



ROTARY INTERNATIONAL
MEMBERSHIP DEVELOPMENT
REGIONAL COORDINATION (Zona 13 B)

NEWSLETTERS n°s. 5 and 6 - November / December 2009
(English version)



DEAR FRIENDS :

We've talked about new members' captivation and enrolment/admission strategies for the Rotary Family, towards the increase and strengthening of Club Membership, in order to make them really effective, meeting the established goals and their mission as instruments of service to the community and builders of Peace.

We've already talked about the need for a previous evaluation in the clubs, to determine the subjects and matters to discuss or to handle and for a research and survey of the professions that can be found in the community and consequently, the elements that can be invited and admitted.

Also, we've talked about the image that Rotary projects or must project in the community through personal, professional and rotarian behaviour of its members (Rotary is, too, a school of behaviour, with all that it implies) and of service to the community.

Membership in R.I. is a subject in more than 30 pages of the "Procedures Manual" and in many others from rotarian codes and the profuse bibliographic, audio-visual and electronic documentation, which is made available by R.I.. But the commitment of rotarians in the advertisement of Rotary and its goals as an instrument of attraction and admittance of new members is also a strategy factor.

On the other hand, an approach between all rotarians and their families and friends must be encouraged. For example, many clubs dedicate a monthly meeting, usually a meal and with a certain festive nature, to all the rotarian family, comprising, in this, families and friends of the rotarians, sometimes with lectures and important speeches by rotarians or guests, about Rotary or matters of interest to the community. And this invitation should be not only for this kind of events but also for conferences, Institutes and even Conventions, wonderful examples of social relationships and apprenticeship.

But this is only one of the tools to bring awareness to the reinforcement of Membership. Other tools are the retention and extention.

Let's talk about retention: first of all, the problem of retention is, essentially, a problem of leadership. No doubt other factors, like economic factors, change of

place of work or residence and others, can lead to the drop-off or the decrease in the number of members. But leadership is essential and in all this, the evaluation of a club must be effective. Only a good knowledge of the club, of its problems, can truly enable their correction and elimination.

We also can't disregard the care we must place in admissions. In fact, just one member admitted without the proper care can lead, given the specificity of Rotary, to the dismantlement of a club, creating difficulties and problems and even, leading it to unmanageability and the projection of a bad image of Rotary to the community.

We'll resume these matters in our ensuing newsletters.

UNTIL NEXT TIME!

1. INFORMATIONS, SUGGESTIONS AND SERVICES

1.1 –Rotary District 1970 is finalizing the establishment of a new rotary club, the R.C. of Leça do Bailio, sponsored by R.C. of Senhora da Hora, with, as yet, 24 members.

1.2 –RRIMC Paul C. Kniff from R.C. of Weesp-Vechtstreek – North of R.D.. 1570 (The Netherlands), Zone 13-A, has been appointed R.I. Director for years 2010/12.

1.3 – A list of New Rotarian Publishings has been published. As always, they are of the utmost interest in all Rotary subjects.

1.4 – Rotary Institutes – The Rotary Institute of Paris was held on 4-6 Dec., for zones 11, 12, 13, 14, 18B and 19, representing 66 Districts from 25 countries. It was preceded by GETS, which was held on 2 and 3 December.

On the 4th Dec. the Membership Regional Seminar took place, during the same Institute, and it was organized and led by RRIMC Jean Camille Chastang and was an important gathering of RRIMCs and other Membership leaders in the zones and districts covered, where themes and strategies concerning this goal have been developed.

2. STATISTICS

2.1 – Global:

Membership Evolution

	On 30/6/09	On 31/10/09	variation	(%)
Members	1.234.527	1.216.983	- 17.544	+/- 1,5%
Clubs	33.790	33.695	- 95	+/- 0,3%
Districts	534	534		

This decrease of clubs and members covers a period of 4 months. It is therefore necessary an increased effort, over the 6 months left to conclude the rotary year, in order to recover and exceed the numbers on 30/6(09).

As to youth clubs and on a global level, of the 12.097 clubs, 3.241 are located in India in a universe of 132 countries and geographic areas.

2.1 – Regionals:

	Members	Clubs	Var.memb.	Var. Clubs
In D.R. 1960 ,on 31/10/09	1.483	72	- 25	- 1
In D.R. 1970 ,	2.122	85	- 35	=

In D.R. 2201,	“	1.377	63	- 1	- 1
In D.R. 2202,	“	1.496	66	- 21	- 1
In D.R. 2203,	“	1.639	66	- 5	=

In these, like in the global figures, we can see that there is a decrease that is urgent to fight back. We appeal to all the leaders to develop the necessary effort to reverse this worrying tendency.

3. DISTRICT SEMINARS

Through this period of time, (2nd fortnight of October and November 2009), the following Membership District Seminars were held:

- Dist. Rot.. 2201, on 24/10/09, in Salamanca
- Dist. Rot. 2202, on 14/11/09, in Argentona / Mataró – Barcelona

Both Seminars have registered a high level of participation, with lively debates which contributed to a strong awareness of this so worrisome problem that is the Development and Strengthening of Membership in clubs and therefore in R.I. and from which many great results and excellent conclusions have been drawn and for which, no doubt the wonderful rotarian journeys have also contributed.

We must also congratulate the District Governors and Presidents and other members of the respective committees and all participants.

4. REMINDERS AND REQUESTS

Once again we remind all leaders for the need and importance of the work in which we are all committed and we ask all of you to send us all the changes concerning clubs' membership in their Districts as well as the Extension and the respective informations (such as Club Reports) to R.I..

Forgive us the insistence but it is of the utmost importance for a deep and realistic knowledge of Membership evolution.

5. RECEIVED CORRESPONDENCE

We are still receiving a great deal of important correspondence not only from R.I. and its various Departments but also from RRIMCs, Rotary Districts, clubs and other entities.

Apart from the personalized answers, we thank all of you for the excellent contributions which undoubtedly constitute an important help to the success of the mission in which we are all committed.

DEAR FRIENDS:

Let us not falter in this task that is the R.I. Membership Development and Strengthening. It is very important to increase and strengthen Clubs' Membership as a way to increase and strengthen R.I. Membership.

Rotarians, organized in their clubs, are the ones who make Rotary. Without rotarians, as we have already said, Rotary will not survive as one of the most important instruments of service to Humanity and we want to live and survive. Let us be perfectly aware that Rotary will only survive if its Membership survives and it will only survive if it can be developed and consolidated.

And that, which is **THE FUTURE**, as John Kenny, President of R.I. tells us, **IS IN OUR HANDS.**

DEAR FRIENDS,

We wish all of you and your families, a Merry Christmas and a Happy 2010, filled with personal, professional and rotarian successes.

With warmest regards from your affectionate

WALDEMAR SÁ
RRIMC