



The Catalyst



A Monthly Membership Newsletter for Rotary District 6890 • July 2019

Year End Progress Report: The Good, the Bad and the Ugly

First, the good: District 6890 concluded the 2018-2019 year with a net GAIN of 21 members! Next, the bad: Net change from clubs in operation throughout the year was minus 6 (see chart at right for membership change by club). Our district figures were helped significantly by the charter of the newest Rotary club in West Central Florida, Lakeland TigerTown, whose 30 charter members included 27 new Rotarians! Welcome and Congratulations! Finally, the ugly: During the first month of the new year, Avon Park Breakfast Rotary voted to disband. While a number of their members are expected to join Avon Park (noon) Rotary, it still represents a significant loss.

** Note District 6890 membership statistics on the second page of the MembershipPlus newsletter below are from June 30, 2019. Several changes, including multiple terminations and the Lakeland TigerTown charter, were not included at that time.*

Membership Takes a New Tone on an Old Theme at 2019 Training Summit

There was a different atmosphere during the Membership breakout session last weekend at the annual District 6890 Training Summit. Amidst his usual wit and wisdom, our Zone 34 Rotary Coordinator, George Robertson-Burnett emphasized the urgency of reversing declining membership in North America. Ed Odom added detail, pointing out a net loss of roughly 1,000 District 6890 Rotarians over the last two decades. The trend is not sustainable. Attendees learned more specifics about club flexibility granted by the 2016 Council on Legislation. Now is the time for honest assessment, and strategic application of club autonomy.

Club Name	1-Jul	30-Jun	+ / -
Auburndale	56	64	8
Avon Park	40	39	(1)
Avon Park Breakfast	20	20	0
Bartow	71	64	(7)
Brandon	60	63	3
Brandon '86	19	20	1
Brandon South Global e-Club	5	7	2
FishHawk-Riverview	40	46	6
Frostproof	12	12	0
Haines City	27	29	2
Hardee County	50	44	(6)
Highlands County	18	20	2
Lakeland	195	197	2
Lakeland Christina	31	32	1
Lakeland North	28	33	5
Lakeland South	62	62	0
Lake Placid	27	24	(3)
Lake Placid Noon	29	25	(4)
Lake Wales	29	29	0
Lake Wales Breakfast	57	57	0
Lutz	12	0	(12)
New Tampa	61	66	5
New Tampa Noon	24	23	(1)
Plant City	84	91	7
Plant City-Daybreak	15	11	(4)
Sebring	56	51	(5)
Sebring Sunrise	32	33	1
Sun City Center	38	37	(1)
Tampa	156	145	(11)
Tampa Carrollwood	14	16	2
Tampa Interbay	35	28	(7)
Tampa North	27	27	0
Tampa Westchase	22	23	1
Tampa Westshore	14	15	1
Temple Terrace	26	25	(1)
The Ridge	29	30	1
Winter Haven	78	75	(3)
Ybor City	87	97	10
Rotary District 6890	1,686	1,680	-6

Please enjoy this month's edition of Zone 34 **MEMBERSHIPPLUS** on the following pages!

Your District Membership Chairs

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The Active Membership Committee

Given the importance of attracting new Rotarians, it is amazing to see some Clubs with no Membership Chair, and also Clubs and some Districts who have a Membership Committee of one. Having an active Membership Committee, spreads the load, gives direction to the efforts, and greatly increases the chances of success. What positions we have on the Committee, depend on our plan, but every District Membership committee should have a New Club Chair, and in both District and Club committees Attraction and Retention Chairs would seem to be totally logical inclusions.

Other positions can be added, such as Young Professionals or diversity, but we should make sure that these positions are kept 'active' with goal setting, regular reporting, conversations and meetings (Zoom is great option). What does your team and its plan look like?

Zone 34 Membership Progress 2019/20

Every month a table, similar to the one below, will appear here showing current Membership figures and progress from the July 1st start figure. As the July figure is not yet available, the last table from the 2018/19 year is shown.

Zone 34 progress to MembershipPlus. This is a simple +/- table. For full details of Attraction and Retention figures, please see full report from ROTARY INTL. Figures as of 6/30/19

District	Start Membership 7/1/18	Latest Membership figures	+/-
District 7030	2131	2254	123
District 7020	2326	2438	112
District 6990	1797	1860	63
District 6910	3203	3217	14
District 7000	929	934	5
District 6890	1686	1687	1
District 6970	3311	3311	0
District 6950	1863	1858	-5
District 6980	1771	1763	-8
District 6940	2236	2223	-13
District 6930	1562	1543	-19
District 6900	4228	4207	-21
District 6960	2314	2293	-21
District 6920	3064	3021	-43
	32421	32609	188

MEMBERSHIP PLUS

A NEWSLETTER FROM YOUR ZONE 34 ROTARY COORDINATOR AND MEMBERSHIP TEAMS

YOUR ZONE 34 COORDINATOR TEAM



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Welcome to 2019/20

Our 'Rotary Connects the World' year has now started and already DGs or AGs are visiting Clubs delivering information, hopes and aspirations for this Rotary year. New teams are in place with fresh ideas and plans for success in improving Clubs and Districts.

So what will success look like, and when should the measure of this success take place. Surely success in Rotary is an ongoing phenomenon, not restricted to a arbitrary timeframe, but more a progression of constant improvement.

However, inevitably, due to our annual reconstruction, measurement is taken at the end of each Rotary year, when we look at Annual giving and growth in particular. One thing is absolutely sure, growth in these areas does not happen automatically or by accident. Growth is the product of hard work, clear and consistent messaging, a willingness and determination to succeed, and a plan for that growth.

Now is the time to ensure we have all components in place, to make sure that at the end of our term of office, we can proudly review the positive conclusion our plans and policies created. Growth comes in small steps throughout the year, because we make it happen. Our RI President charged us with the responsibility to Grow Rotary, and that is something we need to do consistently, throughout our term of office. Let's start as we mean to go on!