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International Membership  
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# THE MEMBERSHIP ENERGISER

## ZONE 20A MEMBERSHIP NEWSLETTER

ISSUE 3

NOVEMBER 2009



## GROWING ROTARY TO THE NEEDS OF AFRICA ...

At the RI Institute in Mahé, Seychelles in October, PRID Örsçelik Balkan asked Rotarians to "work harder than ever to attract the resources of the developed economies of our Rotary world to the growing needs in Africa—to get more organized and to make much better use of the network that the *Reach out to Africa* initiative of Rotary provides for us". He went on to say that "to tackle these and similar other problems, we need a **strong Rotary in Africa**".

"Our abilities and capabilities in addressing the existing dramatic challenges are directly correlated to the strength of Rotary in the Continent. Therefore, the umbrella issue that encompasses all the issues of this Institute is enhancing Rotary in Zone 20A".

"Our Zone 20 covers an enormous geographic area. In this sense, it is one of the largest zones of our Rotary world. It includes 72 countries and geographic areas, from Serbia to South Africa and from Morocco to Kazakhstan. As 47 countries of Sub-Saharan Africa make up our Section A; 25 countries of Europe, Middle East, Balkan, Northern Africa, Caucasus and Central Asia form Section B. I will be happy and impressed when I see this huge land full of Rotarians and Rotary Clubs. I believe that an area is a Rotary area if we have a satisfactory Rotary presence with a sufficient number of clubs and Rotarians, as well as proper practice of Rotary services."

"Last year, at the Johannesburg Membership Seminar, we all agreed that we can increase this figure to 30,000 in a reasonably short time. British inventor and science fiction author Arthur C. Clarke has said, "**The only way to discover the limits of the possible is to go beyond them into the impossible.**"

Let us urge ourselves to overcome the impossible. **All it requires is commitment and dedication.** Let us do it. Let us ENHANCE Rotary in our region. Let us improve effectiveness of our services. Let us explore how we can lend more hands to people in dramatic need."

## COMMITTED, DEDICATED - TO LEAD ZONE 20A

Introduction of District Governors-elect at the RI Institute at Mahé, Seychelles on Saturday, 17th October 2009.



**ZONE 20A  
MEMBERSHIP TEAM**  
(primary responsibility—  
47 countries)



**RRIMC June C. Webber**

**Districts 9270, 9300, 9320, 9350**

(Republic of South Africa, Namibia, Angola and Lesotho)



**RRIMC Alain Bambara**

**D9100** Francophone and Lusophone countries

(i.e. Benin, Togo, Niger, Mali, Boukina Faso, Guinea, Senegal, Guinea Bissau, Cape Verde; **D9150** (Cameroon, Chad, DR Congo, Congo Republic, Burundi, Rwanda, Equatorial Guinea, Sao Tome & Principe, CAR, Gabon) **D9220** (Djibouti, Seychelles, Mauritius, Reunion, Comoro la., Madagascar, Mayotte)



**RRIMC Patrick D. Chisanga**

**D9210** comprising Zambia, Zimbabwe, Malawi, Mozambique;

**D9250** comprising: Botswana, Mozambique, Swaziland and South Africa



**RRIMC Tunji Funsho**

**D9120** Anglophone Countries (i.e. The Gambia, Sierra Leone, Liberia and Ghana). All 3 Districts of Nigeria i.e.

**Districts 9100, 9125 and 9140**



**RRIMC Nelson Kawalya**

**D9200** (Eritrea, Ethiopia, Kenya, Tanzania and Uganda)

**REGIONAL MEMBERSHIP  
TRAINING SEMINAR (RMTS)**

**CONTONOU (Benin) 10TH November 2009 ...**



It was with sincere regret that the RMTS which was to be held in Cotonou, Benin on 10th November under the leadership of our two RRIMCs from Zone 20A - PDG Abdul Rahman Funsho from the RC of Kano, Nigéria (for English speaking Rotarians), and PDG Alain Yacouba Bambara from the RC of Abidjan Doyen, Côte d'Ivoire (for French speaking Rotarians) - was cancelled. RRIMC Alain Bambara—the driving force spearheading the training initiative in this Francophone African country, unfortunately became seriously ill, necessitating intensive treatment and surgery. It was for this reason that the decision was taken, in collaboration with the local organizing committee chaired by PDG Augustin de Campos, to cancel the event. This decision was not taken lightly. Any inconvenience to Rotarians who intended attending is regretted. Our warm best wishes are extended to RRIMC Alain Bambara (pictured here to the left) for a speedy and complete recovery. RRIMC Alain remains in our thoughts and prayers.

**30,000 MEMBERS BY - 31.12.2010  
IT CAN BE DONE!**



Delegates at the RI Institute held in Mahè, Seychelles on 17 October 2009, enthusiastically RESOLVED to endorse the resolution taken in Johannesburg on 2 August 2008. Every Rotarian is encouraged to bring in one new member to achieve this goal -

**RESOLUTION**

*"We, the Rotarians attending the Presidential Membership Conference in Johannesburg on 2 August 2008, are committed to extend the influence and impact of Rotary upon many hundreds of thousands of fellow Africans by growing membership in Zone 10A from 20 000 to 30 000 by 31 December 2010; 5 000 members by 31 December 2009 and a further 5 000 Rotarians by 31 December 2010."*

*"A journey of a thousand miles begins with a single step" ...  
We can do it!*

**GOVERNORS-ELECT MEMBERSHIP  
"TO DO" PRIORITY WORK PLAN**



- ✓ Select a District Membership Development Chairperson for 3 years
- ✓ Appoint an Extension Chair, identify several special representatives and target and prioritize a "hit list" of potential new clubs in the district
- ✓ Specify target areas for extension
- ✓ Set a District goal, then communicate it
- ✓ Hold District wide Membership Seminar (s) January - May 2010
- ✓ Sponsor a new member – set the example
- ✓ Consider President-elect Ray's new ideas for clubs and districts.

# RI INSTITUTES - ZONE 20A & 20B - 2010 UGANDA AND BULGARIA

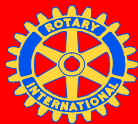


RI Director-elect Sam Owori has asked that we please earmark our diaries with the dates for the RI Zone Institutes planned for Zone 20A and Zone 20B next Rotary year.

The Zone Institutes for Zone 20A and 20B will take place in Kampala, Uganda, between 17 and 19 September, 2010 and in Sofia, Bulgaria between 3 and 5 December, 2010. Kampala, the capital of Uganda, which was originally built on 7 hills like Rome, now covers about 15 hills and has about 2 million inhabitants.



The Institute in Sophia, Bulgaria is an opportunity for us to integrate with our friends in the Northern part of our Zone. RI Director-elect Sam writes that "These are relatively new countries in Rotary and I invite you, not only to come and give them a sense of belonging, but to witness novelty in fast growing Rotary countries." The host, Rotary District number 2482 covering Bulgaria has 82 Rotary Clubs and boasts 3 PDGs and 2426 Rotarians. More information will be provided on the Institutes in future issues of the *Membership Energiser*.



# ENDPOLIONOW

## Message from RI President John Kenny

"Two decades ago, we Rotarians made a promise: to make life better for the entire world, forever, by eliminating polio. It has always been an ambitious goal, but it has always been a realistic one. And now, thanks to our Rotary Foundation, we are closer than ever to reaching it.

It is my hope that with the help of the Bill & Melinda Gates Foundation and **Rotary's US\$200 Million Challenge**, there will soon come a time when we will be able to say that we have made polio a thing of the past. For if we fail now, we will fail all those who have gone before us, and every child to whom we made a promise. If we fail, we risk our own good name, and the good name of all the Rotarians who came before us.

We will not fail. We can and we must succeed.

I know that each one of you recognizes that The Future of Rotary Is in Your Hands – and that the future of our Foundation is as well."



NOVEMBER IS ROTARY FOUNDATION MONTH

## DIARY DATES

17-24 January 2010  
International Assembly  
San Diego, California,  
USA

25-30 April 2010  
Council of Legislation  
Chicago, USA

20-23 June 2010  
Rotary International  
Convention  
Montreal, Canada

15-16 September 2010  
GETS

17-19 September 2010  
RF & RI Institute  
Kampala, Uganda

## TENTATIVE

January 2011  
International Assembly  
San Diego  
California, USA

22—25 May 2011  
Rotary International  
Convention  
New Orleans, USA

15—21 January 2012  
International Assembly  
San Diego  
California, USA

6—9 May 2012  
RI Convention Bangkok,  
Thailand

13-19 January 2013  
International Assembly  
San Diego, California, USA

23-26 June 2013 RI  
Convention Lisbon,  
Portugal

12—18 January 2014

International Assembly  
San Diego, California, USA

2014  
Rotary International  
Convention  
Sydney

2016  
Rotary International  
Convention  
Seoul, Korea



# GLOBAL, ZONE & DISTRICT OVERVIEW AS AT 31 OCTOBER 2009



We are now four months into the new Rotary year. How are we doing membership wise? The reason for the delay in publishing the *Membership Energiser* this month was to wait until we received the latest Comparison to Start Membership Report from RI, as at 31 October 2009. The relevant section of the table of statistics for Zone 20A is posted below for information.

We win some—but mostly, lose some. That’s what consistently happens as we move into a new Rotary year. There is always an adjustment from 30 June statistics to 1 July. Membership figures reflected a loss of 438 members, from 21,501—21,062 during this transition period. Clubs also reflected a decrease - from 900 to 881- a loss of 19 clubs. One of the reasons for the adjustment has been the merge in the two districts in Nigeria—D9120 and D9130. We are confident these figures will level out in Zone 20A as the year progresses.

## SUMMARY 1 JULY - 31 OCTOBER 2009

Membership: Decrease of 5 (from 21,062 - 21,057)

Clubs: Increase of 6 new clubs (from 881– 887)



We are gaining new clubs and losing members. Clubs need to focus on retention. (See article by RRIMC Jim Henry on page 6: “Reversing a Membership Freefall”.)

### Chart your District's progress!

These monthly comparison figures are taken from the RI website. District Membership Chairs are encouraged to keep a close eye on the figures for your district, club by club and chart your progress for the year, month by month.

*“To pursue and retain existing members by doing the same thing over and over again, expecting different results, is lunacy.”*

Comparison to Start Figures Membership Report  
31 October 2009

District	Zone	PRIOR YEAR			CURRENT YEAR ACTIVITY TO DATE					2009 - 10 MEMBERSHIP GOAL		
		08 - 09 Year-end		Net Inc / Dec RY 08 - 09	09 - 10 Start Figures		31 October 2009			09 - 10 Year-end		31-Oct-09
		# Clubs	# Mem			# Clubs	# Mem	# Clubs	# Mem	Net Inc / Dec # Mem	GOAL	%GOAL Achieved
9100	20	103	2,887	174	103	2,885	103	2,803	18	100	X	12.00%
9110	20	83	1,711	5	78	1,674	78	1,732	58	320	X	18.13%
9120	20	33	819	71	Not a District See 9125 Not a District See 9125							
9130	20	33	752	72								
9125	20	Not a District			61	1,488	62	1,383	-103	200	X	-51.50%
9140	20	91	2,138	448	88	2,055	87	2,018	-39	88		-45.35%
9150	20	61	1,407	113	59	1,374	59	1,348	-28	59		-47.46%
9200	20	130	3,654	364	129	3,597	132	3,654	57	129		44.19%
9210	20	57	1,298	66	57	1,308	57	1,288	-18	100	X	-18.00%
9220	20	55	1,361	28	55	1,352	55	1,357	5	60	X	8.33%
9250	20	48	874	3	48	868	48	870	4	48	X	8.70%
9270	20	47	982	-2	47	968	47	969	1	80	X	1.25%
9300	20	48	953	16	48	941	48	935	-6	49	X	-12.24%
9320	20	53	1,230	69	53	1,181	53	1,199	18	95	X	18.95%
9350	20	60	1,434	-2	59	1,379	60	1,403	24	60	X	40.00%
		<b>900</b>	<b>21,501</b>		<b>881</b>	<b>21,062</b>	<b>887</b>	<b>21,057</b>	<b>-5</b>			

## NEWS FROM RI'S DISTRICTING COMMITTEE

The RI Bylaws minimum requirement is still 30 clubs and 1,000 members (RIB 15.010). There is one district in Zone 20A - D9270 - that still needs to increase its numbers to a place of safety by 31 December 2010 to meet this requirement. They are working hard to do so. Let’s work as a team and give them all the support we can by referring any potential Rotarians we meet, who live and work in that neck of the woods, to DG Natty Moodley. As from 1 July 2010, D9300 and D9250 will merge to form D9400, reducing the current number of districts in Zone 20A further, from 13 to 12.

# New Rotary Warriors to Fight Rural Needs

*By PDG Hennie De Bruin - D9270*

While many people in Southern Africa may not know where to find Nongoma, the folk of District 9270 know well that it is the home of King Goodwill Zwelithini of the Zulu nation and that since June 2009, "thar is Rotary gold in them thar hills"!

How did it happen? What is the secret? Rotarians find it hard to start a new club in a populous well-heeled urban area - how did a club of sophisticated professional and business people get established in Nongoma?

For many years, the Rotarians of the small Melmoth-Ulundi Rotary Club heroically struggled to increase their membership. Their's is not a financially wealthy community. There is little chance of fund-raising: facilities are limited and indeed, there are few patrons to make donations. All the club's projects are essentially funded from the Rotarians' own pockets.

Melmoth-Ulundi Rotary Club knew that Nongoma, despite its status as a rural village, is highly populated and has viable small and medium businesses. If they could not grow their own club, they would start a new one!

The process was slow, demanding and often disheartening. They made contact with a Nongoma business man, Mlungisi Nzuza, who became an important link as he embraced the spirit of Rotary and provided a meeting venue. Slowly the Nongoma numbers grew.

The Melmoth-Ulundi Rotarians knew that they would continually have to fan the embers - to regularly meet with the fledglings. They set up a roster that required one member to drive the 60km to Nongoma each week. They stuck to their guns. If it was your turn to go to Nongoma and your car needed repair, you arranged for a lift; 60km of cattle frequented dark roads there and then 60 darker kilometers back. **This continued for two and a half years.**

"The focus of our initial meetings was the ABCs of Rotary." The Melmoth-Ulundi members did presentations and provided reading material. They involved Nongoma members in their own club activities and projects. The new Nongoma members were very enthusiastic.

By the end of 2008, the DG received a request: "Please charter the Rotary Club of Nongoma, they have 18 committed members". Visits to Nongoma by members of District 9270 leadership was the last encouragement needed. The Rotary Club of Melmoth-Ulundi purchased regalia and asked the RC of Empangeni to become the co-sponsor.

On 13 June 2009 many District leaders joined the presidents of the Zululand clubs in Nongoma. It was a grand occasion as the new club was chartered with 33 members. On the same day, a further 9 new Rotarians were inducted. Nongoma started as the third largest club in D9270 at that time.

Halala wena wasemaHlotsheni! Halala Rotarians of Nongoma! We welcome you into our world-wide family of Rotary. And to all who made it possible, to the incredible Rotarians of Melmoth-Ulundi, **you have shown us all that establishing new clubs is possible, if you have a Rotarian heart, commitment and perseverance.**

**There is no failure except  
in no longer trying –**

*Elbert Hubbard*



# MEMBERSHIP MERGE!

*“Cause change and lead, accept change and survive, resist change and die.”*

*Ray Noorda - 1924-2006, technology pioneer, Novell Corporation CEO.*

There is much hype and excitement as South Africa prepares to host the biggest sporting event on the continent of Africa, the 2010 FIFA World Cup which takes place from 11 June to 11 July 2010. But more importantly, the significance of 2010 to Rotarians - particularly in Southern Africa - is the merge of Districts 9300 and 9250 on 1 July with the formation of District 9400. With this merge D9300 will become part of a multi-country district. This we see as one of the positive spin-offs.

Rotary leadership in these two districts has worked tirelessly, in collaboration, to lay the foundation for this new District. Aligning different cultures and committee structures such as nominating and finance committees, training programmes (PETS, POETS and Leadership), conference and assembly times, are just some of the challenges that need to be addressed. These sterling efforts are acknowledged by the Zone 20A membership team with appreciation.

On Saturday, 14<sup>th</sup> November, DG Beth Thomas (D9300) and DG Albie van Deventer (D9250) held a combined district Rotary Foundation and Membership Seminar in Pretoria which ran concurrently. RRFC Nick Phillips and I (photographed here with DG Beth) were privileged to provide support. As D9400 has been selected as a pilot district for the Future Vision Plan of the Rotary Foundation, the RF component drew the lion's share of the 83 participants. The smaller membership seminar was, however, interactive, vibrant and challenging.



Martin Westcott, the coordinator of the seminar writes – “One of our objectives in running Saturday's membership seminar was to try something innovative. As a committee, we were keen to avoid running another talk session with presentations covering principles that have been covered many times before. We thus structured an interactive workshop in which delegates debated 15 of the most frequently asked questions about Rotary membership starting with the challenge: ‘What must be done now – to double our Rotary Club's membership?’ Debate around topics such as attracting and retaining a better demographic mix of South Africans, more young people as Rotary members, extension to new clubs, and even gender mix, attracted very active debate by the group. These topics could be debated more intensely in different geographic regions of this diverse large new district, where cultures, for instance differ.

Another highlight was a short but very positive presentation by a young black professional, who is disabled, as to why he intends to join Rotary – and the contribution he feels able to make.”

If every district adopted this positive approach to membership, we would reach our goal of 30,000 members in Zone 20A by 31 December 2010. ***Membership is Every Rotarian's Responsibility.***

## RESISTANCE TO CHANGE

There was a lot of discussion on the resistance to change. Many will resonate with the list of excuses quoted below by *Dunphy* on *Organised Change* which was included in the power point presentation. It's time for us all to move on and build a strong Rotary to meet the needs of Africa. *The Future of Rotary is in Your Hands!*

### “EXCUSES FOR A CLOSED MIND”

It's never been done before  
 It'll never work  
 We don't do that kind of thing in our organisation  
 Not that again  
 It's too radical  
 It has been like that for 15 years  
 Nothing will ever change it  
 It will cost too much  
 It is not my responsibility  
 Let's talk about something else  
 It is impossible  
 We tried that once before  
 Yes we do, but not right now.



DG Beth (D9300) and seminar participants

# Reversing a Membership Freefall ... Shifting Membership Development into Drive

*By Jim Henry, RRIMC Zone 34*



*“To pursue new and retain existing members by doing the same thing over and over again, expecting different results, is lunacy.”*

No club or district deliberately loses members. External forces cause a low percentage of membership loss. Internal issues that are difficult to recognize and resolve cause clubs' major losses, primarily because they tend to render the clubs ineffective at satisfying member's needs. Eager to succeed within Rotary's one-year leadership cycle, club leaders often try quick fixes (like membership drives) which generally waste time, effort, and resources that should be used to identify and improve the clubs' ability to satisfy present and future members' reasons for joining.

What are these issues and how do organizations go about overcoming them? The details differ according to time and location, but they fall into these categories, usually in this order: (1) Lack of leadership agreement on purposes and goals. (2) Loss of desire and initiative to make the necessary changes. (3) Losing sight of the overall objective. (4) Failure to properly educate and communicate with all involved.

To overcome these issues, clubs (and districts) should follow these overall guidelines -

- 1. ESTABLISH PRIORITIES.** To reverse membership decline by making clubs more effective is not a one-person show; it requires the cooperation of many. To attain this cooperation, club (and district) leaders must establish priorities around which they can build a consensus. Only then can clubs become more effective in satisfying their members' needs and further advancing the Object of Rotary.
- 2. CREATE A POWERFUL GUIDING COALITION.** At the club level, the board is a logical place to start building a coalition, but it would be a mistake to leave out long-time or new members. The coalition's size will vary according to club size, but improving effectiveness will fail without a dedicated and cooperative coalition. At district level, the coalition should consist of the present and future leaders and select past district governors.
- 3. ESTABLISH AN ATTAINABLE VISION.** The coalition must establish goals that are attainable within a reasonable length of time. This will solidify the group because they will have worked together to define the objectives and, most important, will believe they are attainable.
- 4. CREATE A SYSTEMATIC STRATEGIC PLAN WITH SHORT-TERM, ATTAINABLE MILESTONES.** Real change takes time, but the vision may become lost in the fog if the coalition does not build in short-term successes. Timely milestones with appropriate celebrations tend to keep the vision in focus while getting more and more people involved. Success breeds success.
- 5. COMMUNICATE.** Failure to communicate is a common, costly oversight. Plan to communicate priorities and dependable, accurate, timely updates to all parties involved. For example, at the club level, if the coalition plans to reach a specified membership retention goal, the membership chairperson should periodically bring members up-to-date where the club stands relative to its goal. Districts must do the same with clubs. At all levels, communications must focus on priorities. Priorities must be headlines, not mid-page articles.
- 6. REMOVE OBSTACLES.** Obstacles will arise as any organization proceeds on their path to success. Many try to side step or ignore impediments rather than deal with them. Perhaps the most common obstacle is those who fight the winds of change. Leaders should find a way to recognize and overcome obstacles. Leaders will have to make hard decisions like asking uncooperative individuals to step aside. At the district level, do not waste time on ineffective clubs that will not change, but take care: It is much better to populate communities' effective clubs than to populate communities with ineffective clubs.
- 7. DO NOT DECLARE THE MISSION ACCOMPLISHED TOO SOON.** This is perhaps the major reason membership drives seldom accomplish their desired goal. It is important that the club and district continue to refine priorities until the new customs and practices that have made them more effective become operational norms. Only then can the coalition declare victory.



# Rotary Training Talk



November 2009

## Exclusive offers on Web meeting resources

Rotary International has partnered with Citrix Online, a leading provider of easy-to-use Web conferencing products. Club members will have access to exclusive offers on [GoToMeeting](#) and [GoToWebinar](#), two simple, cost-effective tools for conducting online meetings. [Read more](#). (English only).

### Training Tip



Using technology in training is becoming an increasingly desirable strategy for both trainers and participants. This is especially true when participants are geographically separated or time is limited. A webinar is a Web-based seminar that usually lasts no more than 60 minutes and allows people to attend a meeting from home, work, or on the road. All the participants need is an Internet connection and telephone (if using a conference call service). Ensure that

the webinar is concise and has a clear objective, and that it's planned well in advance.

When hosting a webinar, consider the following tips to keep participants engaged:

- Speak clearly and loudly. Avoid sounding like you are reading.
- Insert a still photo of the presenter. This makes the presentation more personal.
- Do an activity every three to five minutes. Activities can include having participants respond to a poll, type responses on a virtual whiteboard, or ask questions.

Many software options are available for hosting a webinar. See the item above on [GoToMeeting](#) and [GoToWebinar](#) for discounted rates for Rotarians.

### Your Voice, Your Solution



A few prospective members are hesitant to join your club because they have a lot of family commitments. How do you make your club more family friendly? [Add](#) your solution.

Last month, many of you contributed your solutions to the problem of how to get media attention for your club. [Read](#) your colleagues' suggestions.

Each month, Rotary International's online problem-solving forum gives Rotarians the opportunity to exchange solutions and ideas. Search for "your voice" at [www.rotary.org](http://www.rotary.org) to read best practices for addressing everyday club challenges.



Share your passion for Rotary!  
**REFER A MEMBER!**

