

Historic Induction for the Rotary Club of New Tampa Noon and Rotary District 6890!

On Thursday, September 4th, 2019 The Rotary Club of New Tampa Noon inducted 14 new Rotarians! This, alone, is cause for celebration. The occasion also put District 6890 into “positive territory” for membership growth in the current Rotary year. But, most importantly, the new club model created by this historic induction is believed to be the first of its kind ever in Rotary!

Our community-based Tampa Rotaract Club has been active in our district for several years. They are sponsored by the Rotary Club of Tampa. In the interest of helping to bridge the gap between Rotaract and Rotary, PDG Vinnie Kudva and the Rotary Club of New Tampa Noon offered Tampa Rotaractors a unique opportunity: Join New Tampa Noon Rotary as active Rotarians, and immediately form an alternative-format satellite club. Twelve Rotaractors, roughly half of the Tampa Rotaract Club, accepted the challenge.

Under the new structure, Tampa Rotaractors and newly inducted New Tampa Noon Satellite Rotarians will meet jointly once per month, continuing the same schedule as Tampa Rotaract. Additionally, the group will host another monthly alternative-format meeting, to comply with Rotary International requirements for clubs to meet at least twice per month. The secondary gathering may be a leadership meeting, service project, strategy session, social event, or web-based interactive meeting.

This is an exciting opportunity in District 6890 and throughout Rotary! Our new club model provides a logical entry point for young business professionals, while creating a very direct pipeline for members to progress into Rotary. If your club has a unique membership idea, or for more information on alternative-format clubs, please contact Ed Odom at (813) 351-9723.

The Cost of Being a Rotarian

Travel from one club to the next and you will get a wide variety of answers. In truth, there are three primary factors that contribute to membership dues. First, Rotary International and Rotary districts each charge administrative fees (for D-6890, combined, about \$125 annually). Second, clubs usually cover the cost of sending their future leader to the annual President-Elect Training Seminar (PETS). The approximately \$300 registration charge is typically spread across all club Rotarians such that a club of 30 members would include \$10 in their dues; for a total of \$135 in “external” Rotary costs. Additional value comes only from club experience.

Value may be added by holding meetings at a unique venue, offering exceptional quality meals, hosting extraordinary speakers, or otherwise providing “worth” in the eyes of the membership. Value means different things to different people and it is unlikely that all will agree on a single definition. Each club must ask and answer the question for themselves: *What do we offer of value to justify the cost of being a Rotarian?* For most of us, value is measured – with varying degrees of importance – in networking opportunities, service experiences, friendship cultivation, and leadership development. Is your club a bargain for the investment you are asking people to make?

Membership Resource Spotlight

The *Club Health Assessment* on Rotary6890.org is a 12-page questionnaire that includes diagnostic suggestions to improve club effectiveness and engagement. Questions may be distributed to club members in survey-like fashion, or simply reviewed by club boards or membership committees. The key is to honestly evaluate club elements and formulate action where it will have greatest impact.

In most 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!

MEMBERSHIPPLUS

A NEWSLETTER FROM YOUR ZONE COORDINATOR AND MEMBERSHIP TEAMS

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Building strong relationships with prospective members is an important step in the attraction process, particularly if we are to address the fact that over 50% of members who leave Rotary, do so within the first two years of membership.

Your Zone 34 Coordinator Team following discussion with the District Membership Chairs for our 14 Districts, are promoting a Zone-Wide Social event, designed to encourage prospective members and guests to get to know Rotarians before committing to a club visit or to joining. The date set for the event is the 29th of February 2020, and the event will be marketed as 'Leap Into Rotary'.

Simply put, we are encouraging clubs throughout our Zone to have social gatherings on or near the 29th February, under the Leap Into Rotary banner. The specific details are up to the Club but guidance and a detailed timeline are available from your DMC or from the Coordinator Team. The basic principle is to have fun, while building personal relationships with prospective members, without a hard Rotary 'sell'.

Leap Into Rotary offers the prospect of a fun evening for current members while engaging guests from the community who may feel encouraged to consider joining, and will certainly have exposure to the People of Action who make a difference in the Community through participation in their Rotary Club. Please contact your DMC or RC team member, for more details.

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Patting ourselves on the back is not traditionally something Rotarians indulge in too frequently. But at Zone Summit this year we have been given a brief opportunity to do just that, by highlighting some successes and achievements. In a short video presentation we will highlight two innovative clubs (From D6890 and D6990) who have dared to be and think differently in how they have approached Club vibrancy and growth. We will also give credit to the 5 Districts in our Zone who achieved growth during the 2018/19 year. While recognizing the efforts of all of our Districts in creating stronger Clubs, District growth remains our ultimate pursuit as we develop Rotary to break the shackles of our 1.2 million barrier. Please look out for 'Rotary Clubs creating Rotary Clubs' and 'Rotary is a Family Affair' at Zone Summit.

Zone 34 Membership Progress 2019/20

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 09/15/19**

District	Start Membership 7/1/19	Current Membership	+/- for the 2019/20 year
District 7020	2384	2461	77
District 6980	1729	1786	57
District 6930	1520	1553	33
District 6960	2278	2311	33
District 7000	941	974	33
District 6970	3272	3302	30
District 6990	1842	1867	25
District 6920	3005	3028	23
District 6910	3195	3216	21
District 6950	1833	1848	15
District 6890	1709	1722	13
District 6900	4188	4201	13
District 6940	2201	2214	10
District 7030	2228	2226	-2
	32328	32709	381