



Member Tips

Growing Rotary Membership



Membership
Newsletter of
Zones 27/28

April, 2008

Don't Forget Alumni

A letter from RI Foundation Chair, Robert Scott

Editor's Note: In this succinct letter, Bob Scott reminds us that we have a huge untapped potential new membership pool in the group of young people who have already experienced Rotary first hand through Group Study Exchange and scholarship programs. Most districts have an appointed Alumni Officer who should be able to provide contact information for alumni living in your area.

Dear family of Rotary,

Rotary Foundation alumni are a largely untapped resource with tremendous potential for boosting Rotary club membership and support for the Foundation's programs. That's why reconnecting with alumni is one of our Foundation's goals for 2007-08.

According to a 2006 survey, less than 3 percent of the more than 105,000 alumni of Foundation and RI programs are Rotarians. Yet two-thirds of alumni say they are interested in joining a Rotary club, a desire shared by more than 8 out of 10 current program participants.

A mere 20 percent of Rotary clubs claim to recruit alumni into membership. Imagine what impact these talented program veterans could have on our Foundation, our organization, and the world if 100 percent of Rotary clubs invited them into membership. President Wilf's wish for a significant increase in total membership would come true!

"We need younger members" is what we often hear at Rotary seminars. Let's invite alumni who have the professional qualifications for Rotary membership to join our clubs. The average age in many clubs would rapidly decline in direct proportion to the increase in activities of the club. Encourage alumni who don't yet qualify for Rotary club membership to join or start a Rotaract club, or invite them to participate in Rotary club and district projects. Be sure to invite – and financially support, if necessary – your district's alumni to attend the first Rotary Alumni Celebration at the Los Angeles convention, 13-14 June.

What better way to show alumni that Rotary Shares than by sharing Rotary with them.

Robert S. Scott
Trustee Chair, The Rotary Foundation, 2007-08

Benefits and Responsibilities Of Joining Rotary

By Dennis Dinsmore, PDG, Rotary District 6330

The decision to join Rotary, like many potentially life changing events, carries with it some benefits and some responsibilities. Clubs should always make sure that prospective members are informed about both. In addition, all prospective members should be clearly informed about all the costs of being a member including dues, meal costs and Foundation donations. There should be no surprises on induction day.

Benefits...

There are many reasons to join a local Rotary club. Here are some important ones from the Rotary website, <http://www.rotary.org>

Networking

An original goal of Rotary was to allow club members to meet periodically and enlarge their circle of business and professional acquaintances. As members of the oldest service club in the world, Rotarians represent a cross-section of their community's business owners, executives, managers, political leaders, and professionals – people who make decisions and influence policy.

Service

Club members have many opportunities for humanitarian service, both locally and internationally. Service programs address concerns such as health care, hunger, poverty, illiteracy, and the environment. Rotarians regularly experience the fulfillment that comes from giving back to the community.

Friendship

Rotary was founded on fellowship, a cornerstone that continues to attract members today. Rotarians enjoy camaraderie with like-minded professionals, and club projects provide opportunities to develop enduring friendships. Club members who travel have friendly contacts in almost every city of the world.

Family

Rotary sponsors some of the world's largest exchange and educational programs. Rotary clubs provide innovative training opportunities and mentoring for young leaders, and they involve family members in a wide range of social and service activities.

Ethics

Encouraging high ethical standards and respect for all worthy vocations has been a hallmark of Rotary from its earliest days. In their business and professional lives, Rotarians abide by The Four-Way Test:
Of the things we think, say or do

1. Is it the TRUTH?
2. Is it FAIR to all concerned?
3. Will it build GOODWILL and BETTER FRIENDSHIPS?
4. Will it be BENEFICIAL to all concerned?

Leadership

Rotary is an organization of successful professionals. Team-building, fundraising, public speaking, planning, organization, and communication are just some of the leadership skills that club members can exercise and enhance. Being a Rotary leader provides further experience in motivating, inspiring, and guiding others.

Responsibilities...

Well informed and orientated new members should also understand what is expected of them. An excellent 8 page publication of RI called "Rotary Basics" (595EN) lists the following responsibilities:

The club is the cornerstone of Rotary, where the most meaningful work is carried out. All effective Rotary clubs are responsible for four key elements: sustaining or increasing their membership base, participating in service projects that benefit their own community and those in other countries, supporting The Rotary Foundation of RI financially and through program participation, and developing leaders capable of serving in Rotary beyond the club level.

What Rotarians get out of Rotary depends largely on what they put into it. Many membership requirements are designed to help members more fully participate in and enjoy their Rotary experience.

Attendance

Attending weekly club meetings allows members to enjoy their club's fellowship, enrich their professional and personal knowledge, and meet other business leaders in their community. Many larger communities offer clubs with different meeting times, including early morning, the lunch hour, after work, and evening.

If members miss their own club's meeting, they're encouraged to expand their Rotary horizons by attending make-up meetings at any Rotary club in the world — a practice that guarantees Rotarians a warm welcome in communities around the globe. Find meeting places and times in the *Official Directory* or through the Club Locator.

In some cases, Rotarians can make up meetings by participating in a club service project or attending a club board meeting or a Rotaract or Interact club meeting. Members can also make up online at one of several Rotary e-clubs.

Service

All Rotary clubs share a key mission: to serve their community and those in need throughout the world. By participating in club service projects, members learn about their club's involvement in local and international projects and can volunteer their time and talents where they are most needed.

Finding and keeping members

To keep clubs strong, every Rotarian must share the responsibility of bringing new people into Rotary. Even new members can bring guests to meetings or invite them to participate in a service project. The value of Rotary speaks for itself, and the best way to spark the interest of potential members is by letting them experience fellowship and service firsthand.

Keeping members interested in Rotary is another responsibility. Good club fellowship and early involvement in service projects are two of the best ways to sustain the club's membership.

The ideal composition of a Rotary club reflects the community's demographics, including professions, gender, age, and ethnicity. Such diversity enriches every aspect of the club's fellowship and service.

"Rotary Basics" is an excellent, low cost publication which should be furnished to all new inductees. It can be downloaded free as a pdf file ([click here](#)). Printed copies may also be ordered online: Pub 595-EN, \$.75 each.

Your Membership Support Team

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