

# 9320 PLUS ONE



VOLUME 1, ISSUE 1

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## THE SECOND TIME AROUND

BY BARRY THOMPSON

Twenty-three years ago, I was highly honoured when my club chose me to be its president in its 25th year.

I was even more honoured by being asked to be club president again during Rotary's 100th year. Twenty-three years ago Rotary was still an all-male organization.

Today the membership of my club is 30 percent female and is, I believe, a better club for that.

In the intervening years I have been a district governor and a director and treasurer of Rotary International.

Twenty-five years ago, as a relatively new Rotarian, I began my first term as president by following the excellent example set by former club presidents.

In my second term, with much more Rotary knowledge and experience, I set out to try new ideas and to challenge our 33 members to think of newer ways of meeting the needs of our club and community.

I sought and obtained the agreement to our club to taking part in the trial of a new club structure with major changes in emphasis.

Under the old structure, membership development was located in club service. Under the new plan, we made it the responsibility of a membership development director, with whom the vocational service director worked closely, on the basis that we are all Rotarians because of our vocations. We asked one member each week to speak about his or her vocation.

Once a month, we invited one member to discuss a problem in his or her vocation and asked members to suggest solutions to the problem.

We believe that learning more about each other is one key to membership retention and fellowship. We changed the emphasis of international service by adding a director responsible for The Rotary Foundation, with whom the international service director worked closely.

We added a public relations director to our board.

We also ensured that every club member was allocated responsibility for at least one project. Once each month, I invited a board member to chair the entire weekly meeting, thus increasing their skills and fitting in with my aim of mentoring club members.

After each board meeting, members received a copy of the minutes to keep them fully informed on club activities. These changes have greatly increased awareness of the need for membership development, and we are currently examining a list of over 50 potential members.

We introduced new vocational service programs and significantly increased support for our Foundation.

We have markedly better public relations. We also placed greater emphasis on Rotary education with the result that almost one-third of our club members work on district committees.

We have identified a number of potential candidates for district governor in the years to come. In the process I believe that fellowship in the club has become even better, and our club is on a sound basis for future service.

Past RI Director Barry Thompson served as chair of the 2003-04 Membership Development and Retention Committee.

FROM The Membership Minute – Vol. 2, Ed. 1

### THE FOUR WAY TEST

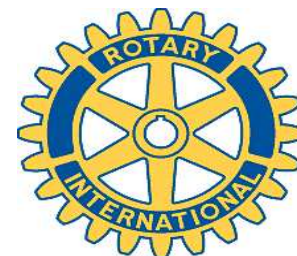
*OF THE THINGS WE THINK SAY & DO...*

*IS IT THE TRUTH?*

*IS IT FAIR TO ALL CONCERNED?*

*WILL IT BUILD GOODWILL & BETTER FRIENDSHIPS*

*WILL IT BE BENEFICIAL TO ALL CONCERNED*



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## THE MEMBERSHIP PROCESS

### FIND THEM

#### Qualifications

- Adult of good character
- Proprietor, partner, officer, manager, or
- Discretionary position in business/ profession, or
- Retired from above (Article V, Section 2, Rotary Constitution)

- Membership Profile

#### Where to Look

- Classification Survey
- Friends / Family Members
- Business Contacts
- New / Existing Businesses
- Places of Worship
- Former
- Ø Rotaractors
- Ø GSE team members

- Ø RYLA awardees

- Ø Youth Exchange participants

- Ø Ambassadorial Scholars

- Other

#### Creating Awareness

- Advertising
- Public Relations
- Brochures

### BRING THEM IN

#### Initial Contact

- Personal
- Phone
- Mail

#### Club Visit

- Cost
- Introduction
- Follow-up
- Record

#### Information

District Brochure

### KEEP THEM INTERESTED

#### Get Them Involved

- Red Badge Program
- Assign a Mentor
- New Member Forums
- Committee Assignment
- New Project Participation
- Act as Greeters
- Attend Fireside Chats

#### Address Resigning Members

- Conduct Exit Interviews
- offer to forward contact information and dates of membership to another club
- 

### REMEMBER:

The key to retention is an active club with:

- good meetings,
- great programs, and
- lots of activities, in which all members are involved!

In all of the above it is critical to get buy in from the club on goals and to identify who is responsible for each activity.

<http://www.rotary.org/membership/development/>



### COMMENT & INPUT WELCOMED

A District Committee cannot survive without your input.

Is it worth the effort and time to put together a newsletter on Membership?? Only time will tell!!

Please let us have your Club news and photos by email, on aspects of membership, inductions & other matters relating to membership development & retentionit!!

WE WAIT IN SUSPENSE!

## POTENTIAL MEMBERS-BE RESOURCEFUL

I have been asked to look after membership in our club as a specific portfolio. We have embarked on a process of aligning ourselves with the Round Table clubs who are age disqualified.

We have started by initi-

ating some joint projects and fellowship evenings which, while to soon to see results are showing definite potential. They get to see that we are not the image they had and we get to know them better with a view to "selecting" potential members. AG Ian Harris



## MEETING MAKE-UP

FROM RI WEBPAGE

One of the many benefits of Rotary Club membership is the luxury of being able to travel the world and never miss a weekly meeting. Club members are welcome and encouraged to visit clubs while traveling to make-up the meeting missed back home.

But Rotarians often ask what options exist if there is not a club in the area of travel, or if the member is home but an emergency causes him or her

to miss a meeting.

One option is to attend a regular meeting of a local Rotaract or Interact club, Rotary Community Corps, or Rotary Fellowship. According to Article VIII, Section 1a of the Standard Rotary Club Constitution, attending one of these meetings counts as a make-up.

Another option is to spend 30 minutes participating in an interactive activity on a Ro-

tary e-club Web site. Rotary International has approved the request of 27 clubs to form with virtual or electronic locations. A visit to one of these e-clubs may satisfy a club member's make-up requirement. Please check with your club secretary and the e-club of interest to see if this online visit counts. Also read "E-clubs forge new path for Rotary," a Web-exclusive feature story about Rotary e-clubs and their members.

**MAKE UP-DID YOU KNOW!**

**“.....spend 30 minutes participating in an interactive activity on a Rotary e-club Web site. ..”**

## ROTARIAN RELOCATION FORM FROM RI WEBPAGE

If you are moving less than 20 miles and will be remaining in your current Rotary club, please use the Update Contact Information Form.

If you are moving more than 20 miles and will no longer be a member of your current Rotary club, there are three ways to reach out to clubs in your new neighborhood:

Complete the Rotarian Relocation Form below and submit it to

Rotary International electronically. Simply fill out the form and click the "Send to RI" button. This will provide RI with your new address and contact information. Rotary International will forward your information to the appropriate districts and clubs in your new community.

Your club secretary can notify the club(s) in the new community of your arrival.

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## EDITORIAL

Can you remember who proposed you into Rotary??

The person should rank as one of the people who made a marked difference in your life. Through that individual you have become a member of a select group of professional people committed to Service through their vocation.

The power of Rotary in motion is awesome to behold.

How can you deny someone else the privilege of participating in and making a difference in lives through rotary by simply not taking the effort to propose someone to membership in your club!!! To reject someone due to simple inaction is a crime against humanity.

Be Proud to be a Rotarian but be so proud you want to share Rotary with everyone! 1

Remember our goal of PLUS ONE membership growth.

## RESPONSIBILITY OF MEMBERSHIP

Rotary club membership carries with it certain responsibilities.

Members are expected to attend weekly programs of the club.

Opportunities to make up attendance include attending the regular meeting of another Rotary club, attending various other Rotary meet-

ings, or attending a club service project authorized by the club board of directors.

Members are required to pay annual dues to their clubs, their districts, and to Rotary International.

Members are expected to participate in local or international activities or projects of

the Rotary club.

Clubs encourage members to aspire to leadership or committee roles within their clubs.

*How do you measure up to these responsibilities? Rotary will not survive into the second century without the commitment of each individual Rotarian !!!! ED*

DISTRICT 9320 MEMBERSHIP  
DEVELOPMENT & RETENTION

CHAIR PJCLOETE  
MEMBERS MICHAEL WAKS;STUART  
WILSON;NORMAN ADAMS;TERRY BAKER  
PO Box 986  
Queenstown  
Eastern Cape  
5320

Phone: 045 8076300  
Fax: 045 8381567  
Email: genlaw@fiveashcloete.co.za



**SERVICE Above Self**

**WHEN LAST DID YOU  
PROPOSE A NEW MEMBER ?**

**MEMBERSHIP COMMITTEE**

**DISTRICT AG ALLOCATIONS**

MICHAEL WAKS: Jaap Steyn geluksdam@lantic.net,  
SW Rossouw sarjan@cybertrade.co.za,  
Ian Harris harris@internext.co.za.

STUART WILSON: Lynne Hall lynneh@servistar.co.za,  
Geoff Smith geoffsmith@hazeldean.co.za,  
Jackie Ramsay jayconcivil@.cybertrade.co.za

NORMAN ADAMS: Norman Adams normana@fsbp.co.za  
Pieter Schuss dischuss@ion.co.za  
Wanda Saleem wsaleem@leo.co.ls

TERRY BAKER: Ron Cleland Cleland@intekom.co.za  
Linsley Pudney ldpudney@hinet.co.za  
Dean Samuel dsamuel@border.co.za

Rotary Club Membership by Zone / Region  
(based on 30 June 2006 total of 1,224,287)

