



THE SQUEAKY WHEEL

Rotary International
Zone 26

Mid 3rd Quarter
March 8, 2009

WE'VE LOST OUR LEAD

When I started this newsletter we were still in the lead in membership growth for the first quarter and through January. The February '09 reports just came out and we've lost our lead. I didn't want to do this, but this is a re-write of the article that I was going to send.

In any event, we've slipped from a tenuous lead to fifth out of the 11 North American zones. We've actually lost members as a zone. The lead is not far away, though, and we can still finish strong for the year.

Most of the world is doing better than we are. England is doing great in regard to their July 1 start numbers. India, Japan and Korea are

doing very well also.

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

NORTHERN OKLAHOMA LEADS

Northern Oklahoma, D. 5750, DG Bill Bowden and DMC Will Beckman, leads the districts in Zone 26 with a net gain of 2.54%. They really came on strong after January, and have gained a net 51 members since June.

Central Texas, D. 5870 shows a loss for this last

quarter, but still has enough gain to stay in second place with a net gain of .75%.

North Texas, D.5810 held on to some of their gain to get to the third spot with a gain of 12 more members (.40%) for the year

Some of the rest of us struggled. We're on the

right track, but we need to keep up the pressure on our clubs to keep membership in the fore-front.

District Governors, please share your club by club membership information with your DMC and his/her team. They are committed to helping you grow Rotary.



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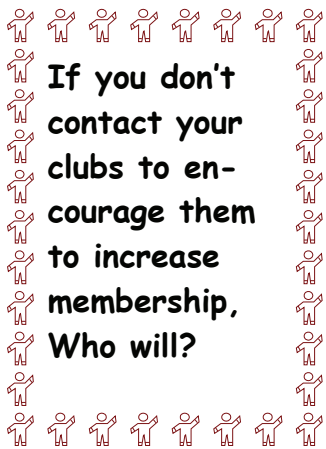
The best teams, with the best players, will not perform well without a good Coach or a Leader.

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!



IT'S TIME TO GET PRACTICAL ABOUT MEMBERSHIP GROWTH



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

On February 17, all of our sitting Governors were asked to be part of a conference call with President D.K. Lee. D.K. implored each of the Governors to pull out all the stops to increase membership in their districts. It's time to get serious about growing Rotary and you are the key to membership increases in your district. Do your Presidents know what is expected of them? Have you called them or visited

with them to discuss membership? It's obvious that most of our Presidents have not met their goals for membership.

Now is the time to go to great measures to grow Rotary. Following is a tried and true strategy to gain membership in clubs. It's the best "quick fix" that I've found to give a jump start to a club's membership. It seems to work equally as

well with small and big clubs.

The "Honored Guest" meeting has evolved from several strategies, and It's effective.

Who in your community wouldn't like to be an Honored Guest to an organization as prestigious as Rotary? Pass it on and get your clubs to give it a try.

HONORED GUEST DAY

One of the most effective ways of membership recruiting is to hold a special meeting for the sole purpose of recruiting new members. Although a change in the day to day habits of your members is needed to sustain membership growth in your club, this is a good start. It starts your members thinking about recruiting members, and it's the best "quick fix" for membership that I've seen.

How many times have you driven to your Rotary meeting and thought to yourself that you should have invited Joe or Betty to the meeting, but it was too late that day and by the time that the meeting was over, you have forgotten Joe or Betty until you drive on to the next meeting, and, once again, it's too late.

A special membership re-

cruting meeting, or "Honored Guest" day eliminates all our tendencies to procrastinate. It also eliminates the chance that our invited guest will put off coming until "the next meeting".

It's relatively easy to do:

1: Schedule a meeting for the sole purpose of introducing prospective members to Rotary. This must be scheduled early enough for all your members to prepare to invite one or more guests.

2: Seek out the most eloquent and persuasive speaker to extol the virtues of being a Rotarian. Have your speaker give an overview of Rotary and put it in the best light possible.

3: Arrange for a meeting place. Often these meetings are scheduled for after work at an attractive place,

but they can be at the same time and place as your regular meeting. If you do have it at your regular meeting place, dress it up to make the best impression.

4: Have your members brainstorm to determine who the best people in your community would make good Rotarians.

5: Share your "**Classification Survey**" with your members. Explain to them that most of the empty classifications have people in your community in that classification that would make a good Rotarian.

6: Make up a "form letter" for your members to leave with invited prospects as a formal invitation and as a reminder of the meeting to come. These prospective members will be invited to the meeting to be your **Honored Guest** at this special meeting.

7: Have your members practice their "**Rotary in an Instant**" routine. This

would be good to do once in every meeting, particularly in the weeks leading up to your special meeting.

8: Explain to your members that they will probably have to invite more than one to insure that they have at least one accept.

9: Remind and encourage your members during the weeks preceding the event. Remember that this is an event that all members of the club will participate in, and not one for just the 20% that always participate. Present it as an event that "**We will do**", not just "We're having an event if you're interested."

10: Be sure to educate your members as how to propose a new member. A member may invite a guest that another member knows is not a suitable Rotarian, or may not be right for your club. A Guest should never be asked to "*Join our Rotary Club*" until that prospective member has been properly *approved* by the existing membership.



FEBRUARY 28, 2009

DISTRICT	START 7/1/08 MEMBERS	START 7/1/08 CLUBS	CURRENT 1/1/09 MEMBERS	CURRENT 10/1/08 CLUBS	MEMBER GAIN / LOSS
5730	2,070	53	2,036	51 (-2)	-34 (-1.64%)
5750	2,011	38	2,062	38	51 (2.54%)
5770	1,366	36	1,370	35 (-1)	4 (0.29%)
5790	3,197	63	3,201	63	4 (.13%)
5810	2,990	64	3,002	65 (+1)	12 (.40%)
5830	1,821	45	1,801	45	-20 (-1.10%)
5840	2,566	53	2,576	54 (+1)	10 (.39%)
5870	2,952	66	2,974	66	22 (.75%)
5890	3,039	60	2,991	60	-48 (-1.58%)
5910	2,557	42	2,564	42	7 (0.27%)
5930	2,200	56	2,178	56	-22 (-1.0%)
6200	2,520	49	2,518	49	-2 (-0.08%)
TOTAL	29,289	625	29,582	624 (-1)	-16 (-.05%)

ROTARY WORLD SERIES

One of the things that came out of a Zone membership seminar was the idea to hold a Rotary World series for recruiting members.

The club made a big magnetic baseball diamond with red and blue magnetic "runners". There places to show the score. They kept the poster on display at every Rotary meeting. All of the club members were listed, one half on one team, and one half on the other. The individual statistics were kept, as well as a running tally of the score.

For each potential member that a Rotarian brought to a meeting, the player received a single. For each guest that was inducted as a member, the Rotarian got a home

run. The singles could add up into runs, but the home runs were the most sought after. At the end of the time allotted, the winning team would win some recognition and there was an award for the most valuable player.

The whole club was involved, and it kept membership on their minds at each and every meeting. There was some friendly competition as well as some friendly peer pressure to contribute to the team. This is a relatively easy strategy for member recruiting that adds another dimension of fun and fellowship to the club.

My club tried this and it created an attitude of recruiting in our club.

HOW'S YOUR TEAM DOING?

With the sobering news of our performance since January, it's time we evaluated what we're doing.

One thing we've learned is that we can't do it all ourselves (and have a life outside of Rotary). Hopefully, all of you have membership teams to report on how their regional clubs are doing. Are your team members performing their tasks? Are they keeping the "buzz" going for membership? Do all their presidents know that they are there to help with membership? Are they reminding their presidents and club membership chairs of the importance of membership? *Do your clubs even know who their assistant membership chair is?*

It's obvious that none of us

are performing up to our best expectations, and some of us are losing ground at a time when it's imperative to gain.

Are we as District leaders getting the right information to our helpers? If we don't give them the right tools at the right time with the right instructions, how are we going to expect that they perform? All our clubs need to know what is expected of them, and encouraged to be the best they can be.

Even though we need to constantly evaluate our procedures, and our team members, now is the time to ensure that all of your strategies and all of your team members are doing the job that Rotary needs. **The Future of Rotary is in Your Hands!**



Rotary International
Zone 26

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**ROTARY INTERNATIONAL
PRESIDENT D.K. LEE'S GOALS**

**10% GROWTH IN NET
MEMBERSHIP**

**EACH DISTRICT TO
CHARTER AT LEAST 2 NEW
CLUBS.**



ARE WE MAKING ENOUGH NOISE?

People have a tendency to react to an immediate stimulus. Rotarians are no different. If a salesman calls us on a day when we may be ready to buy a product, the odds are that we'll buy that product from him. If we're asked at a Rotary club to drop some money in the hat for some un-budgeted charitable cause, we usually do it. Contrary to that, if we're not asked, we usually don't do what others want, or sometimes even what is good for us.

We all need reminders.
Are we as Membership

chairs and District Governors making enough noise about membership?

Is your wheel squeaking out a membership tune? Do your club leaders hear it. If they don't, you're not squeaking loud enough or often enough.

Membership is not easy. If it were, I'd be out of a job and we'd have every qualified person in our community as a member of our Rotary club.

The only way that we can insure that our members remember to bring in quali-

fied potential members is through regular and persuasive reminders.

Have we called our clubs to encourage them about membership? Have you called your failing clubs to offer help or to ask them for better performance?

Are you sure that your club Presidents have made membership a part of the weekly meeting? Are your clubs sending their club membership chairs to assembly or your district membership seminar?

Are you a squeaky wheel?

HARD TIMES AND MEMBERSHIP

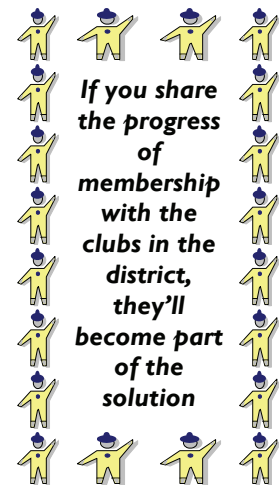
We spent a good bit of time at our yearly RRIMC training and learning seminar in Chicago this winter talking about what we could do to minimize loss of membership due to the economic downturn.

What has your club done to insure that precious members are not lost because they've had changes in their lives and have to spend their resources on their families for food, clothing, housing, transportation, and other necessities? If this hasn't hit your club yet, it will. The realities of the economy now almost insures that we will see more of this in the near future.

Is your club affordable? This is important for everyone that is a member. Even in good times people want a good value for their money. If a member falls on hard times, then Rotary falls high on the list of expendable items. Has your club got a plan to save these Rotarians during temporary lulls in their financial fortunes? Do you have a reduced rate for the "non-eaters" or "coffee only" members?

In my club, our board of directors made the decision to ask several of our members if they would be able to "sponsor" a member during a time that they cannot afford the costs of being a participating member of the club. We got several members that enthusiastically volunteered to take on the dues of our financially struggling members. With the number of sponsor volunteers that we have, we can maintain the dues of several of our valuable members and share the load so it's not such an onerous obligation. We ask our sponsored members two things; first to stay active (we want to get our money's worth), and second to do this for another Rotarian when they are able. This is not a loan, it is a grant. We always do this quietly and behind closed doors to maintain the dignity of the sponsored Rotarian.

Does your club have a plan to save it's good members?



Just a reminder:
Your job is to increase membership!