

## Q1 2019-2020 Progress Report

As we enter our second fiscal quarter, Rotary District 6890 shows a net LOSS of 15 members from the start of the year (chart at right and Zone 34 chart in MembershipPlus are from October 15, 2019). We have 19 fewer members than we did at this time last year, when we had gained 27 new members and only 6 clubs had net losses. In contrast, this year, 16 clubs show losses, 9 show no change, and just 12 report net gains.

Our results are an anomaly within Zone 34, as we have the only district experiencing net membership loss in 2019-2020. The Rotary year is young, but we must act decisively. Does your club have a defined membership strategy?

Worldwide membership is now 1,214,385; representing global growth of 24,919 above our July 1<sup>st</sup> start figure (but still about 8,000 below last year's Q3 high mark). North America continues to lag other emerging Rotary markets.

On the following pages of MembershipPlus, Rotary Coordinator George Robertson-Burnett discusses the importance of clubs taking **bold action** to move Rotary forward. If your club cannot see a clear path toward a positive membership trajectory, it is time to determine what **bold action** you will take!

### District 6890 Foundation Gala

A Re-imagined, Family Fun Event  
at Boggy Bottom Ranch

Show new and potential members a  
perspective of "Rotary beyond the club!"

Saturday, November 16

Visit [DACdb.com](http://DACdb.com) for registration details

Club Name	1-Jul	15-Oct	+ / -
Auburndale	64	63	(1)
Avon Park	39	40	1
Avon Park Breakfast	20	0	(20)
Bartow	64	65	1
Brandon	62	59	(3)
Brandon '86	20	17	(3)
Brandon South Global e-Club	7	7	0
FishHawk-Riverview	46	43	(3)
Frostproof	12	12	0
Haines City	29	32	3
Hardee County	44	45	1
Highlands County	20	20	0
Lakeland	197	198	1
Lakeland Christina	32	28	(4)
Lakeland North	32	30	(2)
Lakeland South	62	61	(1)
Lakeland TigerTown	30	30	0
Lake Placid	24	24	0
Lake Placid Noon	25	24	(1)
Lake Wales	29	30	1
Lake Wales Breakfast	58	56	(2)
New Tampa	66	70	4
New Tampa Noon	23	38	15
Plant City	91	91	0
Plant City-Daybreak	12	11	(1)
Sebring	51	53	2
Sebring Sunrise	33	33	0
Sun City Center	37	35	(2)
Tampa	145	141	(4)
Tampa Carrollwood	16	15	(1)
Tampa Midtown (Interbay)	28	32	4
Tampa North	27	25	(2)
Tampa Westchase	23	24	1
Tampa Westshore	15	15	0
Temple Terrace	24	25	1
The Ridge	30	30	0
Winter Haven	75	74	(1)
Ybor City	97	98	1
<b>Rotary District 6890</b>	<b>1,709</b>	<b>1,694</b>	<b>-15</b>

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

# MEMBERSHIPPLUS

A NEWSLETTER FROM YOUR ZONE 34 ROTARY COORDINATOR AND MEMBERSHIP TEAMS

## YOUR ZONE 34 COORDINATOR TEAM



George  
Robertson-Burnett  
Rotary Coordinator  
& Central Florida

[grb6890@gmail.com](mailto:grb6890@gmail.com)



Cynde Covington  
ARC  
North Florida

[cyndecovington@gmail.com](mailto:cyndecovington@gmail.com)



Felix Stubbs  
ARC  
Caribbean Islands

[felixstubbs7020@gmail.com](mailto:felixstubbs7020@gmail.com)



Scott Yochum &  
Pepper Pettit



ARCs  
Georgia

[scott@scottyochum.com](mailto:scott@scottyochum.com)

[pepper.pettit@abacusgroupins.com](mailto:pepper.pettit@abacusgroupins.com)



Cyndi Doragh  
ARC  
South Florida

[cyndi.doragh@doraghlawfirm.com](mailto:cyndi.doragh@doraghlawfirm.com)



We all know that Rotary's total world membership has been pretty static for 20 years, despite many initiatives, and the hard work of many dedicated Rotarians and staff. Gains in some parts of the world are offset by losses in others, and we tenuously hover at the 1.2 million member mark.

Of course we don't know where we would have been as far as membership is concerned, if we had not made the considerable efforts over the past years, but what we do know is that it will take a mammoth effort and some very imaginative thinking to break away from the shackles of 1.2 million.

Rotary is rising to the challenge, and have a ground breaking committee looking at the future of Rotary, effectively asking very searching questions about what Rotary would look like if it were founded today, and what our organization should look like tomorrow.

The 2016 Council on a Legislation gave us great tools and flexibility to give our Clubs and Districts the capability to reflect their communities and their members wishes, whether they be traditional, transitional or ground breaking. We need to encourage utilization of these tools wherever they are necessary, or would be productive.

As leaders of Committees, Clubs and Districts, we are in an ideal position to make bold moves to make Rotary stronger, larger, and more effective. Tinkering with membership will not move the needle and will not create lasting and sustainable growth.

So let us go forward with an eye on the past, and a healthy acceptance of our future, developing New Clubs, Satellites and 'healthy' Rotary Clubs, that are attractive to a diverse audience of People of Character, with a Willingness to Serve. Those people are out there, we must develop our brand and create the attractive environment they desire and deserve.

# Your District Membership Chairs

## District 6890

Ed Odom  
[EdOdom01@gmail.com](mailto:EdOdom01@gmail.com)

## District 6900

Jaclyn Donovan  
[jaclyn.k.donovan@gmail.com](mailto:jaclyn.k.donovan@gmail.com)

## District 6910

Bobby Hildreth  
[BDHILDRE@southernco.com](mailto:BDHILDRE@southernco.com)

## District 6920

Carla Schreihofer  
[carlaschreihofer@gmail.com](mailto:carlaschreihofer@gmail.com)

## District 6930

Louis Vocelle  
[bvocelle@vocelleberg.com](mailto:bvocelle@vocelleberg.com)

## District 6940

Andre Boyd  
[andre@andreknowsmarketing.com](mailto:andre@andreknowsmarketing.com)

## District 6950

Mike Eisner  
[mikep3346@aol.com](mailto:mikep3346@aol.com)

## District 6960

Alison Hussey  
[RotarianAlison@comcast.net](mailto:RotarianAlison@comcast.net)

## District 6970

Marshall Butler.  
[marshall@rotary6970.org](mailto:marshall@rotary6970.org)

## District 6980

Rich Ungaro.  
[4ungaro@gmail.com](mailto:4ungaro@gmail.com)

## District 6990

Robert Slatoff  
[rslatoff@fwblaw.net](mailto:rslatoff@fwblaw.net)

## District 7000.

Jesús Vivas-García  
[javivas@infodatacorp.net](mailto:javivas@infodatacorp.net)

## District 7020

Amarylis Dávila  
[amarylisdavila@gmail.com](mailto:amarylisdavila@gmail.com)

## District 7030

Elwin Atmodimedjo.  
[elwin@solveitsr.com](mailto:elwin@solveitsr.com)



## Identifying Prospective Members

Membership leads created by prospective members visiting our R.I. website and hitting the 'Join' button are certainly a valuable source of leads, but we need more of these quality leads to fuel our potential growth. So what are our Clubs doing to increase the flow of potential member information. Guest books including the guests email addresses and member suggestion boxes at the sign in desk, can help. But to give the Membership Committee a bountiful leads boost, why not issue each member on arrival at the meeting, an index card on which to note the name of a local person "who would make as good a Rotarian as you are" - then collect these cards at the end of the meeting.

This immediately gives our Membership Committee leads to work on, or if the proposer prefers, let them work on the prospective member, but keep them on your leads list, and follow up. Identifying the best person to follow up on the lead is an important decision, and is critical to the success of this type of Club Membership Drive. Leads are an important start to the process, the more we have the more we can potentially grow.

## 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 10/15/19**

District	Start Membership 7/1/19	Current Membership	+/- for the 2019/20 year
District 7020	2384	2470	86
District 6980	1729	1794	65
District 7000	941	992	51
District 6910	3195	3237	42
District 6940	2204	3339	35
District 6970	3272	3307	35
District 6900	4188	4219	31
District 6930	1520	1550	30
District 6920	3005	3032	27
District 6960	2278	2302	24
District 6990	1842	1865	23
District 6950	1833	1841	8
District 7030	2228	2236	8
District 6890	1709	1694	-15
	32328	32778	450