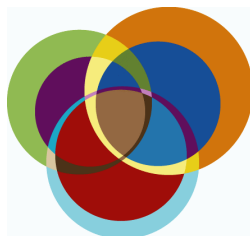


MEMBERSHIP DEVELOPMENT - RRIMC Zone 13 Newsletter - September 2007

To the District Governors and District Membership Chairs in the 13 Districts of Rotary International Zone 13 and all others whom Membership Development matters in Z13 may concern.

Please distribute this Membership Newsletter to Rotarians in your District who are active and/or interested in the field of Membership Development. We are happy to register new subscribers. Please send the relevant data such as name, districtnumber, clubname and e-mailaddress to: knyff@kliniconsult.nl.



Introduction of Paul Knyff (RRIMC) and Patrick Lahusen (RZMC)

Let me introduce myself. My name is **Paul Knyff** (PDG D1570 2006-07). My RI assignment is **Membership Coordinator Zone 13** (RRIMC, for three years: 2007-10). I am -different from earlier information- the successor of Nico de Boer who has fulfilled this job successfully for three years. Nico de Boer has been promoted! He supervises our Membership activities in his capacity as member of the RI Membership Development & Retention Committee. I myself will be available and responsible for all Membership matters in Zone 13. I will be operational especially for the seven **Districts (1550 – 1610) in The Netherlands** and the three **Districts 1620, 1630 and 2170 (Belgium and Luxemburg)**.

I am proud to announce **Patrick Lahusen** (PDG D2000 2006-07), **Assistant Membership Coordinator Zone 13** (RMZC, for two years: 2007-09). Patrick will attend to all RI Membership tasks in the three **Districts in Switzerland and Liechtenstein (1980- 2000)**. Patrick and I will work closely together. He took over from PDG Michel Dumont from Belgium.

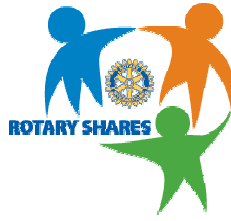
What to expect from Patrick Lahusen and from Paul Knyff?

We, as Membership Coordinators, are available:

- for questions about Membership Development (Retention, Recruitment, Organizing New Clubs);
- as speakers for membership seminars, other seminars (PETS - President Elect Training Seminars-, GETS - Governor Elect Training Seminars-), workshops in Districts, Regions and even for individual Rotary Clubs;
- for helping to develop and exchange strategies and tools that may be useful for Membership Development in your area;
- for regular written information and statistics via Membership Newsletters in Zone 13.

What do we expect from you?

Patrick and I hope that you will share with us the best practices but also the negative experiences that you have come across in the field of Membership Development. Success stories need to be shared in a way that we profit from each other's bright ideas and sharing negative experiences is useful as well with regard to the challenge of preventing mistakes. Please make use of the possibility of informing us!



Some statistical facts from RI regarding Zone 13 per 30 June 2007 in comparison with 2006

- The number of members grew in Z13 from 41.478 to 41.674;
- The number of clubs went up from 929 to 936;
- All three Districts in Switzerland/Liechtenstein show an increase of club members!
- Two out of three Districts in Belgium/Luxembourg (1620 and 1630) show a higher number of members;
- Two out of seven Districts (1570 and 1610) in The Netherlands count more members;
- Six of the thirteen Districts installed new clubs: 1550, 1580, 1610, 1620 (2), 2170 and 2000;
- The number of members per club in Z13 decreased slightly from 44,6 to 44,5 (RI: 37,3 to 37,2).

Recruitment possibility via the internet for Relocation, Referral and Prospective Members

Rotary International launched in 2001 the Prospective Member and Assistance Program with three digital forms via the Membership Section of www.rotary.org. Last year, 2006-07, RI received about 7.000 forms in this program! In 2006 the DG's in The Netherlands followed RI's advice of giving this possibility a chance via the Dutch Rotary website (www.rotarydistrict.nl/lidmaatschap) and since then an input of new members via this channel has gradually come up. Please consider this unique possibility, the internet will play an important role when we want to attract prospective young members.

- **The Rotarian Relocation Form** is meant for Rotarians who want to send their data to another club when they move to a new area where they wish to continue their membership in a local club;
- **The Membership Referral Form** aims at the possibility for Rotarians to make Rotary Clubs in an area different from where they live or work themselves, aware of the presence of a prospective member in their region. Someone who they would like to have proposed in their own club in the case that the candidate would live or work in their own club area. ***This idea fits the Member Gets Member approach of RI President Wilf Wilkinson very well!***
- **The Prospective Member Form** invites outsiders who show interest in becoming a member of a Rotary Club to provide their personal data and motivation why they would like to join Rotary.

In all cases the received forms are sent to the appropriate District Governors who distribute the data to clubs that might be interested. ***It goes without saying that in all cases Rotary Clubs decide for themselves whether they recruit the offered candidates or not.***

Finally

Also on behalf of Patrick Lahusen, I would like to thank you for your attention and your dedication to membership matters. Please share your thoughts and experiences with us.

Yours in Rotary,

Paul C. Knyff

RRIMC Zone 13.

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