



# District Membership Development Newsletter

## March: *Rotary Shares*

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March 2007

### News from the 2007 International Assembly



**For more 2007  
International Assembly  
news, click on the logo  
above**

During his opening speech at the 2007 International Assembly in San Diego, California, USA, RI President-elect Wilfrid J. Wilkinson announced the 2007-08 RI theme: *Rotary Shares*.

As 532 district governors-elect listened intently, Wilkinson explained his vision for the year to come, including membership growth. "Sharing Rotary does more than strengthen Rotary; it ensures that Rotary continues a second century of service. *Rotary Shares* means inviting people to join their local Rotary clubs. ... Rotary will only be able to continue sharing if it continues to grow," he said.

To help Rotary grow, Wilkinson requested that all of the incoming governors ask their club presidents to bring in one new club member during their year in office. "Without new members, nothing else matters," he said. "Without our youth and new members, it will only take a few decades for Rotary to disappear, and we've already seen that happen in other service clubs."

#### ***Focus on Membership***

"We share our love for Rotary through focusing on membership. No matter how many our successes, unless we continue to gain new members — and keep the ones we have, Rotary will not survive. But as President Bill has told us so often, if we want to *Lead the Way*, we must lead by example. And that is why I have asked each of you to bring in one new member before arriving at this assembly. And it's why I've asked each of you to ask your club presidents to bring in one new member in their year in office. And it's why all of us have to be sure to follow up on our efforts by staying in touch with those members, to make sure that they succeed in Rotary and bring in new members themselves. I know it's not always an easy thing to invite

someone into Rotary. Too often, we hear no. And nobody likes to hear no. It's easy to get discouraged. But you have to expect those no's and know when to ask again — and when to move on to find a yes somewhere else. That yes that you get, on the second or third or fourth try, is what Rotary needs from you most of all. It is the single most important thing you can do to ensure Rotary's second century. Without new members, nothing else matters. Because however good our work, however valuable and vital, without new members it will take only a few decades for Rotary to disappear. Unfortunately, this is something that we are already seeing among many of the smaller service clubs.

As district governors-elect, you are about to take responsibility for districts with clubs that may be small or large, weak or strong, old or new. Your job is to take all of those clubs and make each one of them better. You must know your clubs, inspire your clubs, and encourage your clubs. It won't always be easy. But as the saying goes, to achieve something worthwhile, you don't ask for a light load. You ask for a strong back."

***RI President-elect Wilfrid J. Wilkinson, 2007-08***



# District Membership Development Committee Newsletter

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## Best Practices

### [Online Best Practices Exchange](#)

The Membership Development Best Practices Exchange at [www.rotary.org](http://www.rotary.org) is a collection of successful retention and growth practices submitted by Rotary clubs and districts around the world. Information on the exchange covers diversity, attendance, new member orientation, club celebrations, retention, communication, recruitment, organizing new clubs, public relations, and other important issues. If you'd like to learn more about a particular submission, contact the club president, secretary, or district governor whose information is provided in the best practice entry.

If you have held a district membership seminar this year, please send us your planning and agenda suggestions so that we may add them to the best practices exchange. This information will provide your colleagues with helpful tips as they create their own district membership seminars in 2007-08.

To visit the Best Practices Exchange, click on the following link:

[Membership Development Best Practices Exchange](#)

## Resources

### [Membership Minute newsletter](#)

Produced by Membership Development, the *Membership Minute* newsletter now reaches over 10,000 readers! It features a variety of membership development ideas and tools, including:

- Up-to-date research on membership in Rotary
- Suggestions about how to find and recruit qualified, committed Rotary club members
- Ideas for creating or enhancing new membership orientation programs
- Tips and trends for retaining current members, and much more!

*Membership Minute* is published monthly in nine languages. To subscribe, visit the Membership section at [www.rotary.org](http://www.rotary.org) and click on the [Membership Minute](#) link. Encourage your club leaders to sign up for this valuable resource, and feel free to repurpose the content in your monthly district newsletter or on your district Web site. If you're interested in viewing past *Membership Minute* issues or newsletters that are specific to your region, visit the [Membership Minute archives](#) at [www.rotary.org](http://www.rotary.org).



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## Rotary Links

*This month's link:* [2007 RI Convention](#)

Head to the mountains of Salt Lake City for the 98th annual RI Convention, slated for 17-20 June. There, you'll join family, friends, and fellow Rotarians from around the world at Rotary's largest annual get-together. This year's convention is fun, informative, and affordable, with new features such as the World Peace Symposium. Be sure to check out these highlights:

- Membership workshops
- RI regional membership coordinator booth
- Rotary Foundation booth



**To learn more about the  
2007 convention,  
Click on the logo above.**



**Watch the video**

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Send us your topic suggestions, comments, questions, and recommendations for this newsletter to the membership support coordinator, e-mail: [rrimc.zc@rotary.org](mailto:rrimc.zc@rotary.org); phone: +1-847-866-3435.

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Learn more about Rotary membership development at: <http://www.rotary.org/membership/index.html>