

# Membership Matters...from Zone 29



JOINING LEADERS



EXCHANGING IDEAS



TAKING ACTION



Volume 2, No. 5

News from your Zone 29 Rotary Coordinator Team

## **This is Your Rotary Club: A New Approach to Keeping Members**

*By: Michael Bucca, Rotary Club of Central Ocean – Toms River, NJ*

So many Rotary membership events focus on engagement and retention. It makes sense. For every member that joins Rotary, it seems there's another member walking out the door. Long term engagement and retention are an important part of successfully growing a club for the simple fact that new membership gains can be quickly wiped out by non-engaged members choosing to leave. The advice being given by membership chairs and leaders is sound: get new members involved right away. Our club has taken this one step further by explaining something important to our new members:

### **This is your Rotary club!**

A Rotary club is chartered by Rotary International, but who ultimately operates it? The membership does! All Rotarians pay the dues that allow the club to function, attend the meetings, and perform the work needed. In a sense, members are partial owners of the club in the way shareholders are of corporations. Rotary club membership can be just like a stock, except the dividends are derived from the active participation of the member. So now that a new member has joined, how do you help them cash in on their Rotary dividends? They must be given a role that they can take ownership of. Most members of Central Ocean Rotary have a purpose. Many have found their niche that suits their own interests. For example, some are dedicated to an operational function of the club, while others work almost exclusively on community or international service projects.

### **BYOP**

The best method for implementing this is letting a new member commission a service project or fundraiser for your club. This BYOP (bring your own project) approach gives the new member immediate ownership of something important. Your service projects and fundraising committees may have a few ideas for this new member, or simply let the person bring a project to the table. With this method, our club was able to complete nine service projects just in the first half of this Rotary year. However, if a new member feels they are not ready for this level of responsibility and would rather sit back and observe, you can find another area of the club that they can contribute to and get their feet wet. Let the new member serve as club greeter or guest sergeant at arms to get them involved at a lower level of responsibility and work their way up via a committee or through mentoring. Don't let your new members slip through the cracks. If you show them that the club belongs to every member, they will stick around for many years to collect dividends of fulfillment that Rotary service can provide!

Rotary



ROTARY:  
MAKING A  
DIFFERENCE

## Our New Rotary Vision Statement

Rotary's strategic plan provides the framework for our future, ensuring that we continue to be known as a respected, dynamic organization that advances communities worldwide. The strategic plan evolves with the aspirations of Rotarians. It is shaped by regular input from members through surveys, focus groups, committees, and meetings, so it can continue to help us achieve our goals. Rotary's Board of Directors and Trustees have approved a new vision statement for our organization:

***"Together, we see a world where people unite and take action to create lasting change — across the globe, in our communities, and in ourselves."***

The new vision statement helps us set a future course so that Rotary can thrive in the years ahead. It reflects the impact Rotary aspires to have on the world and our members.



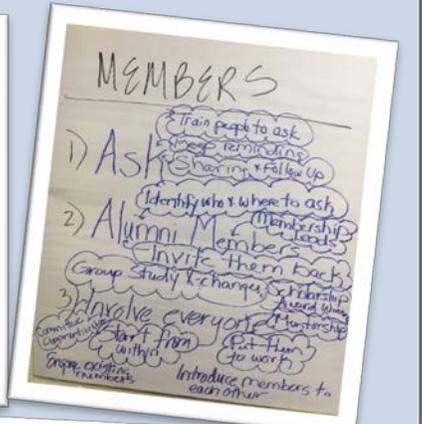
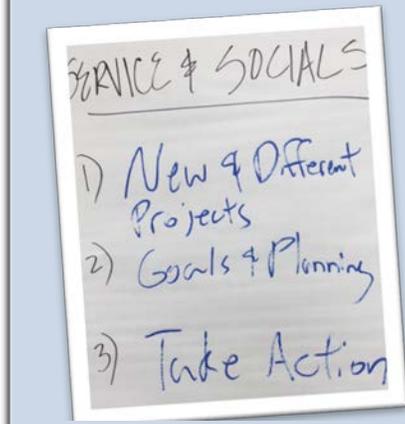
## Regional Membership Seminar a Success!

The first Regional Membership Seminar in Zone 29 took place on Saturday, January 27 in Lansing, Michigan for leaders from Districts 6290, 6310, 6360, 6380 and 6400. Many thanks to the 50+ attendees for your active engagement and participation in the sessions. Facilitated discussions included:

- Is your Club Healthy
- Practicing Flexibility and Innovation
- Strategies for Attracting New Members
- Managing Membership Leads
- Building a Diverse Club
- Kick-start your New Member Orientation
- Best Practices for Engaging Members
- Your Membership Plan

Many thanks to Assistant Rotary Coordinator Cheryl Peterson and Regional Membership Officer Haris Sofradzija for organization and facilitation of the seminar.

Participants were active in discussions and idea exchange of best practices for attracting members, engaging members, alumni involvement, flexibility, effectively managing membership leads, utilizing district membership "coaches" and practicing the "ask" to bring in new members.



### Zone 29 Rotary Coordinator Team

Cheryl Peterson – [cheryl.rotary@gmail.com](mailto:cheryl.rotary@gmail.com)

Rex Engle – [rxdg1415@gmail.com](mailto:rxdg1415@gmail.com)

Jim Eberly – [eberly7360@gmail.com](mailto:eberly7360@gmail.com)

Bill Gormont – [bill@empiremagic.com](mailto:bill@empiremagic.com)

Chris Etienne – [cetienne@bayharbor.com](mailto:cetienne@bayharbor.com)



[www.rotary.org](http://www.rotary.org)