

## Q2 2019-2020 Progress Report

District 6890 closed the first half of the year with a disappointing net LOSS of 26 members from the start of the Rotary year (chart at right is from January 1, 2020, while the Zone 34 chart in MembershipPlus is from January 15, 2020). We have 21 fewer members than we did at this time last year. While we are no longer the only district in Zone 34 experiencing a net membership loss, we continue to hold the undesirable title, "worst in zone." Has your club defined a strategy to grow membership?

Worldwide membership is now 1,201,828; representing growth of 12,362 above our July 1 start figure, but still about 4,700 below this time last year.

## District Membership Committee

To achieve more specialized membership focus, I would like to implement the following district membership positions:

**Engagement** – Identify and share best practices for retaining membership. Examples include fireside chats, club education, committee structure, meeting management.

**Extension** – Support club formation and expansion. May be achieved through satellite meetings of existing clubs, new participants joining e-meetings, or entirely new clubs.

**Analyst** – Mine and interpret membership-related metrics to identify growth opportunities. Ideal candidate will be able to source demographic data at county or zip code level.

**Leads Administrator** – Manage RI's Leads platform. Requires timely response to roughly 5-8 inquiries per month, assignment to appropriate clubs, and follow-up.

**Leadership Development** – Leverage RI's newly created partnership with Toastmasters and explore other avenues for Rotarians to receive personal leadership development.

**Networking** – Actively promote Rotary Means Business (RMB) with goal of adding an RMB chapter in the eastern part of our district during the 2020-2021 Rotary year.

Please contact Ed Odom (813) 351-9723 if you (or someone you know) are interested in leading or participating in any of these key initiatives.

Club Name	1-Jul	1-Jan	+ / -
Auburndale	64	64	0
Avon Park	39	40	1
Avon Park Breakfast	20	0	(20)
Bartow	64	63	(1)
Brandon	62	60	(2)
Brandon '86	20	17	(3)
Brandon South Global e-Club	7	8	1
FishHawk-Riverview	46	41	(5)
Frostproof	12	12	0
Haines City	29	32	3
Hardee County	44	43	(1)
Highlands County	20	20	0
Lakeland	197	194	(3)
Lakeland Christina	32	33	1
Lakeland North	32	29	(3)
Lakeland South	62	58	(4)
Lakeland TigerTown	30	26	(4)
Lake Placid	24	24	0
Lake Placid Noon	25	24	(1)
Lake Wales	29	25	(4)
Lake Wales Breakfast	58	57	(1)
New Tampa	66	69	3
New Tampa Noon	23	36	13
Plant City	91	94	3
Plant City-Daybreak	12	10	(2)
Sebring	51	52	1
Sebring Sunrise	33	34	1
Sun City Center	37	34	(3)
Tampa	145	144	(1)
Tampa Carrollwood	16	15	(1)
Tampa Midtown (Interbay)	28	31	3
Tampa North	27	25	(2)
Tampa Westchase	23	24	1
Tampa Westshore	15	15	0
Temple Terrace	24	26	2
The Ridge	30	32	2
Winter Haven	75	72	(3)
Ybor City	97	100	3
<b>Rotary District 6890</b>	<b>1,709</b>	<b>1,683</b>	<b>-26</b>

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

# MEMBERSHIPPLUS

A NEWSLETTER FROM YOUR ZONE COORDINATOR AND MEMBERSHIP TEAMS

## YOUR ZONE 34 COORDINATOR TEAM



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EVERY SETBACK  
IS A SETUP TO  
MAKE A  
COMEBACK.

Finishing the year **STRONG.**

We have come to expect and understand, that when RI issues the Semi-Annuals Dues invoices, our membership will show a reduction at the same time. Now this is not because members all of a sudden decide to leave rather than pay, but more a feature created by Clubs clearing their rolls in preparation for the invoice, quite sensibly, not wishing to pay for non-members in effect. This could be done contemporaneously, but is often left until the last moment, causing the apparent bigger drop.

And so it is that our apparent healthy growth over the past few months gets eroded as seen from the latest figures. This is not a time for us to drop our heads and bemoan the lost growth, but more should inspire us to create even more growth so that we can sustain the next 'purge' in June, and as a result end the year positively and successfully.

With half of the Rotary year in front of us, it is time to redouble our efforts, as there is still plenty of time to push for New Rotary Clubs, satellites and Club growth initiatives. This is also an excellent time to have a District Membership Meetings, in person or on Zoom, involving District Leadership and Club Membership Chairs to discuss progress, challenges and possible new Membership drives. Action now will pay results in a strong finish to this Rotary Year, and allow us to fulfill RI President Mark's encouragement to us, to Grow Rotary.

# Your District Membership Chairs

## District 6890

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## District 7000

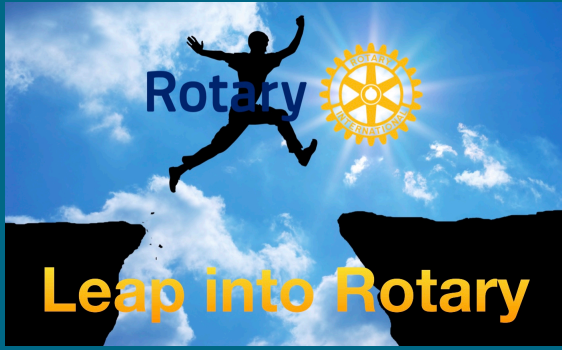
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## District 7030

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**Arrangements for your 'Leap into Rotary' Party should be well in hand, but it is not too late to organize your party (around February 29th). Details available from your DISTRICT MEMBERSHIP CHAIR OR COORDINATOR TEAM.**

## PETS SEASON IS JUST AROUND THE CORNER

We are now entering the traditional time for what is perhaps the most important training for all Rotary Clubs, that being President Elect Training Seminars. The responsibility of running your Rotary Club is a heavy one, and requires many skills, knowledge and enthusiasm, so whether you are a first time Club President or reprising the role, having the latest information, trends and initiatives is paramount in your performance of this all important role. So if you are to be your Club's President next year, please get registered and prepare to throw yourself enthusiastically into this effort to encourage your Club to be the best it has ever been, you are the chief cheerleader and can make a big difference to your Club's future.

## 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 1/15/20**

District	Start Membership 7/1/19	Current Membership	+/- for the 2019/20 year
District 7020	2384	2436	52
District 7000	941	991	50
District 6980	1729	1762	33
District 6930	1520	1539	19
District 7030	2228	2240	12
District 6970	3272	3278	6
District 6910	3195	3198	3
District 6940	2204	2205	1
District 6960	2278	2276	-2
District 6990	1842	1840	-2
District 6920	3005	3002	-3
District 6950	1833	1818	-15
District 6900	4188	4171	-17
District 6890	1709	1681	-28
	32328	32437	109