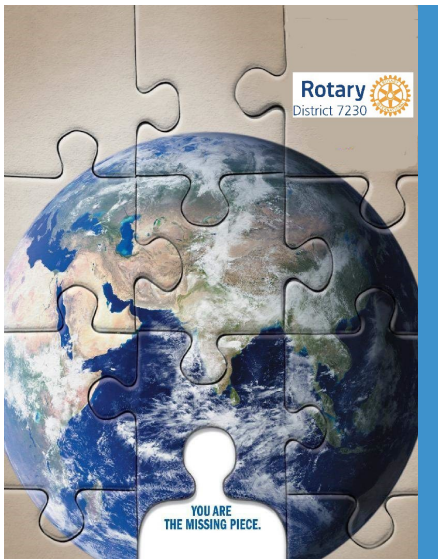


MEMBERSHIP NEWSLETTER

LET US GROW ROTARY TOGETHER



**Rotarians Make the World Better,
One Community at a Time.**

Rotary



TRENDS

MEMBERSHIP GROWTH CONTINUES

Our growth in membership continued through October with the addition of new members in the Chinatown, Yonkers-East Yonkers, New Rochelle Clubs. The Yonkers Club inducted 7 new members and Chinatown inducted 6.

ROTARY HISTORY

THE ROTARY FLAG

The official Rotary flag was formally adopted by Rotary at the Convention in Dallas, TX in 1929. The first Rotary flag was flown in Kansas City Missouri, in 1915. In 1922 a small Rotary flag was carried to the South Pole by Admiral Richard Byrd, a member of the Winchester, Virginia Rotary

TOOLS

SET 3-YEAR GOALS

Rotary Club Central's Goal Center has been revamped. Goals are now divided into the 4 pillars of the Action Plan and Clubs are encouraged to set 3-year rolling goals. And now Rotaract Clubs can access the Goal Center and set their Club Goals too.



NEW CLUB IN THE OFFING

An application for a new Rotary Club in D7230 has been submitted to RI for approval. This will be our 12th new club since 2019. An organizational meeting of the proposed new Club took place with DMC Mahbub Ahmad and New Club Advocate Bina Ahmad

7 New Members Inducted into Yonkers-East Yonkers, 6 into Chinatown

October was a record-setting month for new members in our existing Clubs. Leading the pack, the Yonkers-East Yonkers Club inducted seven new members with two more in the pipeline. Not to be undone - the Chinatown Club added six new members on their Charter Night celebration event.

The New York Club increased its membership roll by three new additions, while the New Rochelle Club, Pembroke (Bermuda) Club, and Heritage Club each brought in two new Rotarians.

A hearty welcome to all new Rotarians. The District will shortly be organizing a New Member Orientation session in-person and via Zoom to welcome the new members and to provide them with membership resources, so they can be engaged in Rotary and find their membership satisfying and enjoyable.

Keep an eye out for dates and times.



New members of the Yonkers Club

Chinatown



Chinatown Club inducted 6 new members

FINDING PEOPLE TO INVITE: A PROSPECTIVE MEMBER EXERCISE



HOW DO WE FIND PROSPECTIVE MEMBERS?

You can find new members by asking people you know, following up on your club's online membership leads, identifying who's missing from your club, cultivating new relationships, and leveraging social media.

GET THE BOOKLET: <https://tinyurl.com/D7230NewMembers> or scan the QR code

20 WAYS TO BOOST YOUR MEMBERSHIP

In the two previous newsletters, we discussed the constant challenge of growing our Club membership. We brought you 9 ways to boost your membership. Even if your club is active and successful, some members will leave due to job transfers, career changes, or for a variety of other reasons. That is why every club must be continually on the lookout for prospective new members. Here are the next 4 simple, proven methods for boosting your club's membership

10. Increase your circulation

Does your club send a bulletin to members before every meeting? Why not increase its circulation? Send copies to prospective members, to media professionals, and to former members. Add a personal note on each, inviting the recipient to attend the next meeting.

11. Recognize recruiters

When a member successfully recruits a member, publicly thank and recognize him or her for a job well done. Do something special to show that member (and everyone else) just how important it is to bring in new members. You could ask both the recruiter and new member to sit at the head table, send a handwritten thank you card to their home, and recognize their work in the club newsletter.

12. Roll out the welcome mat

Whenever guests come to a meeting, make them feel right at home. Encourage your members to introduce themselves and talk up the club. Many clubs assign one or two longtime members to accompany the prospect and make sure he or she gets a good introduction to your Rotary Club. First impressions are important.

13. Use Rotary business cards

How many times a week do you hand out business cards? Hand out a Rotary card at the same time. Every time you hand out a card, you'll be introducing another person to Rotary. Include an invitation to attend your club on the back of the card with details of when and where your club meets.