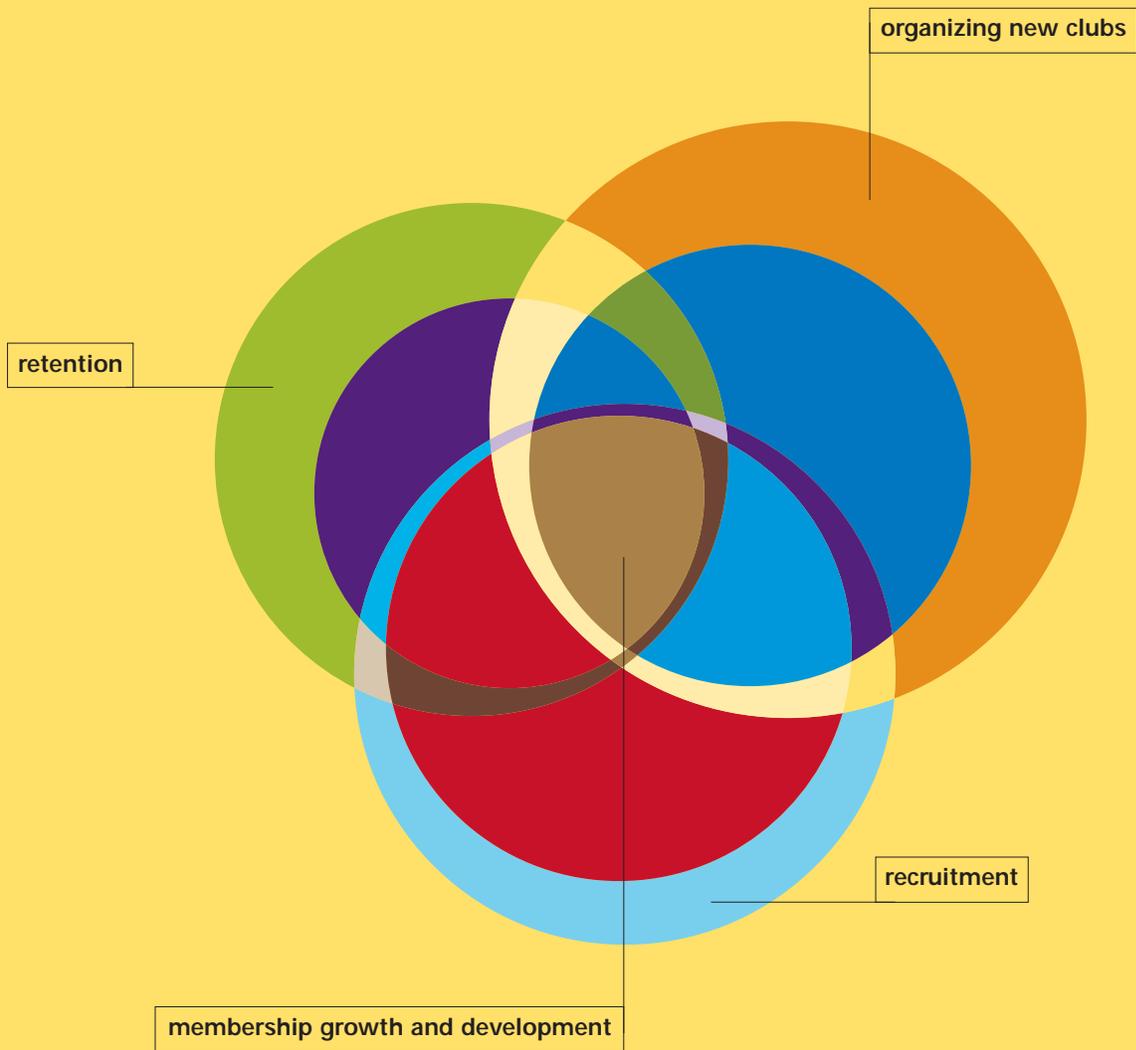


Membership Development



Rotary International®



Membership Growth and Development

Imagine if your club were to lose 10 percent of its members. How would that affect your service program? What projects might not get finished? Which ones might never have been started?

Now consider what your club could accomplish with 10 percent or 5 percent or even 2 percent more members. Think about the professional expertise you could add to your club's overall profile simply by making sure your classification system incorporated all business and professional interests within your community and that all open classifications were filled. Think about the new ideas and new club service projects that could be initiated. Think about the additional people to take on leadership and committee roles.

Every new Rotarian brings a range of personal and professional resources and knowledge that can greatly strengthen your club's ability to serve throughout the community and the world. The continuation of Rotary International and its local clubs depends on continued membership growth and development efforts. Membership provides continued support for the many programs of The Rotary Foundation. Membership is our primary resource and what builds and maintains strong and healthy clubs.

What comprises membership growth and development?

The three elements of membership growth are:

- ▶ The retention of existing members
- ▶ The proposal of new members
- ▶ The organization of new clubs

These three elements are equally important, as illustrated by this simple membership equation:

$$\begin{array}{l} \textit{Retaining Members} \\ + \textit{Proposing New Members} \\ + \textit{Organizing New Clubs} \\ \hline = \textit{Membership Growth} \end{array}$$

Each element is essential to overall membership efforts and needs to be emphasized at both the club and district level.

Considerations for Retention

How informative and lively are your club's weekly programs?

Are your weekly club meetings held in a comfortable and attractive venue?

How relevant is your club to its members' interests and the community?

How relevant and effective are your club service projects to the community?

Does your club respect its members' time and keep to its meeting schedule?

Does your club personally contact members who miss meetings?

Is your community aware of your club and its accomplishments?

How connected are your members to the club and to one another?

Do your members have adequate opportunities to get to know one another?

Are your members aware of their responsibilities to the club and to Rotary International?

How active are your members on service projects, committees, and club operations?

How informed are your members of Rotary's work at the community, district, and international levels?

How effectively and frequently do you communicate to your club members?

Are you aware of why members are leaving your club?

Do your members make efforts to include new members in all activities?

Does your club have ongoing new-member orientation and continuing education programs?

Considerations for Proposing New Members

Are the business and professional interests of your community adequately represented in your club?

Do you conduct a classification survey annually?

Is your community aware of your club and its accomplishments?

Do your members appreciate the importance of membership for supporting the goals of The Rotary Foundation?

Is your community aware of opportunities for global friendships and service through RI and Foundation programs?

Are your members communicating the efforts of your club to their friends and business associates?

Do your members feel comfortable about bringing guests to club meetings?

Are your weekly club meetings held in a comfortable and attractive venue?

Are your members open to bringing in new members?

Does your club have an ongoing and effective new-member induction program and ceremony?

How effectively do you communicate your club's programs and projects to prospective members?

How attractive and effective are the materials and tools you distribute to prospective members?

If you were a prospective member, would you be interested in joining your club?

Does your club adequately represent the diversity of the population?

Considerations for Organizing New Clubs

Is there a community that could support a Rotary club that is not represented by Rotary?

Are there enough clubs in the community to represent the total population?

Are there clubs in a community to accommodate varying schedules?

Do you have strong support for a new club and enough charter members?

Do you have a strong sponsoring club for a new club?

Is there adequate financial and administrative support for a new club?

Will the charter members have the ability and capacity to effectively operate a new club?

The process of organizing new clubs is the sole responsibility of the district governor. Appropriate guides, forms, and organizing materials can be obtained through RI World Headquarters and the Web site (www.rotary.org).

These are just a few suggestions and ideas to consider in reviewing and planning for your club or district membership growth and development program during the year. Please access the many materials and tools that are listed in the *Catalog* and available to you through RI World Headquarters and the Web site (www.rotary.org).

2003-04 Membership Development Recognition Programs

Members are Rotary's essential resource. To maximize Rotary's humanitarian efforts throughout the world, it is important for clubs to retain current members while continuing to identify qualified new members. Thus, there are several recognition programs geared toward supporting the underlying functions of membership growth and development: retention, recruitment, and the organization of new clubs.

Rotary International Membership Development and Extension Award Program

Realizing that the continued growth and revitalization of Rotary's membership is essential to the future of the organization, in June 1997 the RI Board of Directors established an annual, standardized program of recognition for membership development and extension. The program is titled the Rotary International Membership Development and Extension Award. It was initiated on 1 July 1998.

The award program recognizes clubs for three fundamental aspects of membership: membership growth in existing clubs, retention of current club members, and the organization of new clubs. Districts that meet or exceed their membership goal also receive recognition.

The Rotary International Membership Development and Extension Award is a district-level award program that focuses on the primary aspects of membership development. Clubs compete with clubs in their own district for the award. Competition is equalized in that all clubs share the same economic and social conditions affecting membership.

The Rotary International Membership Development and Extension Award allows governors to identify a winning club in the following categories.

- ▶ Highest growth rate
- ▶ Inducting the most new members
- ▶ Highest retention rate
- ▶ Sponsoring a new Rotary club

A district is also recognized for achieving its established membership goal.

The time frame for this program is 1 July 2003–15 May 2004. Recognition certificates are signed by the RI president and awarded to clubs and districts.

Recognition of Membership Development Initiatives

To remain viable and relevant it is essential that clubs remain focused and continually work toward and address the various elements supporting membership. New ideas and approaches, programs, and tools are imperative for building and maintaining membership, and for securing the long-term health of the association. To foster and encourage a spirit of creativity, one club from each district will be recognized for the development and implementation of an innovative program, strategy, or tool that has a positive impact on membership in their area.

The innovative approach will focus on one of the three primary foundations of membership: retention, recruitment of qualified new members, or organizing new Rotary clubs.

Clubs in each district are invited to submit their entry (a maximum of two pages in length) to their district governor no later than 1 April 2004. Governors will submit one innovative approach from their district to RI by 15 April 2004. Certificates will be awarded to the club and clubs will be highlighted at the 2004 Rotary International Convention in Osaka as well as in Rotary's various communication tools.

Retention Recognition Program

Retention is a critical factor in RI's membership efforts. To encourage, enhance, and improve retention, a two-year recognition award was initiated in 2002-03. Recipients will meet established criteria spanning two consecutive years: 2002-03 and 2003-04. Five winning districts, as well as one club within each winning district, will be recognized with a monetary award of US\$1,000 to be used toward completion of a community or international service project. Specific criteria can be obtained from the retention recognition program brochure.

The time frame for this program is 1 July 2002–1 April 2004.

Presidential Citation

The Presidential Citation for 2003-04 supports membership growth, retention, and the organization of new clubs. Suggested criteria include: achieving 3 percent net growth; developing a retention plan to slow attrition to less than 3 percent; fostering diversity; conducting a membership seminar at the club level; conducting projects within each of the four Avenues of Service according to the size of the club; and increasing local media coverage and public relations efforts. Activities supporting the Family of Rotary concept are encouraged. This concept promotes retention and encourages clubs to continually communicate with and involve all Rotarian family members in programs and projects.

Criteria must be completed by 1 April and forms submitted to RI by 15 April 2004.

NOTE: For specific criteria and details related to each of these programs, please consult the individual brochures (see the resource list at the end of this booklet).

Rotary International Membership Coordinators

The purpose of the Rotary International Membership Coordinator program is to provide a viable, long-term, strategic approach to promoting membership development by establishing a network of well trained Rotarians — knowledgeable about membership development strategies and techniques — to support districts and clubs in achieving membership growth. Section 26.060.1, Rotary Code of Policies

General Description of Duties

There are two levels of volunteers within the network: Rotary International Membership Coordinators (RIMCs) and Rotary International Membership Zone Coordinators (RIMZCs).

These dedicated volunteers are knowledgeable about membership development strategies and techniques as well as specific RI programs related to membership growth and development. RIMCs and RIMZCs serve as key volunteer resources on membership development issues for Rotary districts and clubs. They are available to assist district and club leadership in a variety of capacities.

Roles and Responsibilities

- ▶ Plan, market, and conduct annual zone-level membership development and retention seminars
- ▶ Assist district and club leadership in identifying and developing membership growth and development plans, goals, and strategies for respective geographic areas
- ▶ Assist the district governor in identifying potential areas, opportunities, and strategies for organizing new clubs
- ▶ Identify appropriate regional tools to be used in membership development efforts
- ▶ Educate districts and clubs about RI's membership growth and development programs

- ▶ When requested, appear as guest speakers, presenters, or trainers at:
 - ▶ Presidents-elect Training Seminar (PETS)
 - ▶ Governors-elect Training Seminar (GETS)
 - ▶ International Institute
 - ▶ District assembly
 - ▶ District conference
 - ▶ District membership development seminar
 - ▶ Club meetings

How to Locate Your Area's RIMC or RIMZC

You may locate your membership or zone coordinator from your district membership chair, on the Membership Development section of RI's Web site, or in the *Official Directory*.

Why Join Your Local Rotary Club?

The Opportunity to Serve

Rotarians provide service at both the community and international levels. Service programs address health-care needs, hunger and poverty, illiteracy, disaster relief, and environmental cleanups, to name a few. Members experience the fulfillment that comes from giving back to the community.

Professional Networking

A founding principle of Rotary was to provide a forum for professional and business leaders. Members are leaders in business, industry, the professions, the arts, government, sports, the military, and religion. They make decisions and influence policy. Rotary is the oldest, most prestigious service-club organization in the world.

Personal Growth and Development

Membership in Rotary ensures continuing personal and professional development. Leadership, public speaking and communication, organization and planning, team-building, fundraising, and teaching are just a sampling of the skills that can be exercised and enhanced through Rotary.

Friendship

Fellowship was a primary reason Rotary was started in 1905, and it remains a major attraction. Today, with more than 30,000 Rotary clubs in over 160 countries, Rotarians have friends wherever they go. Rotary helps to build community as well as enduring friendships.

Cultural Diversity

Rotary International is an association of local clubs in many countries. Clubs are open to members of every ethnic group, political persuasion, language, and religious belief. Rotary clubs contain a cross-section of the world's leaders. They practice and promote tolerance.

Good Citizenship

Membership in Rotary makes one a better citizen. Weekly Rotary club programs keep members informed about what is taking place in the community, nation, and world. Rotary's expansive network of clubs and programs provides extensive opportunities for service and interchange.

World Understanding

Rotary members gain an understanding of humanitarian issues and have a significant impact on them through international service projects and exchange programs of RI and its Foundation. The promotion of peace is one of Rotary's highest objectives.

Entertainment

Every Rotary club and district hosts parties and activities that offer diversion from one's personal and business life. Conferences, conventions, assemblies, and social events provide entertainment as well as Rotary information, education, and service.

Family Foundations

Rotary sponsors some of the world's largest youth exchange and educational exchange and scholarship programs. Rotary clubs provide innovative training opportunities and mentoring for future leaders. They involve family members in a wide range of social and service activities.

Ethical Environment

Rotarians practice a 4-Way Test that measures words and actions by their truthfulness, fairness, goodwill, and benefit to all. Encouraging high ethical standards in one's profession and respect for all worthy vocations has been a hallmark of Rotary from its earliest days.



Invest in your community and watch the dividends grow



Rotary International

A global network of community volunteers

www.rotary.org

To volunteer in your area or for more information contact your local club.

Public awareness of Rotary supports and enhances membership growth and development. This public service announcement is just one example of a tool that can be used at the club and district level to promote public awareness of Rotary.

How to Use this Public Service Announcement

Print public service announcements (PSAs) like this one are available on compact disc for use in newspapers and other print media. These materials can be ordered through the Online Publications Catalog (www.rotary.org); from the Publications Order Services Section by e-mail: pbos@rotaryintl.org, telephone: (847) 866-4600, or fax: (847) 866-3276; or from RI international offices.

Each PSA is provided in both color and black-and-white versions, in vertical and horizontal orientations. This tool enables the user to create publicity pieces in any size and is compatible with both Macintosh and IBM computers. Each PSA can be personalized with local club or district information.

A few suggested uses are:

- ▶ Magazines/newspapers
 - ▶ Community directories
 - ▶ Program booklets
 - ▶ District newsletters/directories
 - ▶ Public displays/posters/banners
 - ▶ Web sites
 - ▶ Billboards
 - ▶ Air/rail terminals
- ▶ Rotary International Print Public Service Announcements. 345-EN
Three PSAs that focus on promoting membership in Rotary. (EN, PO, SP)
 - ▶ The Rotary Foundation Print Public Service Announcements. 335-EN
Six PSAs that highlight various activities of The Rotary Foundation. (EN, FR, JA, KO, PO, SP)

Online Public Relations Resources

The RI Web site offers electronic versions of all public relations tools. In the Effective Public Relations section of the Web site (www.rotary.org/membership/prtools), you will find "how-to" instructions to assist clubs and districts in their promotion of Rotary activities, projects, and programs. The site also offers guidance on writing press releases, placing advertisements and PSAs, and developing effective media relations. You can also register your e-mail address to receive PR Tips, a twice-monthly e-mail newsletter filled with ideas and opportunities to publicize your club projects. To register, click on Register near the Tip! box in the Effective Public Relations section of the RI Web site.

Please see the PR Toolbox, which contains sample news releases and many other helpful items for download.

2003-04 RI Membership Development Publications Resource List

Many RI publications and videos directed toward membership development are listed below. Those with an asterisk are sent to district membership chairs each year as a part of the district membership development kit. With the exception of Strategies for Member Education, all items may be ordered through the Online Publications Catalog (www.rotary.org); from the Publications Order Services Section [e-mail: pbos@rotaryintl.org; telephone: (847) 866-4600; fax: (847) 866-3276]; or from RI international offices.

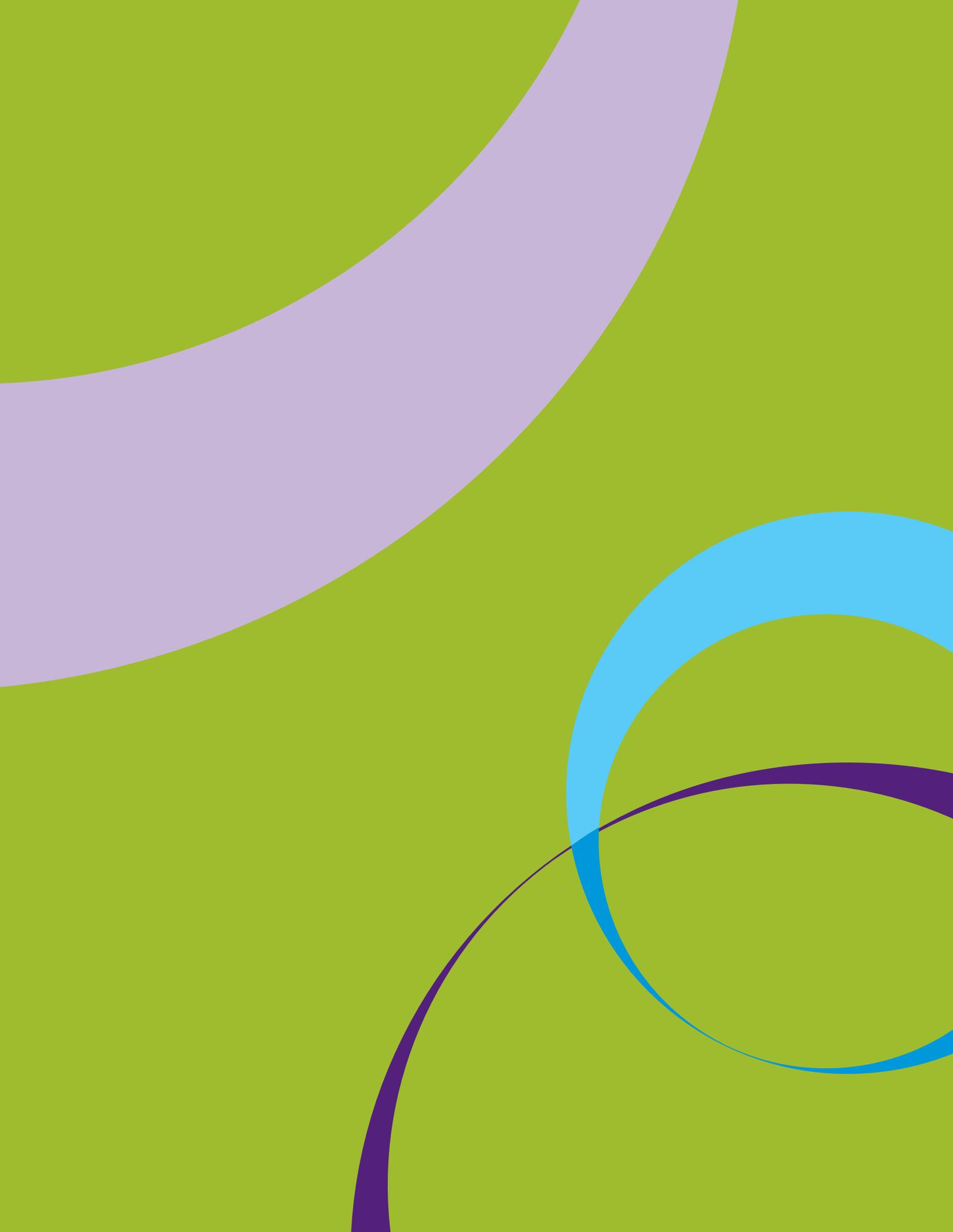
Note: Coming in 2003 will be another valuable resource: a new publication focusing on new-member orientation.

TITLE	DESCRIPTION	CATALOG NUMBER	AVAILABLE ON THE WEB
ABCs of Rotary, The*	A compact guide through Rotary's history, customs, and traditions originating from a compilation of short articles first written by RI President Cliff Dochterman (1992-93).	363	No
Getting Started in Rotary*	Guide to sponsor's responsibilities and brief information for new Rotarians.	333	Yes
History of Rotary	A new seven-minute video that summarizes the last 97 years of Rotary history.	921	No
How to Propose a New Member*	Brochure includes the basic procedure for election of a new member. <i>(Includes one copy of the Membership Proposal Form)</i>	254	Yes
Membership Development 2003-04*	A booklet featuring information on a variety of membership development ideas, tools, and suggestions for use by clubs.	916-03	Yes, partly
Membership Development Resource Guide*	A booklet that outlines basic procedures for building club membership through retention and recruitment. Offers ideas and resources for effective club membership development strategies, hints on how to recruit and retain members, ways to "sell" Rotary, and ideas for effective new-member orientation and induction.	417	Yes
Membership Identification Card	Provided to the Rotarian by the club secretary to verify membership. Vendor contact information available on the Membership section of the RI Web site.	N/A	No
Organizing New Clubs Guide*	This publication outlines the procedures for the organization of a new club. Includes required forms and suggestions for ensuring the effectiveness and longevity of the new club.	808	Yes
Presidential Citation Brochure 2003-04	Leaflet that outlines the 2003-04 Presidential Citation program.	900IA-03	Yes
Presidential Citation Certification Form 2003-04		900IB-03	Yes
Retention Recognition Program	A brochure outlining this recognition program for clubs and districts during 2002-04.	773	Yes
RI Catalog	A list of RI publications, audiovisual tools, books and periodicals, forms, and supplies. Web version available at www.rotary.org . Printed 2003 edition available in June 2003.	019	Yes
RI Membership Development and Extension Award*	Brochure outlining this annual certificate award program for clubs and districts.	901	Yes
Rotary Basics	This overview first appeared as an insert in the August 2002 issue of THE ROTARIAN. It is an excellent orientation tool as well as a refresher course on Rotary International and Rotary Foundation information.	595	No

TITLE	DESCRIPTION	CATALOG NUMBER	AVAILABLE ON THE WEB
Rotary Fact Pack	A package of fact sheets on various aspects of Rotary, updated quarterly. Regional fact packs are also available upon request.	267	Yes
Rotary Foundation Annual Report, 2001-02	The illustrated report on the Foundation's programs and audited finances.	187B	Yes
Rotary International Annual Report, 2001-02	Illustrated highlights of the Rotary year, plus audited finances.	187A	Yes
Rotary in an Hour	A 60-minute audiotape of Rotary information presented by professional narrators. Useful in orientation, assimilation, and motivation of new members. Designed for playback at home, in the office, or in the car.	512	No
Rotary in Your Community	A 30-minute video providing a comprehensive overview of Rotary club service and members. Excellent for use as prepackaged programming for local cable access stations.	332	No
Rotary News Basket	A weekly four-page report of Rotary news and short features (yearly subscription).	546	Yes
Rotary World	Eight-page, tabloid-size newspaper published five times a year (yearly subscription). Available via the Circulation Department at RI World Headquarters: telephone: (847) 866-3171; e-mail: data@rotaryintl.org.	050	Yes
Rotary: Your Choice for Change	Designed specifically for North Americans, this video targets prospective Rotarians within the 35- to 45-year age range by highlighting dynamic clubs and their community service projects.	919	No
Strategies for Member Education	Concise recommended guidelines for providing appropriate information about Rotary to prospective, new, and current members.	N/A	Yes; Download-only item
Take a Look at Rotary	Designed specifically for prospective Rotarians in North America, the video provides an informative introduction to the many aspects of club membership.	867	No
This Is Rotary	A video that provides a comprehensive overview of Rotary, its goals and service programs, the four Avenues of Service, and the diverse service projects sponsored by Rotary clubs and The Rotary Foundation. (DVD - 449V - English only)	449, 449V	No, No
This Is Rotary*	Brochure providing an overview of Rotary for prospective Rotarians and the public.	001	Yes
What's Rotary*	Handy, wallet-size card answering frequently asked questions about the organization and scope of Rotary. Popular as a handout to non-Rotarians.	419	No

Look under Membership on RI's Web site (www.rotary.org) for information for prospective and new members and organizing new clubs, plus current global membership statistics, membership success ideas submitted by clubs and districts worldwide, and a wealth of other membership ideas and resources for clubs and districts.





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