



Rotary Membership Zones 30 - 31

Membership is on the move!

Cost of Rotary.

The cost of Rotary is an ongoing issue and even more relevant with the current worldwide financial crisis. Clubs are looking at different ways to help keep the cost of Rotary down. These include:

- Changing the dinner meeting to just having a snack and the meeting going for just an hour.
- Meetings where the meal is optional, the member pays a weekly fee of \$5 and they don't have a meal.
- Changing from a dinner meeting to a breakfast meeting.
- Alternating between a dinner and breakfast meeting.
- Members paying their Clubs dues monthly – although this is more expensive for the member than paying in two six monthly installments or one annual payment.
- Alternating meetings between dinner and a snack meeting and having an optional social meeting every six weeks.

Motivating Clubs.

The task of clubs being motivated about membership starts when presidents- elect are elected; they need to have a desire to increase the membership of their clubs. Other people who play a critical role to help clubs be motivated towards membership development and retention are the District Governor, the Assistant Governor and District Membership Chairs.

It is suggested that the best people to lead membership development in the club are those who have shown to be successful nominators in the past. Unless Rotarians can demonstrate this skill they are not likely to be effective membership chairs.

This Issue Includes:

- > Newsletter Introduction
- > Membership Figures
- > Membership Tightrope
- > New Approach

Each Rotarian:
**Reach One,
Keep One**

Membership
Minute
found here.



[http://www.rotary.org/
RIdocuments/en_pdf/
membminute0908_en.pdf](http://www.rotary.org/RIdocuments/en_pdf/membminute0908_en.pdf)

Harry Fields, RRIMC (Zone 30)

| Zone 30 Regional Membership Assistants | District Assignments |
|---|-----------------------------|
| Tom Ashford, (859) 748-0544 rotarytom6740@comcast.net | 6740 KY 6670 OH, 6690 OH |
| Richard Bollinger, (334) 279-9093 richboll@bellsouth.net | 6880 AL 6860 AL, 6780 TN |
| Dick Wieland, (662) 429-8417 rlwieland@comcast.net | 6800 MS 6760 TN, 6710 KY |
| Judy Witt, (812) 339-4273 jwitt@indiana.edu | 6580 IN 6560 IN, 6540 IN |

Greg Yank, RRIMC (Zone 31)

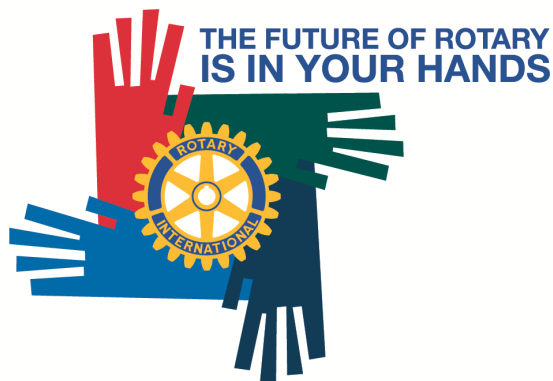
| Zone 31 Regional Membership Assistants | District Assignments |
|--|--------------------------------------|
| Ed Hardesty, (918) 706-5730 edwin.hardesty@ssa.gov | 6110 OK & AR 6170 AR, 5830 AR |
| Rick Tinucci, (636) 537-5937 rtinucci@bickgroup.com | 6060 MO, 6460 IL 6490 IL, 6510 IL |
| Joe Beltz, (417) 934-2192 b4farm@socket.net | 6080 MO 6040 MO, 6170 AR |
| Mike Collins, (985) 696-4642 mjc_mdc@hotmail.com | 6200 LA, 6190 LA 6840 MI, 6820 MI |

Membership Figures

Comparison to Start Figures Membership Report
31 October 2009

| District | Zone | PRIOR YEAR | | | CURRENT YEAR ACTIVITY TO DATE | | | | 2009 - 10 MEMBERSHIP GOAL | | | District | |
|---|------|------------------|---------------|--------------------------------|-------------------------------|---------------|-----------------|---------------|---------------------------|------------------|-------|---------------|----------------|
| | | 08 - 09 Year-end | | Net Inc / Dec RY 08 - 09 | 09 - 10 Start Figures | | 31 October 2009 | | Net Inc / Dec # Mem | 09 - 10 Year-end | | | 31-Oct-09 |
| | | 30 June 2009 | # Mem | | # Mem | 01 July 2009* | # Mem | # Clubs | | # Mem | # Mem | GOAL | %GOAL Achieved |
| USA: Alabama, Indiana, Kentucky, Mississippi, Ohio, Tennessee | | | | | | | | | | | | | |
| 6540 | 30 | 55 | 2,769 | -21 | 55 | 2,731 | 55 | 2,736 | 5 | 210 | X | 2.38% | 6540 |
| 6560 | 30 | 45 | 2,712 | 68 | 45 | 2,676 | 45 | 2,720 | 44 | 45 | | 97.78% | 6560 |
| 6580 | 30 | 35 | 1,948 | -11 | 35 | 1,938 | 35 | 1,882 | -56 | 40 | X | -140.00% | 6580 |
| 6670 | 30 | 52 | 3,316 | -61 | 52 | 3,269 | 52 | 3,235 | -34 | 52 | | -65.38% | 6670 |
| 6690 | 30 | 58 | 3,861 | 4 | 58 | 3,777 | 58 | 3,801 | 24 | 194 | X | 12.37% | 6690 |
| 6710 | 30 | 58 | 3,238 | -73 | 58 | 3,178 | 58 | 3,178 | 0 | 58 | | 0.00% | 6710 |
| 6740 | 30 | 42 | 1,860 | 3 | 42 | 1,839 | 42 | 1,824 | -15 | 50 | X | -30.00% | 6740 |
| 6760 | 30 | 65 | 3,512 | 9 | 64 | 3,464 | 63 | 3,438 | -26 | 64 | | -40.63% | 6760 |
| 6780 | 30 | 65 | 3,546 | 29 | 65 | 3,495 | 65 | 3,503 | 8 | 150 | X | 5.33% | 6780 |
| 6800 | 30 | 42 | 2,211 | -55 | 42 | 2,162 | 42 | 2,163 | 1 | 50 | X | 2.00% | 6800 |
| 6860 | 30 | 56 | 3,948 | -56 | 56 | 3,914 | 56 | 3,921 | 7 | 56 | X | 12.50% | 6860 |
| 6880 | 30 | 49 | 2,683 | 3 | 49 | 2,660 | 50 | 2,672 | 12 | 47 | X | 25.53% | 6880 |
| | | 622 | 35,604 | -161 | 621 | 35,103 | 621 | 35,073 | -30 | 1016 | | -2.95% | |
| USA: Arkansas, Illinois, Kansas, Louisiana, Mississippi, Missouri, Oklahoma, Texas | | | | | | | | | | | | | |
| 5830 | 31 | 45 | 1,803 | -18 | 45 | 1,780 | 45 | 1,822 | 42 | 45 | | 93.33% | 5830 |
| 6040 | 31 | 54 | 2,490 | -73 | 54 | 2,444 | 54 | 2,477 | 33 | 81 | X | 40.74% | 6040 |
| 6060 | 31 | 59 | 2,569 | -43 | 58 | 2,495 | 58 | 2,492 | -3 | 130 | X | -2.31% | 6060 |
| 6080 | 31 | 48 | 2,941 | -9 | 48 | 2,909 | 48 | 2,944 | 35 | 65 | X | 53.85% | 6080 |
| 6110 | 31 | 79 | 4,994 | -147 | 79 | 4,897 | 79 | 4,988 | 91 | 10 | X | 910.00% | 6110 |
| 6150 | 31 | 41 | 2,342 | 55 | 41 | 2,322 | 41 | 2,308 | -16 | 50 | X | -32.00% | 6150 |
| 6170 | 31 | 37 | 1,745 | 45 | 37 | 1,713 | 37 | 1,734 | 21 | 106 | X | 19.81% | 6170 |
| 6190 | 31 | 33 | 1,678 | 15 | 33 | 1,648 | 33 | 1,654 | 6 | 167 | X | 3.59% | 6190 |
| 6200 | 31 | 50 | 2,550 | 30 | 50 | 2,485 | 50 | 2,488 | 3 | 50 | | 6.00% | 6200 |
| 6460 | 31 | 49 | 2,604 | 18 | 49 | 2,561 | 49 | 2,541 | -20 | 261 | X | -7.66% | 6460 |
| 6490 | 31 | 53 | 2,463 | 40 | 53 | 2,458 | 53 | 2,471 | 13 | 125 | X | 10.40% | 6490 |
| 6510 | 31 | 48 | 1,779 | -14 | 48 | 1,735 | 48 | 1,734 | -1 | 36 | X | -2.78% | 6510 |
| 6820 | 31 | 44 | 2,435 | -40 | 43 | 2,399 | 43 | 2,396 | -3 | 43 | X | -6.98% | 6820 |
| 6840 | 31 | 55 | 2,433 | 24 | 55 | 2,415 | 55 | 2,430 | 15 | 200 | X | 7.50% | 6840 |
| | | 695 | 34,826 | -117 | 693 | 34,261 | 693 | 34,477 | 216 | 1369 | | 15.78% | |

*Based on 1 July Semi-Annual Reports submitted to RI by 30 September to allow for the removal of terminated members from the previous year. Does not include Honorary members.



For help in promoting membership growth, contact your zone membership coordinator Greg Yank gyank@charter.net or Harry Fields rotary@cbmtn.com.

The Development of Acquaintance as an Opportunity for Service.

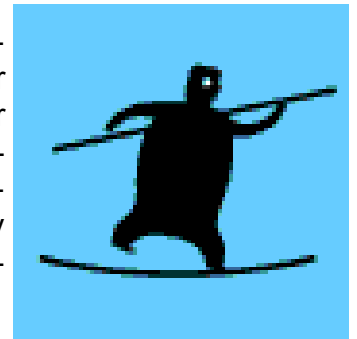
Walking the Membership Tightrope

by

Jim Henry, RRIMC Zone 34

The main reasons people will join an organization such as a Rotary club falls into one or all of the following categories: security; to enhance self-esteem; to share information and/or gain knowledge; affiliation and fulfillment of social needs; and/or to achieve certain goals or objectives.⁽¹⁾ It is interesting that many clubs, particularly those with membership problems, have overlooked the concept that belonging to a Rotary club can either threaten or enhance one's feeling of security.

The average person qualified to be invited to join a Rotary club walks a tightrope balancing their personal and income-generating time, the safety net for them and their family. They will not – they should not – spend time, talent, or treasure that may jeopardize their security unless doing so is likely to improve their balance. The challenge for the club is to assure potential members that joining their Rotary club will help stabilize them, which it usually does because they would be networking with some of the community's business, professional, and community leaders.



Here is a simple security level Membership Checklist that may help new members and reaffirm to existing members that the club puts importance on developing acquaintances as an opportunity for service – just plain getting to know each other.

- Does your club's information meeting encourage joining because they will be developing acquaintances within the community's network of business, professional, and community leaders? *(From a business standpoint, do not many members have their membership paid for by a company? Doesn't this imply that their company believes that top-level management participating in a Rotary club is a good business investment?)*
- Does your club have a special program encouraging new members to assimilate into the club, to be better acquainted with club members?
- Does your club encourage all members to make their professions known by classification talks or publishing bios in the club's bulletin? *(Many new members most likely do not know the long time member's present or former professions.)*
- Does your club encourage business and social networking by holding special friendship-building events between new and long time members?
- Does your club encourage vocational visits? *(Events sponsored at members' places of business, such as an after-work happy hour.)*
- Does your club have committee assignments and club programs that help assure all members that being an active club member is worthwhile?

(1) Groups: Theory and Experience; Napier and Gershenfeld, 1999.

New Approach Vital to Membership Growth

"Potential club members are everywhere. But to get them to join Rotary, clubs must use creativity and imagination", says Past RI President Cliff Dochterman.

"Rotary International leaders keep emphasizing membership growth and extension because Rotary's very survival depends on it," says Dochterman, a member of the Rotary Club of Moraga, California, USA, and author of [The ABCs of Rotary](#), a resource for new members. "If Rotary is to grow, we all must take action. Clubs can thrive by seeking new members, retaining current ones, and sponsoring new clubs in the community."



HE OFFERS THE FOLLOWING TIPS:

Seeking new members

"Clubs must have a specific plan in place," says Dochterman.

- Use a team approach. Teams should have several members who meet with qualified business and professional leaders to discuss the benefits of joining Rotary.
- Set aside one club meeting per month to be a "visitor day," to which all club members would invite a friend or prospective member.
- Seek out natural prospects, including Rotary Foundation Ambassadorial Scholars, Rotaractors, and Group Study Exchange (GSE) team members.

Retaining current members

"Keeping current club members is just as important as bringing in new ones. The key is to adapt and change," says Dochterman.

- Make sure club meetings, service activities, and social events are interesting, fun, and worthwhile.
- Initiate more hands-on projects so club members will feel that they're making a difference.
- Eliminate 100 percent attendance requirements.
- Be alert to the symptoms that lead to resignation. Club leaders should be considerate of members' personal problems.

Sponsoring a new club

"Don't think about cloning your existing club. The new century of Rotary requires and permits a new vision of fellowship and service," says Dochterman. "It's time to think about sponsoring a new kind of Rotary club." For example:

- A club composed entirely of executives and professionals under the age of 40. The nucleus could be former Rotaractors, GSE team members, and Foundation program alumni.
- A club in an ethnic or minority section of the community, with members who share common economic and cultural interests.
- A club that meets in a shopping mall, airport, high-rise office building, golf course, or other nontraditional but convenient location.

RRIMC's

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We would like to include your ideas and stories in future newsletters. Please make your submissions as soon as possible to Greg (gyank@charter.net) or Harry (rotary@cbmtn.com) for consideration in next month's issue.

Thanks, *Greg & Harry*

