

Everyone Knows November is Rotary Foundation Month

November, Rotary Foundation Month, is surely the best known Rotary themed month of the year. But what do we do to celebrate? Many District 6890 Rotarians recently attended our annual Foundation Gala where clubs and individuals received awards for TRF participation during the 2018-2019 Rotary year. Still, there are abundant opportunities for clubs to celebrate and recognize their own achievements.

One of the most overlooked data points on club Contribution Recognition Summary (CRS) reports is "All-Time Giving." Found in the upper right corner of the first page, this represents the total amount members have contributed to The Rotary Foundation since your club's charter. The figures may surprise you. Many of our clubs have given hundreds of thousands of dollars to TRF! If you have just crossed a milestone, it's time to celebrate. If you are approaching one, it's time to set goals and strategies. As we contemplate membership growth opportunities (including "Leap Into Rotary 2020"), sharing impressive club generosity is a real attention getter. And don't forget to highlight how District Designated Funds (DDF) are applied to LOCAL projects and charities.

Holiday Parties = Potential Rotarians

It's the time of year when many clubs are gathering for various holiday-related projects and festivities. Many of these activities present opportunities to engage community members (a.k.a. *potential Rotarians*). With an emphasis on fellowship, service, and networking, we should always leverage the chance to tell our Rotary story. DACdb offers the option to designate non-Rotarians as "**Friends of Rotary**." This is a great way to add people to your mailing list (with their permission, of course) for club newsletters, projects, events, etc. The "Friends" mailing list is also a clarion call when seeking project volunteers!

"Leap Into Rotary" February 29th 2020

As mentioned in The Catalyst in August, Rotary Zone 34 is encouraging all clubs to join a powerful, zone-wide, membership-driving event. Tied to leap year 2020 and themed "Leap Into Rotary," 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. See additional references on the following pages of MembershipPlus.



Looking to increase attendance at your event? Invite members of another club. Struggling to create your own event? Ask a neighboring club if you can join theirs. A fun, festive, well-attended gathering is key to showing the power of Rotary!

Membership Resources Online

"**Accessing MyRotary and DACdb**" is a single-page PDF document on our district website (Rotary6890.org). It is ideal for distribution to new Rotarians during their "fireside chat" or similar orientation. As the title suggest, it guides new members through the process of accessing and editing their My Rotary and DACdb accounts.

Each month, excluding editions that list quarterly membership statistics, The Catalyst will highlight select resources from the Membership Resource Guide. The guide is located at Rotary6890.org.

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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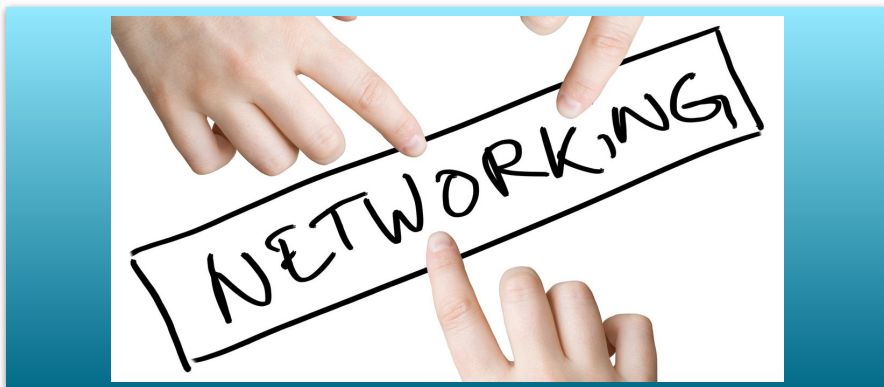
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Added Value for our Membership

There are many indications in the set up of our organization that support our networking traditions, indeed Rotary initially could very much have been described as a networking fellowship. We added the 'doing good' later with the advent of projects and eventually our foundation.

Even if we have nothing to 'sell', we all have something to 'buy' so networking is an important part of the added value of being a Rotarian, after all what could be better than dealing with people who have the same basic principles at heart, Service above Self.

So encouraging networking is totally in line with our Rotary ethos, and any encouragement we can give to networking development, while remembering our 'fair to all concerned' rider, is a plus, and adds value to the membership of those who benefit.

There are many things we can do to encourage networking, we can simply state professions or employment on our membership listings, or have member profile 'minutes' during meetings, we can also have specific networking socials or encouraging membership of 'Rotary Means Business'.

And remember 'Rotary Rewards' as another facet of business promotion in Rotary - adding further value.

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Party with a Purpose
 On or Around
 29th February
 2020

Earlier this year, your membership team launched 'Leap into Rotary' encouraging Clubs to have a social get together around the 29th of February 2020, fostering fun and fellowship for existing members and as an introduction to Rotary for prospective members. Many parties are already being worked on throughout our Zone, after all who doesn't like a party. Need more information - watch the Zoom Video in the Resources section if the Zone 33/34 Website, or send me an email and we'll send you a timeline to work to. And for those already working on their planned event, let us know if we can help, or pass on any advice you have for others who are just starting out on the organizing process.

Zone 34 Latest Membership figures as compared to 1st of July 2019 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 11/15/19

District	Start Membership 7/1/19	Current Membership	+/- for the 2019/20 year
District 7020	2384	2482	98
District 6980	1729	1788	59
District 6910	3195	3252	57
District 7000	941	992	51
District 6970	3272	3323	51
District 6920	3005	3049	44
District 6930	1520	1557	37
District 6940	2204	2241	37
District 6960	2278	2310	32
District 6900	4188	4219	31
District 6990	1842	1871	29
District 7030	2228	2244	16
District 6950	1833	1848	15
District 6890	1709	1701	-8
	32328	32877	549