

Suddenly, We're All Members of "Alternative Meeting Format" Clubs!

Rotary clubs around the world are scrambling to develop and deploy communication strategies to minimize risk of the COVID-19 pandemic. Please see the **Membership Resources Online** section at the end of this page for a compilation of ideas and links to consider for your club (courtesy of Rotary Coordinator, George Robertson-Burnett).



There are a number of commonly used web conference services. Among them, www.Zoom.us seems to be very popular and user-friendly. There is a FREE version, but it restricts group meetings to 40 minutes. There is an upgraded version for \$14.99 per month that offers greatly increased meeting services. You may find that one of your club members already uses the enhanced version through work and can schedule your meetings (free for participants). Because many clubs meet at different times, groups might also consider pooling a subscription among several clubs.

Now is the time for Membership creativity. Now is the time to explore resources, share ideas, and *engage* differently. It is also a time to be strategic and deliberate. Consider how to reach members who may not be comfortable with web-based technology (most web conference tools allow for dial-in access). Consider one-on-one contact with individuals who may need it. And, most importantly, take care of yourselves and those around you.

Learn More About the Rotary and Toastmasters International Alliance

Earlier this year, Rotary International announced a new strategic partnership with Toastmasters International. Much like the evolution of RI-mandated club bylaws, the alliance appears to have very few, if any, rules. Briefly examining the Toastmasters website, it appears they have very similar individual club autonomy to Rotary. Most Toastmasters clubs meet monthly. According to Toastmasters.org, dues are only \$90.00 per month, though clubs may charge differently, depending upon how they are structured. This time of "social distancing" may be an ideal time to make contact via phone or email and explore possible mutual interests. More information from Rotary International is available by [clicking here](#) (log in to My Rotary may be required). What about a group that concentrates on Rotary initiatives three weeks per month, and public speaking and leadership once?

Membership Resources Online

"COVID-19 and Member Engagement" is a six-page document prepared by our very own George Robertson-Burnett, Rotary Coordinator for Zone 34. It highlights the need to maintain communication (i.e., engagement) with members during these trying pandemic times. There are a variety of suggestions, including links to a number of additional resources and popular web conference sites. [Click here](#) to visit the Membership page of our Rotary District 6890 website, and download the "COVID-19 and Member Engagement" file. Or you can copy and paste this URL into your browser: <http://www.rotary6890.org/?s=documents&folder=MEMBERSHIP>.

Rotary6890.org also has an additional document folder dedicated solely to COVID-19 related files.

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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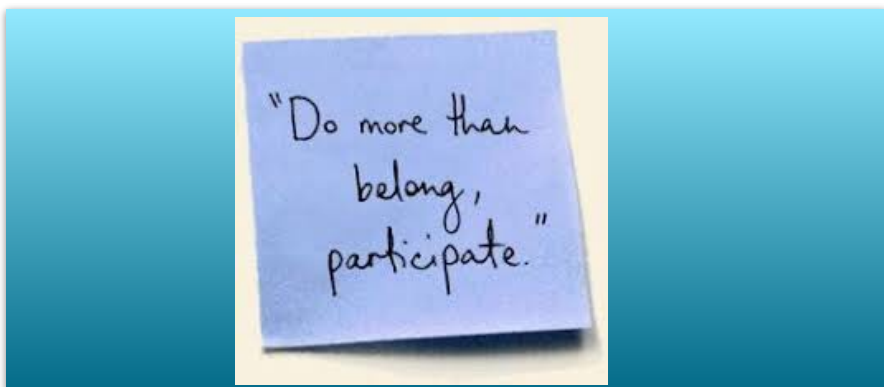
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So the question is, are we 'in' Rotary, or do we 'Participate in' Rotary. Enjoying a meal with friends is a totally acceptable reason to be 'in' Rotary, but how much more do we get from our membership when we choose to participate in the diversity of opportunities afforded to us by our being Rotarians.

Fellowship and networking are important attractions for potential members, but many who join for these reasons are attracted to our wonderful local and international projects and our ability to make a significant difference in communities near and far. These efforts inspire us, making us proud of our efforts and represent a considerable return on our investment in Rotary.

The depth of our participation in Rotary, has a direct impact on the return we receive. Of course we have to have regard to time we have available, remembering the Family, Business, Rotary mantra, but the enthusiastic use of the time we can give to Rotary, will considerably increase the impact we make, and the impact on us.

So promoting 'Do more than belong, participate' in Clubs, can have a beneficial effect on retention and the general 'health' of the club, with 100% participation being the goal - creating a club

'where everyone has value, and everyone feels valued'.

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One of the static elements of this Monthly Newsletter, is the identification of the District Membership Chairs for each District, and our complete Zone Rotary Coordinator Team. Part of the responsibility of these Membership champions, is their willingness and enthusiasm for getting the latest Membership information out to the very place that a major difference can be made - the CLUBS.

These individuals constitute a considerable membership resource for Districts and Clubs. If you have a membership question, or need some membership advice, or second opinion, or perhaps you need a speaker on Rotary Membership - why not give your District Membership Chair or one of the Zone 34 Rotary Coordinator Team a call, they will be glad to assist, advise or perhaps visit to discuss or present to your club or at a District event. Just Ask!

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 3/15/20**

District	Start Membership 7/1/19	Current Membership	+/- for the 2019/20 year
District 7020	2384	2467	83
District 7000	941	1000	59
District 6980	1729	1768	39
District 6990	1842	1873	31
District 7030	2228	2359	31
District 6930	1520	1549	29
District 6920	3005	3026	21
District 6960	2278	2297	19
District 6970	3272	3282	10
District 6900	4188	4191	3
District 6910	3195	3191	-4
District 6950	1833	1825	-8
District 6890	1709	1697	-12
District 6940	2204	2185	-19
	32328	32610	282