



ROTARY INTERNATIONAL
MEMBERSHIP DEVELOPMENT
REGIONAL COORDINATION (Zone 13)

NEWSLETTER nº 2 – August 2009
(English version)



DEAR FRIENDS:

In this "Newsletter" we continue to deepen problems and situations surrounding Clubs, development and retention of their membership and the effectiveness of its action.

And the effectiveness of the action and work of the clubs is the result, in addition to other factors, the cohesion of their membership. This, in turn, is based on fellowship, friendship, solidarity and diversity. All this is cemented by the good implementation of a "Leadership Plan" in the clubs, will make they meet the goals of the "Effective Clubs" and remain a permanent and solid in time to rejuvenate and strengthen the experience.

About "Diversity" of which we speak up, because someone said to be the "Key of the Future" in Rotary and, in their turn, some leaders of RI on this also they have spoken, saying that diversity is important for the Rotary movement remains strong, even in the Board of Directors of RI, analyzing a position on this diversity, it was stressed, among other things, that a club that reflects the demographic and professional formation of the Region, is a club that holds the key to success for the future.

Recently more than 530 Governors Elected have expressed the wish that the Membership grows decisively in the next 10 years, if possible up to 2,000,000 Partners and is more diverse and young.

But what is, after all, the diversity in Rotary? What is that it takes place and materialize? What are the factors of diversity? They all go hand in hand in the Rotary philosophy of approach, warmth and tolerance: diversity in the field of religion, gender, politics, age, level of age, ethnicity and occupation, etc. .

Only then, with these ingredients, Rotary may be held as an instrument of understanding and Peace among Peoples, and it would appear appropriate or rewarding and so beneficial, consider and implement the separation of some of these elements within or between Clubs, particularly in terms of resources, ethnic groups, age levels, etc.. etc.. .

Thus, Rotary can fulfill all the objectives and, above all, lead by example.

Example of eclecticism and coexistence. Therefore, as all recognize, Rotary will have to be comprehensive, ever more comprehensive, and well example is the establishment of "goals" of RIP. John Kenny for 2009/10, in particular for the "Increasing of the percentage of women", "Increasing the percentage of Young Professionals (under 50 years) and also in this case," Increasing the Diversity of Membership (or in terms of classification, sex, age and ethnicity), which are necessary to ensure that certified by the Governor, the clubs can earn the

"Recognition" of the President of RI that one of his posts also tells us: "(...) The Plan is designed to strengthen and proclaim the values of Rotary: Service Delivery, fellowship, diversity, integrity and leadership. We need to look beyond the well of our village, that is, we need to have vision beyond our own home and Community. We must see beyond our needs, we are aware that ours is just one of many of the world.

Therefore, it must be attentive to the Universality of Rotary always serve as an example and may contribute to understanding among peoples and nations and to build the peace in the world, and this is also in your hands.

Until next time.

1. GOALS AND OBJECTIVES

R.I. assigns a recognized importance of diversity. So, is that at all points or items of training, there is always one or more directed to diversity, whereas among the main characteristics that define it are those already mentioned above. They add:
- "A Membership which reflects the local diversity, increases the relevance of the Community Club."

1.1 Goals of R.I.

The President of R.I. John Kenny has established the following goals for the "Membership Development" in 2009/2010:

a) - For Clubs:

- Real increase of at least 1 Partner,
- Retention rate of at least 80%,
- Increase in percentage of women,
- Increase in percentage of young professionals (under 50 years of age)
- Increasing the diversity of Membership (either in terms of classification, gender, age or ethnicity).

b) – For Districts

- Real increase of at least 1 for Club Membership,
- Retention rate of at least 80%,
- Foundation of at least 2 new clubs.

1.2 District Goals:

- | | | |
|----|------|-----------|
| In | 1970 | D.R. |
| - | 80% | Retention |
| In | 2202 | D.R. |
- Increase the no. Membership income of 8 to 10%,
 - Increase the no. Clubs - 4

2. TRAINING, RESOURCES, STRATEGIES

-Was presented the following new slogan for the emphasis on recruitment and retention of Membership:

"EACH ROTARIAN: REACH ONE, KEEP ONE"

- As more of the Membership Development Resource we have the "CLUB ASSESSMENT TOOLS."

- The document "Guidelines for Effective Rotary Clubs" must be filled now. It is a guiding document that will help establish a program of action for the year.

- We stress on the nature of the weekly meetings, which are an important tool for the image of Rotary, especially for visitors, candidates and potential candidates

3. INFORMATION

PGD. José Manuel Cordeiro, the DR 1960, is the Coordination Assistant to the Development Resource 2009/2010, for the Districts 1960 and 1970 ..

4. STATISTICS

The evolution of Membership in the World, in the last 10 years, is as follows, in official figures (rounded):

- On 30/6/1998 there were 1,222,000 members, of which 80,000 were women.
- On 30/6/2002 there were 1,243,000 members, of whom 127,000 were women.
- On 30/6/2008. there were 1,231,000 members, of whom 184,000 were women.

It is important and interesting to compare the evolution of the paragraph. Membership with the evolution of the Journal. ladies.

- Region (Zone 13 B), there were no s. officers:
- In January 2004 to 7090 Partners
 - In January 2008 to 8210 Members in 341 clubs.
 - The average Social Clubs tables is as follows:
 - D.R.1960 - 21 for Club Members
 - D.R.1970 - 26 for Club Members
 - D.R.2201 - 23 for Club Members
 - D.R.2202 - 23 for Club Members
 - D.R.2203 - 25 for Club Members.

5. REMINDERS AND REQUESTS

We remember all responsible the need to send the semi-annual reports, indispensable for a concrete and real knowledge of the evolution of Membership. Calls to all the leaders of the District Membership, particularly in the areas of Admission, Retention and Expansion, please refer to us any information on the progress of districts in these areas, as well as actions and events in payment or already made up.

6. CORRESPONDENCE RECEIVED

Remains useful correspondence received from Departments responsible for Membership, from RI, from Districts and even from clubs, which is extremely important and is recognized.

DEAR FRIENDS:

The role of Regional Coordinators The Membership is primarily to assist the Districts, Clubs and all those responsible, in this very important objective of the Development Resource RI we are **ALL** committed.

This, however, it is absolutely necessary to close collaboration between the leaders and District Club and these Regional Coordinators. Only thus, giving us all hands, this can be achieved, because

THE FUTURE OF ROTARY IS IN YOUR HANDS.

With the most affectionate greetings, your dedicated

WALDEMAR SÁ

RRIMC