club, however, must meet at least twice per month.

Article 12—Attendance

Section 3 — Excused Absences. A

member’s absence shall be excused if

- (a) the absence complies with the conditions and under circumstances approved by the board. The board may excuse a member’s absence for reasons which it considers to be good and sufficient. Such excused absences shall not extend for longer than twelve months. However, if the leave is for a medical reason or after the birth, the adoption, or foster care of a child that extends for more than twelve months such leave may be renewed by the board for a period of time beyond the original twelve months.
- (b) the aggregate of the member’s years of age and years of membership in one or more clubs is 85 years or more, the member has been a member of one or more clubs for at least 20 years, and the member has notified the club secretary in writing of the

member’s desire to be excused from attendance and the board has approved.

Julie is a part of these regular Third Tuesday calls and any Rotarian is welcome to be on these calls.

Please contact one of the Rotary Coordinators if you are interested-- Kelly Atkinson (congresman@comcast.net) or Sherri Munoz (sherri5840@msn.com). If there are any additional questions regarding RI policy or if the Rotarian needs assistance from RI staff in reviewing their updated Rotary Club Constitution and Club Bylaws, they can receive assistance from the RI Club and District Support Staff. Because there are four staff members who represent districts in Zones 21b and 27, I have included the link in which a Rotarian can locate their CDS Representative by district: <https://www.rotary.org/myrotary/en/contact/representatives>

GETTING MEMBERSHIP DOWN TO THE CLUB LEVEL



by Kelly Atkinson
Rotary Coordinator
Zone 27

Everything of importance in Rotary starts with the Rotarian and his or her club! Nowhere is this statement truer than with membership. If membership is going to be turned around in our paired zones it must start and end with clubs. The key tool for the accomplishment of this purpose is the monthly membership data provided by the Zone. These charts track, on a monthly basis, the ebb and flow of club membership. Club membership chairs must be provided monthly data which shows whether their club is growing or

decreasing in membership. To provide district specific data is useful to a governor or the district membership chair but meaningless to a club membership chair. Clubs do not obsess or care for the most part whether the District is growing or decreasing in membership. Clubs worry about what’s happening in their neck of the woods. Only by providing club specific data on a consistent reoccurring basis can membership in the club grow and thus the downturn in membership in the zone be reversed.

Club membership chairs may find this information by going to the following link: <https://www.rotary2127.com/charts/>.

The information is updated monthly around the 12th of the month. Club membership chairs, District membership chairs, club Presidents, and District Governors, may also find other tools that can assist them in growing membership.

Once the club knows where they stand each month, then and only then can a club begin then to develop a plan to grow and retain membership.



Cadre Deployment Visits Nebraska

by Membership Cadre Specialist, Kathie Williams

It was a beautiful summer day in Minden, Nebraska, when I visited District 5630 to present our new Membership Cadre Program. Current District 5630 Membership Chair and Past District Governor, Don Peterson, was on hand to make sure that his Membership Cluster Meeting was organized and ready for our presentation.

The Rotary clubs of Alma, Minden, Holdrege, Hastings (Noon & Sunrise) were all represented when we kicked off the morning at 9am in one of the most beautiful facilities I have ever seen—the Minden Opera House. About 3-5 members from each club were in attendance and ready to share their membership experiences.

Since this was the first presentation of the new curriculum I felt quite a lot of pressure to make sure that everything was done well. But I felt well-prepared thanks to the training we received and the supporting materials that were made available to me, including brochures, handouts and presentation slides.

I loved sharing “My Rotary Story” with the group and hearing each of their own Rotary Stories. The group activities were well received and everyone was very anxious to participate and contribute to the discussions. The morning flew by and over lunch we shared some of the unique challenges in their District and how we could use some of the things we had learned to address them.

Imagine my surprise, though, when I arrived at the section where they were to learn how to sign up for My Rotary and discovered that every single person there was already signed up (thanks to a District Wide push they had done months before). We used the time to explore the site and discover all the wonderful resources available there.

Don said that he felt that the program was well received by his members as “a vital way to strengthen membership through service”... just another testimony to the “Trilogy” approach of uniting Membership, Public Image and the Foundation.

The day ended with a personal tour by Don of the surrounding Nebraska landmarks, including a spectacular American flag erected by Rotary in the community.

Following are comments from Don Peterson, Membership Chair, District 5630 sharing his impressions of the Membership Training Seminar in his District

“Kathie did a great job of engaging those who attended the event along with providing a visual image of what Rotary really is all about outside of weekly club meetings.

She was successful in providing the right amount of instruction to get the class to open up to make it an interactive discussion.

Our successes were:

- Positive feedback from those attending
- The program & Kathie’s ability to get the attendees to speak up about Rotary & their clubs’ issues & strengths
- Getting members outside their own club walls
- Attendees taking ownership of the action plans to help their clubs and our District succeed.

We will be looking at hosting another Cadre event in early February prior to our Pets probably in the western area of our District.



Kathie Williams presents in Minden, Nebraska



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