



# THE SQUEAKY WHEEL

Rotary International  
Zones 21B& parts of 27

Mid Rotary Year  
January, 2010

## JUST A FRIENDLY CALL



Hello President Jane, this is Joe Clubbuilder, your District Membership Chair.

Club membership chair, but I didn't have a name for who-ever it is.

Oh, hi Joe. What's the occasion for the call?

Jane: That was See-Ya. He's one of those that dropped out of the club.

Joe: It's mid-year of your year and I was wondering how your plans for membership growth are working out in your club.

Joe: I see. Maybe that's why you're club is having trouble growing. Have you thought about having a membership contest to stimulate your members to recruit more members?

Jane: Well, er, uh, they're going ok. I guess.

Jane: I've thought about it, but I'm so busy ...

Joe: I just wanted to make sure that you meet the membership requirements for your Presidential Citation. You know that that's to grow your club by a net of one member, and to retain over 80% of your existing members.

Joe: I know, this work gets in the way of our Rotary sometimes, and there's so many things to do for Rotary when you have time. Perhaps you could recruit another membership chair and I could give them some ideas.

Jane: Well, er, uh, we've had some bad luck lately. One of our members died, we had two loose their job and had to drop out, not to speak of the transfers. I guess we'd better get busy.

Jane: I think that may help.

Joe: That's why I called, Jane. Time's running out on your year, and I'm sure you'd like to have your club grow at least one member. I would have called your

Joe: Drop me a note or I'll give you a call in a few days. In the mean time, please bring up membership to your club. Every meeting is a good time to remind your members to bring a guest to the next meeting.



RRIMC Pete Snider

Lots of clubs send a reminder with their meeting notices. Sometimes all our well meaning Rotarians need to bring members is just a simple reminder to do so.

Jane: Joe, is this your simple reminder to me?

Joe: Just a friendly call, Jane, just a friendly call.

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## BE A SQUEAKY WHEEL!



**YOUR CLUB PRESIDENTS WANT TO GIVE YOU GOOD NEWS.....**

**AND THEY PROBABLY WILL IF THEY KNOW THAT YOU'RE GOING TO CALL THEM AND ASK FOR IT!**



# MEMBERSHIP MUSTS

There's no one answer for building membership in a Rotary club. It's complex, and can be done in any number of ways, but there's a few things a club must do to grow it's membership.

First and foremost, your club meetings must be a meeting that people are willing to give up some of their valuable time to attend. Are your speakers interesting? Is the food

good? How about the location; is it attractive, affordable, and easy to get to? Does your club have good fellowship, particularly with the new members?

Most Rotarians that drop out of a club do so within the first two years of their membership. Sometimes it is because they never felt like a part of the group. More times than not, they didn't feel needed. Make sure that your new Rotari-

ans get attached to Rotary in a hurry. Do you have a Red Badge Program? Do you have a motivational new member orientation? Do you have a system to call those new members when they may miss one or two meetings? Do you have a job for them to do that will be meaningful?

The most important thing that a Rotary club can do to increase membership is to

talk about membership. Make it a visible, regularly discussed goal, and you'll be amazed at how well your Rotarians support their club's membership goals.



Just a reminder, **YOUR** job is to increase membership!

## 5930, SOUTH TX RALLIES TO THE LEAD

District 5700 in the Rio Grande Valley, led by Governor Dennis Roberts and Mrs. Excitement, DMC Terri McGraw, rallied to the lead among the 10 of us. They are coming back strong after loosing almost 4% of their members to the July 1 purge. Second in growth from the start of the year was district 5910 led by Governor Fred Sandberg and DMCs Gerald Condon and Ron Hammond.

We've added three new Rotary clubs, one each in 5730, 5810, and 5840. This is great news and I hope we can add several more by the end of the year. We gain at least 20 members for each new club that we charter, and, when you look at the statistics, 20 is an addition

that all of us would be grateful for.

There are several of us hanging out around the middle of the pack. Districts 5810, 5750, and 5840 filled the 3rd through 5th place with more than 1% growth. Tammi Babb's district 5750 led by DMC Will Beckman is the only district of the 10 of us that has exceeded the number of members that they reported on June 30.

When you consider President Kenny's goals for this year, we need to grow at least 1 member net per club. In a district of 67 clubs, this means that we should grow by at least 67 members. Of course, not all clubs will get there, but

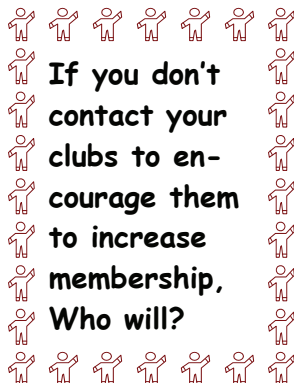
this is a reasonable goal for all of us.

All Districts have a monthly membership count by club. Take the time to see who's doing good in your district and congratulate them, encourage tem to keep it up, and listen to what they're doing right so you can share it with other clubs. Also take the time to see which of your clubs is struggling to keep its members, much less grow. Spend some time with them, listening often brings answers to what they can do to fix the problem.

Most of our Rotarians only need a friendly reminder to get them to recruit members.



*Now's a perfect time to have your membership team contact their clubs to see how they're doing with their membership goals!*



**If you don't contact your clubs to encourage them to increase membership, Who will?**



# HOW DID WE DO?

## ROTARY INTERNATIONAL ZONE 26 MEMBER COUNT BY DISTRICT

District	30-Jun-09	1-Jul	Gain or loss from purge	% loss	Clubs 30 Jun-09	Current clubs 2 Jan	current 2 Jan 10	Current Gain (Loss) from 30-jun-09	Current-Gain from start 1 July, 09	%Gain from Start	Rank
5730	2,031	1,986	-45	-2.22	51	52	1,987	-44	1	0.05	8
5750	2,060	2,044	-16	-0.78	39	39	2,071	11	27	1.32	4
5770	1,380	1,364	-16	-1.16	34	34	1,377	-3	13	0.95	6
5790	3,171	3,130	-41	-1.29	64	64	3,108	-63	-22	-0.70	10
5810	2,990	2,947	-43	-1.44	66	67	2,989	-1	42	1.43	3
5840	2,637	2,584	-53	-2.01	55	56	2,612	-25	28	1.08	5
5870	2,948	2,864	-84	-2.85	65	65	2,861	-87	-3	-0.10	9
5890	2,967	2,884	-83	-2.80	60	60	2,900	-67	16	0.55	7
5910	2,536	2,496	-40	-1.57	41	41	2,535	-1	39	1.56	2
5930	2,164	2,084	-80	-3.70	56	56	2,126	-38	42	2.02	1
Total	24,884	24,383	-501	-2.01	531	534	24,566	-318	183	0.75	

## MORE ON HOW'D WE DO

It's difficult to get comparisons with the rest of the world now that our membership group is part of zone 21 (7 districts) and zone 27 (3 districts) The other thing that matters is that we don't have access to real time counts outside of our 10 districts. Director Phil has just sent out the mid year numbers (subject to the mid year reports). We can go online (see the box to the right) and get recent information.

These web pages are inter-

esting: Only 5 zones in the world have more members now than they did at the end (June 30) of last year. Germany, z.14 actually gained members over the purge of July 1, and are currently 0.92% ahead of where they let off last June 30. Of our ten districts, only 5750 in Oklahoma is ahead of their June 30 member count.

Overall, we're down 1.28% from when we turned in our end of the 2008-2009 year. I know that all of us want to finish our year

ahead of where we left off last year. It's not fair to base our performance on what last year's team did, so all of the growth we are measured on is based on the start (July 1) member counts. I still think that it's important to grow our membership, year in and year out.

Now's a good time to put on a membership campaign. The holidays are over, very few of us are on vacation, and we can concentrate on building our clubs.

To check out how the world is doing in membership, go to:

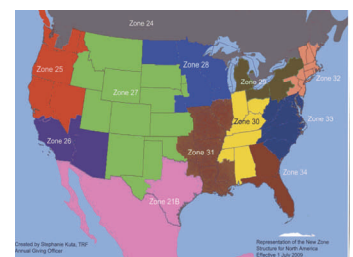
<http://www.rotary.org>

Click on the member tab.

Click on the general information tab.

Click on membership at the top of the left column.

Click on monthly district comparison to start



**Zone configuration after July 1, 2009**



## Rotary International 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

### OUT OF SIGHT, OUT OF MIND

There are several things that are always done at your Rotary Club meetings. Most every club has a prayer, does the pledge, introduces visitors and guests, and recites the 4 way test. Many clubs sing at every meeting and some have a weekly stock market report or a weekly report of other things that may be of interest to the members.

Why not add 2 minutes for membership at each and every one of your meetings? You could report on the progress on your goals for the year, talk about your specific membership recruiting schemes, or simply offer encouragement to your members to bring a guest to your Rotary meeting. You could use your 2 minutes to bring up 2 or three un-filled classifications and ask the members if they know anyone that is in that classification that might be a good Rotarian. You could have two of your club members stand up in front of the club and act out a Rotary elevator talk, completed by asking the acting "non-Rotarian" to be a guest at your meeting.

Have you ever seen the posters with a giant thermometer publicly displayed to advertise the progress of a community chest or local fundraising progress? You could make a poster illustrating your membership goals and the progress that you are making on them throughout the year. I remember when I was the only salesman for the East Coast division of a large company. My Dallas boss made a five foot by three foot poster with my sales goals and the progress I was making on them. Everyone in the office would see this chart, and their livelihoods depended on my success. Talk about motivation! If things were below the line, they would all let me know; if they were above, they would all congratulate me. It was a daily reminder of the progress I was making on my job.

If you want to have success in your membership growth, you have to put membership directly in the sightline of your members. Make membership a part of your meetings each and every week. You'll be amazed by the results.

## WE'RE 2nd IN NORTH AMERICA

We're through the first half of the year, and all of us know that we'd like to do better. We, nonetheless performed better than all but one zone in North America. World wide, our 10 districts ranked 13th of all the 34 zones. Those of us in Zone 21 grew at the rate of 0.75%, while the rest of the zone was only .20%. Our 3 districts from Zone 27 grew by .72%, compared to the rest of Zone 27 that grew only by .28%.

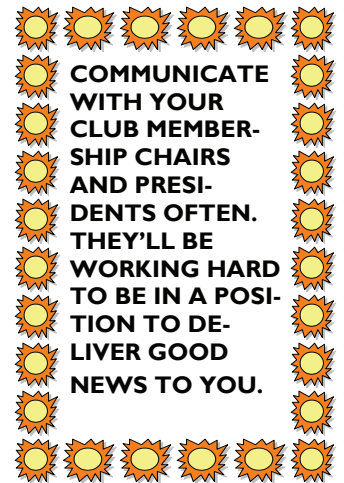
World wide, in India, Zone 5 grew by 5.38% from the start of the year and Zone 4 from India grew 3.50%.

They're both now over last year's (June 30) numbers, but just slightly. The best performer compared to the end of the year member count, was Zone 19 in Germany. They actually gained members over the purge, and are now 0.92% ahead of their June 30 end of the year.

In North America, only Zone 31 ( AR, IL, KS, LA, MS, MO, far East Ok, and N.E. TX) outperformed us. They have mid-year growth at .82%. Trailing close behind us is Zone 33 (D.C., DE, MD, N&S Carolina, TN, VA, & W. VA.). They're

only a fraction of a percent behind us. If we'd have grown 17 more members (1.7 members each) we be first in North America.

Rotary throughout the world grew at a rate of 0.72% from the start (July 1) of the year. We grew 0.75%. When you think about it, that's pretty close to average. I've never considered Texas and Oklahoma anything but way above average. Let's keep up the good work to make sure we get closer to the lead world wide, and to lead North America in it's Rotary membership growth.



**COMMUNICATE  
WITH YOUR  
CLUB MEMBER-  
SHIP CHAIRS  
AND PRESI-  
DENTS OFTEN.  
THEY'LL BE  
WORKING HARD  
TO BE IN A POSI-  
TION TO DE-  
LIVER GOOD  
NEWS TO YOU.**

**It's a good time to  
share these statistics  
with your clubs!**

