

Engage Rotary Youth Day at Rotary's Camp Florida

Earlier this month, the annual Engage Rotary Youth Day was held at Rotary's Camp Florida. Roughly 60 dedicated people, including Interactors, Rotaractors, and Rotarians, gathered to discuss a variety of topics ranging from service to fundraising to how we connect and communicate. Of course, Membership was where I was most "engaged." I came away with several key takeaways:

First, I was impressed by the thoughtful commitment of our younger participants. Many of them shared valuable ideas about how to make our organization more successful and more attractive to younger members.

Second, I was moved by a conversation about formality (or lack thereof) in club meetings. Many people voiced their preference for more casual meeting formats. I shared my "near-anxiety" when a meeting is scheduled to begin at a given time, only to have people straggle in for the first 20 minutes before a call to order. One solution is to have a clearly defined period for socializing – say, for the first 30 minutes of a gathering – with a clear understanding that the business meeting will begin at a precise, designated time.

My only disappointment was that it appears, like many of our Rotary clubs, there were very few, if any, articulated strategies to grow. Growth can be particularly challenging in school-based clubs, since there is a constant departure of graduates and arrival of freshmen – who may or may not be familiar with Rotary. We need to create a cycle of recruitment to attract and engage more members than we are losing. The first step, of course, is to examine current trends to determine future needs.

Based upon the new "crop" of future Rotarians I encountered at Engage Rotary Youth Day, I left encouraged that Rotary would continue to prosper – through necessary evolution that makes Rotary look different than the club I joined decades ago.

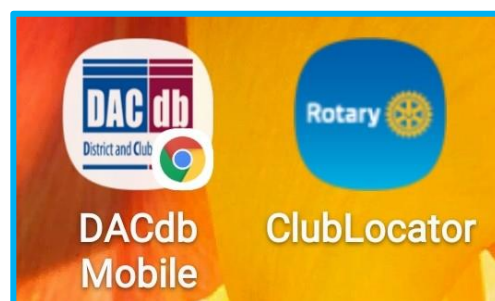
Pathways to Rotary

Engage Rotary Youth Day also included several members of our unique hybrid Tampa Rotaract / Rotary Satellite Club of New Tampa Noon (see *The Catalyst*, September 2019). This prompted me to contemplate how few of our youth program alumni ultimately join Rotary clubs. What is the potential? Consider the following member data from Rotary International as of February 1, 2020:

	Countries	Clubs	Members
INTERACT	159	20,372	468,556
ROTARACT	184	10,904	250,792
ROTARY	200+	35,945	1,208,611

Assuming four year programs, if we successfully matriculated all of our Interactors through Rotaract and into Rotary, we would produce an annual pipeline of over 117,000 new Rotarians...enough to replenish nearly 100% of our typical yearly attrition!

Membership Resources Online



"DACdb Mobile" and "Rotary Club Locator" are two of the more frequently used mobile apps on my phone. DACdb mobile allows for simple (and better formatted) access to the most popular features from DACdb.com. It is ideal for quickly looking up club leadership or individual Rotarian contact information and can be downloaded from the DACdb home page (before the login screen). Club locator, as the name implies, provides quick search features to find Rotary clubs anywhere in the world. It is available from Google, Apple, or Windows app stores (online).

MEMBERSHIPPLUS

A NEWSLETTER FROM YOUR ZONE 34 ROTARY COORDINATOR AND MEMBERSHIP TEAMS

YOUR ZONE 34 COORDINATOR TEAM



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Corporate Clubs-what are they?

Corporate membership has been successfully introduced to many of our Clubs, but a less well known possibility is the advent of Corporate Clubs. So what is a Corporate Club?

A Corporate Rotary Club is a club where all of the members (or the majority of them) work for the same employer. This appeals to employees and companies who wish to connect to the communities that they operate in, and make a difference by working together for the benefit and improvement of that community.

Identifying companies in your area where Rotary is not represented may identify additional members for existing Clubs, but if there is sufficient interest, they may be the basis for a new Corporate Rotary Club, or possibly a Satellite Club aligned with an existing Club.

Rotary Clubs are at their very best, when they are invested in the communities they serve, these communities are also our sales area, where we find our new members and perhaps, and in circumstances where a number of potential members belong to the same company or organization, possibly even a new Club or Satellite.

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WELCOME HOME

It is inevitable that some members find it necessary to leave Rotary, and there are differing reasons that this may become necessary. And sometimes the reasons for terminating their membership evaporate in time. Fortunately there is a listing on DaCDb and on Clubrunner which allows us to reconnect with these members.

On the Club page (DaCDb) next to Active/Honorary Members, is a tab for Terminated Members, listing those who have unfortunately found it necessary to leave the Club. This listing is a great basis for invitations to go out to suitable candidates, for a HOMECOMING EVENT at the Club.

The Homecoming event should be a special meeting or social event specifically organized to reconnect with these past members, they will be honored you reached out to them and may find reintroduction to the Club a motivator to rejoin.

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 2/15/20**

District	Start Membership 7/1/19	Current Membership	+/- for the 2019/20 year
District 7020	2384	2467	83
District 7000	941	1001	60
District 6980	1729	1779	50
District 6930	1520	1553	33
District 7030	2228	2253	25
District 6920	3005	3024	19
District 6970	3272	33288	16
District 6940	2204	2207	3
District 6960	2278	2281	3
District 6990	1842	1835	-7
District 6910	3195	3184	-11
District 6900	4188	4171	-17
District 6950	1833	1808	-25
District 6890	1709	1682	-27
	32328	32533	205