

The Catalyst



A Monthly Membership Newsletter for Rotary International District 6890 • August 2019

"Please Explain it Using Grocery Store Analogies!"

Having spent much of my career in the supermarket industry, I still tend to view the world through the lens of that experience. When coaching managers on merchandising basics, a common theme would be, "imagine you weren't allowed to use signs." Of course, signs remained an integral part of our communication strategy. However, my premise was that even without reading giant item and price messages, based solely on the presentation of our products, exciting features and great values should be obvious to a customer from the moment they first enter any given department.

With that analogy in mind, consider a visitor's first impressions upon entering your Rotary club. How quickly are our values evident (service, fellowship, diversity, integrity, leadership)? Unlike the often impersonal grocery store environment, we enjoy the benefit of being able to control guests' (members and visitors) experiences through direct contact. How far does a person travel into the room before they are greeted? Is greeting simply an assigned duty or do the majority of members make an effort to welcome others as they arrive? Is seating comfortable and inviting, or do outsiders feel like the unpopular kid in the school lunchroom (sorry, a pre-grocery-store analogy). Other than a "Rotary Club of..." banner, is it obvious that a Rotary meeting is taking place? Is the Rotary logo prominently displayed? Are local leaders wearing name badges highlighting their vocations? Do the faces of attendees reflect the community composition? Is the meeting conducted with professionalism and integrity?

Long-time managers often became *store-blind*, losing sensitivity to worn equipment, dirty corners, or other gradual conditions. Similarly, it is easy to grow both comfortable and complacent in our Rotary clubs. If you've been around for a long time, please beware: It is easy to be "club-blind!"

Mark Your Calendars to "Leap Into Rotary!"

At this year's gathering of Rotary Zone 34 District Membership Chairs, we discussed the power of a zone-wide Rotary event designed to introduce potential members to the great Rotarians in our clubs. Saturday, February 29, 2020 was chosen along with the theme "Leap Into Rotary!"



In summary, all clubs are asked to consider hosting a social gathering on (or near) February 29, 2020. The goal is to build relationships *before* asking people to join Rotary. Time, venue, and nature of the event are entirely up to individual clubs. Additional details will be shared through assistant governors. Let's all "Leap Into Rotary" by introducing community members to the outstanding people that comprise our amazing organization!

Membership Resource Guide

The Membership Resource Guide on our district website (Rotary6890.org) is the perfect starting point to discover tools and reference material developed by Rotary International. The four-page guide features over 40 document summaries and links to connect you with Rotary's latest knowledge for supporting and growing membership.

In future months, The Catalyst will highlight and discuss additional resources from the Membership Resource Guide. Segments will typically appear in editions not listing quarterly membership statistics.

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

MEMBERSHIP PLUS

A NEWSLETTER FROM YOUR ZONE 34 ROTARY COORDINATOR AND MEMBERSHIP TEAMS

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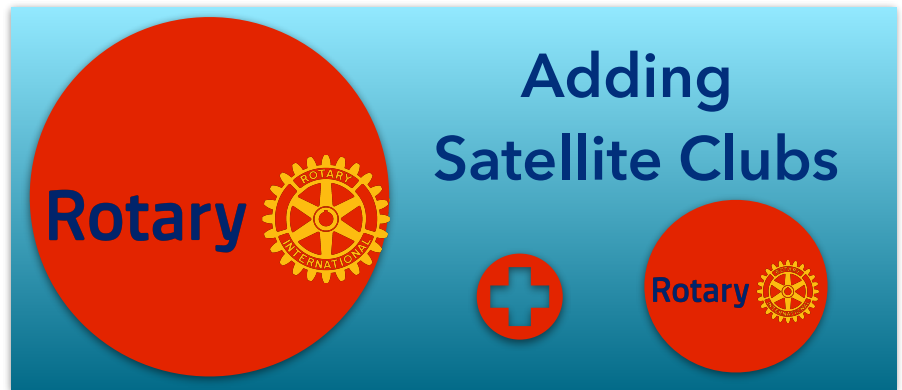
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Accommo-dating!

So you know about dating, you know about speed dating, but now I offer you Accommo-dating. That is one basis for the development of Satellite Clubs - offering the capability to get involved in the Rotary experience, to those who may not fit into the current structure offered in your community. Those who can not manage the time of day you currently offer, those who can't gain membership in your club because you are maxed out, or those who may be looking for a more flexible option than you currently offer.

Satellite Clubs are not a threat to the Club to which they are an extension, they afford the capability to enhance your overall club with a new group, a new demographic and a new dimension.

Satellites give us great opportunities for diversity, opportunities for flexibility, and opportunities for growth. Your Coordinator team and District Membership Team, stands ready to help you develop this Membership booster capability.

Rotary International have produced a great new guide to Satellite Clubs, go to www.rotaryresources.org/Clubs/Membership/satellite_clubs to get the latest information and assistance.

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We of course recognize that Membership is not a one month focus, it is a 'constant' - something we work on, and are dedicated to, every single day we are privileged to serve this wonderful organization. However we recognize and accept that by designating August as Membership month, Rotary is identifying Membership as something that could not be 'left off the List' of focuses.

August is the perfect time for a Districts to ensure all is in place for a successful Membership Campaign for the current Rotary year - Membership Committee in place, plan in place, communication and checks in place - goals set.

Clubs should check off the same list, plus how about having a 'Bring a Friend to a Rotary' event, or organize a social event to introduce prospective new members to our fellowship. #growrotary.

Zone 34 Membership 2019/20 Start figures as compared to the 2018/19 year start figures.

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 07/01/19

District	Start Membership 7/1/18	Start Membership 2019/20 year	+/- for the 2018/19 year
District 7030	2131	2228	97
District 7020	2326	2384	58
District 6990	1797	1842	45
District 6890	1686	1709	23
District 7000	929	941	12
District 6910	3203	3195	-8
District 6950	1863	1833	-30
District 6940	2236	2204	-32
District 6960	2314	2278	-36
District 6970	3311	3272	-39
District 6900	4228	4188	-40
District 6930	1562	1520	-42
District 6980	1771	1729	-42
District 6920	3064	3005	-59
	32421	32328	-93