



ROTARY INTERNATIONAL

MEMBERSHIP DEVELOPMENT

REGIONAL COORDINATION (Zone 10)

NEWS LETTER n^o.6 – December 2008

Dear Friends:

Proceeding with the previous considerations, following question is risen:

- Why the necessity of the Membership Development?

Because without Rotarians there is no Rotary. Rotary is all of us organized in Clubs, Districts and Zones within RI. Without Rotarians, Rotary will not survive as a service instrument to the Community.

There are several reasons that determine the need for Membership Development which among others are as follows:

- Desertion or dismissal of member by:
 - . unmotivation;
 - . unavailability;
 - . profession change or address change;
 - . incompatibilities;
 - . life laws, namely aging.

- Membership has been practically stagnated since the last 20 years.
- The number of Clubs is increasing but they have fewer and fewer members.
- Expansion do not correspond to an effective Membership Development; it has been compensating, to some amount, to cover the losses.

In other hand, and taking into consideration the problem before referred of the life laws, it is necessary to rejuvenate the Membership and to equilibrate the Clubs. Clubs with members not enough to maintain them, cannot, in most of the cases, to work effectively. They are not effective Clubs. And it is necessary that all the Clubs are effective or became effective and, for that, it is necessary that their Membership be fortified. Only that way Rotary will its purpose.

We will be back.

Until the next time.

1. EXPANSION

The R.I. Board allocate amounts destined to proportionate to the Districts means to develop the Rotarian awareness, as well as, the Rotary understanding for the communities. Not needed to refer the effects that such investment, if well made, will have in starting the interest of potential Rotarians and at the same time developing the motivation in the Clubs.

2. STATISTICS

Through the corresponding graphics we verify that from 2003 up till 30/06/07 a slight decrease in the Membership was verified (-3.377 members), meanwhile the number of Clubs increased in the same period of 1.382 Clubs.

We verify then that to an increase of number of Clubs do not correspond an increase of number of members. However, during 2006/2007 that trend start reversing with an interesting increase that year of 1.380 members, with perspective of increase.

It is masterful to keep this positive evolution, balancing the number of members of the Club in such a way that at least they reach the minimal number of 20 members in the Clubs with reduced membership and increasing them in the Clubs with membership with more than 20 members.

3. BIRMINGHAM CONVENTION-2009

This important event will take place between the 21st and the 24th of next June, which will contribute very much for the valorisation and development of the Rotarian movement and its awareness. For that reason all that may attend, shall participate in this event.

4. PUBLICIZING AND IMAGE OF ROTARY - GLOBAL OUTLOOK

It constitutes an interesting tool for Rotary publicizing, as supplement of the Rotary World Press service.

5. INFORMATIONS

We renew the request to the Membership District Committees and Expansion and relative responsible to send us the information related with the verified monthly changes in Membership, as well as, in the changes in the number of Clubs and yet the information regarding the Clubs under formation.

6. DEVELOPMENT ACTIONS

Once again we appeal to all to assume and fulfil their commitment, engaging themselves in this fundamental objective that is the Membership Development and Expansion, for which appropriated resources are available but being our own work essential.

Make Dreams Real

To all, Rotarian regards from

WALDEMAR SÁ
RRIMC