

## The Membership Minute – Vol. 3, Ed. 6

### Prospective and new member kits now available

Is your club looking for prepackaged information to give to prospective or new members? The *RI Catalog* now offers two new kits that can help.

The [Prospective Member Information Kit](#) (423-ENB) provides a general overview of Rotary's history and programs and includes publications such as *What's Rotary* (419-EN) and *This is Rotary* (001-EN). The [New Member Information Kit](#) (426-ENB) provides a more detailed overview of the history, structure, and programs of Rotary International and The Rotary Foundation and includes publications such as *Rotary Basics* (595-EN) and *The ABCs of Rotary* (363-EN). Both of these kits can be ordered from the [RI Catalog](#) or the [Shop](#) page at [www.rotary.org](http://www.rotary.org).

Consider enhancing the kits by adding your own club brochure or newsletter and the most recent edition of your regional Rotary magazine.

### Recognition of Membership Development Initiatives

Does your club have a unique and successful membership development strategy? Rotary International recognizes clubs that develop and implement creative strategies that promote membership in their area. Each year, district governors can choose up to three clubs per district to receive a certificate of recognition for fulfilling one of the three areas of membership growth and development:

- Retention
- Recruitment of qualified new members
- Organization of new Rotary clubs

To be considered for this award, download the [club submission form](#) from the Membership page at [www.rotary.org](http://www.rotary.org) and submit a detailed explanation of your club's strategy, initiative, or program to your district governor by **15 April**.

### Get Interactive

See another side of Rotary in a new digital publication, *Rotary International Interactive*. Each month, experience the mission and fellowship of Rotarians and young adults involved in programs such as Ambassadorial Scholarships, Interact, and Rotaract.

The publication goes beyond words to tell Rotary's story using photo essays, videos, and other media. In addition, *Interactive* offers articles about some of the varied careers of Rotarians and the family of Rotary, as well as unique places Rotarians meet and a

blog from a Youth Exchange student. In every issue of *Interactive*, you also can read advice from the RI president and send in your own questions to him, which you might see answered in upcoming issues.

Delve deeper into the many sides of Rotary by getting *Interactive* e-mailed to you, subscribing to an RSS feed, or reading the current edition now at [www.rotary.org/interactive](http://www.rotary.org/interactive).

## **A *Membership Minute* milestone!**

*The Membership Minute* now reaches more than 10,000 subscribers in about 180 countries and geographical areas!

Do you know someone else who might be interested in receiving *The Membership Minute*? Encourage others to sign up by visiting the Membership page at [www.rotary.org](http://www.rotary.org) or [clicking on this link](#).

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Learn more about Rotary membership development at [www.rotary.org/membership](http://www.rotary.org/membership).