



**ROTARY INTERNATIONAL**  
**MEMBERSHIP DEVELOPMENT**  
**REGIONAL COORDINATION (Zone 13)**

**NEWSLETTER n° 1 – July 2009**  
**(English version)**



## **DEAR FRIENDS:**

Here we are once again, initiating a new Rotarian year. Our first objective keeps being the Membership Development, through admission, retention and expansion.

We have to enter decisively in the work to reach that objective. New realities and strategies must be faced, studied and implemented.

In terms of reality, we have to be attentive to possible deviations that may come to be verified, not only in the formation of Clubs, but also in the fulfilment and growth of their membership and to face new realities of the actual World attempting an adaptation to the same that proportionate tools and strategies which enable to face the difficulties that will show up, to attract new Members.

In fact, new strategies must be prepared to find and attract who meet the conditions and the demanded requisites within Rotary, and willing to join us.

A question can be risen from now: - “ Only will exist in the World 1.240.00 persons, professional leaders, with vocation to serve?” – Obviously no. And even so, in these 1.240.000 Rotarians, we must have in attention that by force of the circumstances, not all of them are or can be active. And this more roots the R.I. Membership development need.

Clubs have to question themselves about the effects of their Leadership Plan. There are Clubs with less than 20 members and even less than 10, that need an added effort to reach the membership minimums which enable them a good implementation and good running of the Leadership Plan and, consequently, will enable them a good Club organization and so, a good service for the good sake of the Rotary objectives.

On account of it we have to develop the Clubs Membership attracting Members, which will not limit themselves to only pay the “per capita” and to have just 60% attendance to the meetings.

And by the way I remember a true little story, told by a longing R.I. ex-Director, already deceased, that use to say that in a certain Club of South America country, there was a Member, Medical Doctor, that, when they ask him to act or to practice a service, immediately he drew out a check book asking: "How much?"

One day, the President of that Club ask him to visit a poor woman, living with enormous difficulties, alone, with one son, a child with just few years old, in an extreme misery. That Member, as usual, draw the check book and ask how much would be necessary to reduce the misfortune of that woman. The President answered him that no Money was needed. What was needed it was to bear her his help personally, with his presence, his comfort, his human warmth. The Doctor, annoyed, went there, and, in the presence of the picture presented to him, felt the need to act and so he did. In one of the times he went there, asked the child if he knew who he was, and he answer him: "- You are God!" – The Doctor, surprised, asked him: - "Am I God?! Why you say so? And the child answered him: " – Before you help us, my mother was crying all the time and saying: " – Help us God! You came, help us, assist us, thus, you only can be God!".

We repeat: all of this are questions of leadership, of humanity and Rotary is a Movement of Leaders that render services to the Humanity. So we must start at once with this task which is the R.I. Membership Development, more and more necessary and urgent, because **THE FUTURE OF ROTARY IS IN YOUR HANDS.**

Many more things we have to say regarding this matter and relative strategies, but we leave that for the next newsletters.

For now, until the next time.

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## **1. MEMBERSHIP DEVELOPMENT ACTIONS AND DISTRICT GOALS**

1.1. The District goals related with Membership and Expansion, are inserted and integrated in the R.I. goals.

Thus:

The R.D. 1960 targets for the following:

- Real increase of 50 new Members.
- Foundation of 2 new Clubs.

The R.D. 1970 targets for:

- Real increase of, at least, one Member per Club.
- Foundation of, at least, 1 Club.
- Retention index of 80%.

The R.D. 2201 targets for:

- Real increase of one Member per Club.
- 10 new Clubs in the District.

O The R.D. 2203 targets for:

- Real increase of, at least, one Member per Club.
- 8 new Clubs in the District.
- Strengthen retention through the effective implementation of the C.L.P..
- Reinstall former existent Clubs.
- To support the formation of New Generation Clubs – Interact and Rotaract.

1.2 – The Membership Development District Committees have the following Presidents per indicated District:

- R.D. 1960 – Victor Manuel Lopes Cordeiro
- R.D. 1970 – Joaquim dos Santos Bento, for M.D..
  - Fernando Ferreira Pinto, for Expansion.

- R.D. 2201 – José Ramos Echevarria , for M.D..
- R.D. 2203 – Javier Carlos Martinez, for M.D.
  - José Andreu Perez, for Expansion.

In this District will take place, the 3d October 2009, at Altea, Alicante, the Membership Development, Retention and Expansion, District Seminar.

## **2. TRAINING**

The effective implementation of the CLP, is an important tool for the Membership Development. We suggest that this matter should be approached and handled frequently during the Club meetings.

## **3. RECOGNITIONS – PRESIDENTIAL CITATION**

President John Kenny recall that we are all responsible for Rotary and organizational ideals, as it is expressed by the theme: “THE FUTURE OIF ROTARY IS IN YOUR HANDS”, and he asks the Clubs to put in action the R.I. Strategic Plan for 2007-2010. The qualifying forms shall be send, dully fulfilled, to the relative District Governors, up till the 31st March 2010. I is recommended the consult and reading of the explaining leaflet.

## **4. “2009 CONVENTION” – BIRMINGHAM**

This important Convention, took place the last 20 to 24 June, where several open sessions were realized, concerning Membership Development, Retention and Expansion.

Also in the “House of Friendship”, an excellent stand publicized and distributed abundant information regarding available resources for this objective: the Membership Development.

“Rotary Public Image” got an excellent contribute through this Convention, where several important public persons, participated.

## **5. “PARIS INSTITUTE”**

This important Training/Information event will take place, during the next day's 4 to 6 December, at Paris, preceded by the GETS, where, and with deepness, will be handled, the strategies related with the Membership Development.

## **6. RESOURCES**

It is published a list of publications concerning the Membership Development within 2009-10, namely "Empower your Rotary Club with RI Resources for membership Development"; "The winning combination for member retention"; "2009/10 membership development publications library", where are indicated publications, slides, power points, directly applicable to the Membership Development, among several other referred. It was also published a leaflet with a short explanation of the tasks of the regional Coordinators and their attributions. More information's concerning this matter may be consulted through the site of R.I., [www.rotary.org](http://www.rotary.org), clicking over: "Members; Running a District; Regional Coordinators".

## **7. INFORMATIONS 6 STATISTICS**

### **MEMBERSHIP IN THE WORLD BY 2007/08:**

- 1. 231.483 Rotarians
- 532 Rotarian Districts
- 32.270 Clubs
- 696 new Rotary Clubs
- 7.396 Rotaract Clubs
- 170.108 Rotaractians (about)
- 11.605 Interact Clubs
- 266.915 Interactians (about)
- 6.357 Rotary Nucleus of Communitarian Development, with 146.211 members, (about)

At the R.D. 1970, by 1/07/08 there were 2.139 members, in 83 Clubs; by 30/06/09 there were 2.162 members, in 85 Clubs.

Thus we can verify an increase in the District of 23 members and 2 Clubs, which corresponds to an increase of 1% in Membership.

#### **8. REMINDERS AND REQUESTS**

We request to all Districts responsible to, please, transmit us all the movements concerning Membership Development, Expansion and Retention indexes you verify in your Districts.

#### **9. RECEIVED MAIL**

We have been receiving plentiful and pleasant mail, from District responsible within this area, namely from Districts 1960, 1970, 2201, 2203, from Rotary International, Regional Coordinators, etc.

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#### **DEAR FRIENDS AND FELLOWS:**

If we want the survival and subsistence of Rotary as a superior tool to the Service to the Community, we have, ALL, to compromise and to commit ourselves and, deeply, in this prior objective of R.I., which is the membership Development, the Retention and the Expansion, because **“The Future Of Rotary Is In Your Hands”**.

Warm regards from yours

**WALDEMAR SÁ**

RRIMC