



THE SQUEAKY WHEEL

Rotary International
Zones 21B& parts of 27

First Rotary Year Quarter
August, 2009

A DISSAPPOINTING FINISH

We started last year good by leading all the North American Zones with our modest membership growth. By February we'd slipped to 5th of the 12 North American Zones. We had actually lost a few members since the start of the year.

We never recovered at the end of the year. The final numbers are out for the end of the Rotary year and we managed to maintain our position as fifth from the best in North America.

The alarming fact is that we lost 52 members from year start at July 1, and an alarming 498 members from the end of last year.

It's comforting to see we still were better than a number of other zones, but

compared to the world, we were very weak. If Rotary is to prosper in our home country, we need to do better

For you District Governors, there are detailed semi-annual statistics for all your clubs available for you on the member access part of the Rotary website.

For you DMCs, monthly statistics are kept on the Rotary website at: http://www.rotary.org/Rldocuments/en_pdf/memb_comparison_current_en.pdf. You can cut and paste this link, or get there by going to the members tab then to Membership resources and then down the page to: [Monthly District Comparison to Start Figures](#).



RRIMC Pete Snider



SOUTH CENTRAL TEXAS SHINES

South Central Texas, D. 5840 charged to the lead in membership growth by the end of the year with a gain of 2.77%.

Northern Oklahoma, D. 5750 held on to finish strong with a gain of 2.44%

South Louisiana, D. 6200 kept on being steady to a

podium finish in third place with a 1.19% increase.

Our performance is judged on our finish from the start of the year, but I believe that we can learn from the ending numbers (June 30) to the ending numbers from the year before. If we look at these statistics, then Northern Oklahoma beat

us all. They finished with a strong 1.47% increase from last years finish and South Louisiana finished with a 1.31 % increase.

Membership is extremely fragile. The loss of one member hurts all of us. There's lots of qualified people out there. Let's get them into Rotary.

Inside this issue:

<i>A disappointing finish</i>	1
<i>South Central Texas Shines</i>	1
<i>Learn from the past Plan for the</i>	2
<i>Talking about Statistics</i>	2
<i>How are we doing?</i>	3
<i>Lessons learned</i>	4
<i>Goals</i>	3

BE A SQUEAKY WHEEL!



The best teams, with the best players, will not perform well without a good Coach or a Leader.

You are the best Leaders of the best districts in the country. You are leading the best people in our community.

If we lead our people correctly, they will be winners!



LEARN FROM THE PAST, PLAN FOR THE FUTURE

We've just got the news of our performance last year. I'm sure that even those of us that had good gains in membership last year feel that they could have done better. The rest of us that didn't meet our own expectations know that we need to improve. What did we do last year that worked? Can we do it even better?

What did we do last year that didn't work? What will

we do that's different to replace those wasted efforts?

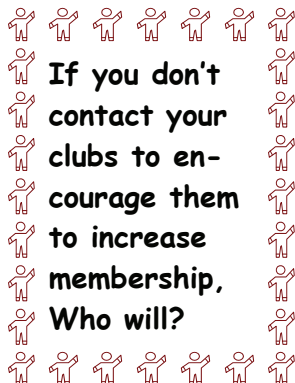
If there was an easy answer, we'd not be having to think about it. What can you do to get your Rotarians to respond to the membership challenge? There must be a way to get our Rotarians to respond to the need of all of us to recruit and retain new members.

Have you scheduled a membership seminar for this year. Will it be better than last year's? Have you requested membership goals from your clubs? Will you monitor the membership trends that they have during the year so they have a constant reminder that membership is important? Do you have a team that can help you? If you do, do they know what is expected of them? Are you District Governors and the District

Membership Chairs communicating, so you can work to be most effective in your membership program?

The only thing we know for sure is that we as leaders of our Rotary Districts must do everything we can to keep membership in the forefront of our Rotarians lives. Plan to bring the message of membership to your Rotarians.

TALKING ABOUT THE STATISTICS



What do the statistics tell us? Most of all, they tell us that we need to do better with our membership efforts. I've made some spreadsheets, and they're attached as a Excel file so you can work with them. This will allow you to sort data to see what everyone did last year.

I had several observations:

The zones that chartered the most clubs had the best gain in membership. We all have gaps in our "Rotary coverage that we can fill with new clubs.

Many zones purged a large number of members between the June 30 year end and the July 1 year start. England, for example, purged a very large percent of it's membership overnight. We're judged by where we finish in relation to where we start, as opposed to

where we were left off by the prior year's management. It's important to know where we were at the end of the year so we know if we're actually making progress. It's easy to see in Britain's case, Zones 17 & 18. They had a huge loss from the July 1 purge, so they finished 6th and 7th in growth from year start, but when you look at 2008 year end, they didn't get back to the place they left off in 2008, and were 33rd and 31st in the rankings. We stayed about the same as we were, moving up to 21st in the year end to year end statistics.

It's alarming that Rotary only had 14 of its 34 Zones that gained membership in the year end to year end tally.

Some of the major growth areas are the ones that have a new economy taking off, such as Korea and India. They have a lot of population, with a rela-

tively low percent of Rotarians per capita. The number of businesses is growing and the number of people qualified to be Rotarians is also.

In Areas like Sweden, they have a large percent of Rotarians per capita, and the number of businesses and the population is relatively steady. They need to work hard on retention to keep their clubs and Rotarians.

We fall somewhere in the middle, but closer to Sweden. We've all got a lot of potential Rotarians around us, but they may not be hanging from the rafters like in India.

We still had 5 North American Zones do better than us. We lost members in both the end of the previous year and start of year to end of immediate past year statistics.



HOW DID WE DO?

We just got the results from RI for the past year. How did we do compared to others in the old Zone 26?

ROTARY INTERNATIONAL ZONE 26 MEMBER COUNT BY DISTRICT

DISTRICT	START 7/1/08 MEMBERS	START 7/1/08 CLUBS	Year End 6/30/09 MEMBERS	Year end 6/30/09 CLUBS	MEMBER GAIN / LOSS
5730	2,070	53	2,031	51	-39 (-1.88%)
5750	2,011	38	2,060	39	49 (2.44%)
5770	1,366	36	1,380	35	14 (1.02%)
5790	3,197	63	3,171	64	-26 (-0.81%)
5810	2,990	64	2,990	66	0 (0)
5830	1,821	45	1,803	45	-18 (-0.99%)
5840	2,566	53	2,637	56	71 (2.77%)
5870	2,952	66	2,948	66	-53 (-1.80%)
5890	3,039	60	2,967	60	-72 (-2.37%)
5910	2,557	42	2,536	42	-21 (-8.1%)
5930	2,242	56	2,164	56	-36 (-1.615)
6200	2,520	49	2,550	50	30 (1.19%)
TOTAL	29,289	625	29,237	630	-52 (-0.18%)

MORE OF HOW ARE WE DOING

The statistics above give us net gain (loss) for the year from the start of the year to the last day of the year. It's alarming when we see how many of us lost members.

We had only 4 districts that gained in membership, and that was from year start. If we look at the districts that increased their membership from the end of the prior

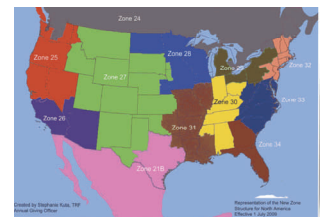
Rotary year (June 30, 2008 check the Rotary website), you'll see that only 3 of our districts gained members from the prior year end. D. 6200 in South Louisiana gained 33 members, followed by D. 5750 in Northern Oklahoma with 30 members and D. 5840 in South-Central Texas with 5.

You don't have to be a gen-

ius to see that this can't go on forever.

It's interesting to see how we did compared to the rest of the world. Attached is a spreadsheet with the year end to year end comparisons, as well as the year start to year end figures.

Let's get to the top of the chart this year.



Zone configuration after July 1, 2009



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Zones 21B & parts of 27**

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**ROTARY INTERNATIONAL
PRESIDENT JOHN KENNY'S
GOALS**

**1 NEW MEMBER NET PER
CLUB**

**80 % RETENTION OF EXIST-
ING MEMBERS**

LET'S CATCH UP FOR THE LAST THREE
YEARS

LESSONS LEARNED FROM EACH OTHER

Our Zone membership training was a session of sharing ideas and best practices. We all got a chance to share our plans for the upcoming year, and we got a chance to make a sample presentation to the group. I think all of us realized that we were capable of producing some really good presentations in a very short time. We all learned from each other, mostly with good examples and presentations, and a few from "what not to do."

One thing was obvious. The districts that kept membership as a point of emphasis were really good performers in their membership gains. This was accomplished in several ways. DMC and DGN Sherri Muniz, represented by extension chair Mayra Bass, formed regional focus groups in the district to get the clubs to start to focus on membership. It seemed to work. 5840 climbed into the lead at the end of the year. DMC Will Beckman started strong and kept up the pace through the end of the year. Regular encouragement through letters and phone calls kept his presidents thinking about membership.

Whatever our plans, we need to make sure that they accomplish the most important goal. Of course our goal is to increase membership, but we should keep in mind that only through frequent contact with our club leaders can we expect them to keep frequent reminders to their club members.

Be a squeaky wheel!

GOALS

If you don't know where you're going, you might end up somewhere else.

All of us that are repeating our jobs from last year had goals for the year. Most of us didn't reach them. In setting our goals for this year, we must remember that they must be:

1. Ambitious
2. Achievable
3. Shared
4. Continuously monitored.

If our goals are not ambitious, our clubs may take

them for granted, and not work to achieve or exceed them.

If they are not achievable, they may give up before they start in order to put their attention on other things they know that they can do.

If they are not shared, our clubs will likely not buy into the premise that they should work to achieve them.

If they are not continuously monitored, they will not know whether they're on

track to achieve them, and they may forget the path they are taking along the road to membership success.

There is no one goal for all of your clubs. Some of them would be doing well to add the one net member that President John Kenny is looking for. Others may be able to double the size of their club, and have fun doing it.

Talk to your clubs and elicit goals from them. It'll be good for all of us.

