

# Membership Matters...from Zone 29



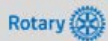
JOINING LEADERS



EXCHANGING IDEAS



TAKING ACTION



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*News from your Zone 29 Rotary Coordinator Team*



## Rotary's People of Action Campaign Launched

Do members of your community know about Rotary? Many have heard of Rotary but few actually know what Rotary clubs do. Learn more at: <https://www.rotary.org/en/help-launch-new-global-ad-campaign-people-action> and put this campaign to work in your community!

## **Success Utilizing Membership Coaches**

*Author: Jim Perri, Membership Chair, District 6400*

*Representing District 6400, we are working on placing and having available a membership coach for every two clubs in the district. The purpose is to stimulate the clubs to action, find out what the clubs do well, and is it being duplicated. Find out where there may be issues, and is the club willing to work with the coach to find solutions? If these issues are occurring in more than one or two clubs, we then can work on some of the possible solutions at the district committee level. There are currently 23 membership coaches. We implemented a Rotary Passport to Fellowship program last year to promote a Rotarian to visit other clubs with a group from their club. This promotes fellowship and helps a Rotary club give its' members a bigger picture of Rotary. It also allows the clubs to build ties that can improve what they are able to do for their communities by working together and be better able to respond in community crisis situations such as Houston is now experiencing.*

*Jim can be contacted at: [jhperr1@gmail.com](mailto:jhperr1@gmail.com).*

**Rotary**



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DIFFERENCE**



***Engaging Alumni*** - Statistics show that our program participants and alumni want to stay connected to Rotary and are interested in membership. Is your district connecting with your alumni? Learn more at: <https://my.rotary.org/en/exchange-ideas/club-connections/alumni>.



## Corporate Memberships Working for Rotary Club of Butler AM, Pennsylvania

We have found that the main selling point is the ability to have up to *three designated company employees* attend meetings and participate in our activities for one membership fee. We developed this since we had talked with some people about joining but they would not commit on an individual basis since their attendance would be sporadic and not worth the cost to them.

The corporate membership enables those people and their representatives to attend meetings and be involved in club activities. The benefits to the club are securing membership we would not have had and having other people whom we might not have gained otherwise. The board voted NOT to have each of those individuals counted as separate club members. The membership is listed as the company name, and EREY is paid in that name. When someone indicates an interest in possibly joining our club, we explain both types of membership. Experience with our first informal corporate entity demonstrated that two company representatives did not consistently attend the same week. Our main concern was the breakfast cost since our dues covers the meal. We arrived at a \$100 application fee (instead of \$50 for individuals) which covers two club shirts, up to three pins and three badges. The company pays for the extra shirt if they have a third person on the membership. The \$200/quarter dues include \$25 for EREY. We require that each designated person complete an application so that each can be included in our club roster. **We have five corporate memberships and are working on another.** Results:

- Three of them have both their representatives regularly attending club meetings and activities.
- One has the second representative attending meetings sporadically due to job responsibilities.
- The fifth has the CEO regularly attending meetings and participating in many activities.
- Two of the above are non-profits, but they have been able to pull in additional resources and volunteers.
- Two businesses are smaller and both the principals in each are involved and donating time and expertise.
- The last is a larger company that has provided financial resources and other donations.

For more information regarding this corporate membership option, please contact Assistant Rotary Coordinator Jim Eberly at [eberly7360@gmail.com](mailto:eberly7360@gmail.com).

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