

# The Catalyst



A Monthly Membership Newsletter for Rotary International District 6890 • April 2020

## It's About *People*, Not Numbers

With the help of PDG Tom Wagner and our district leadership team, many clubs have quickly transitioned to a new reality, meeting online and scrambling to adapt to our "safer at home" COVID-19 response. Understanding that, I debated the wisdom of continuing my practice of posting quarterly club membership statistics. But, amidst all of the changes, it struck me that the numbers are not simply statistics, they are *people*. We are fortunate to have more than 1,700 Rotarians in our district.



Now, more than ever, clubs should take *inventory* of their membership to ensure that we maintain communication by any means necessary! Whether by Zoom, phone, or US Mail, club leadership must act now to demonstrate that "Every Rotarian has value, every Rotarian is *valued*!"

## Membership Resources Online

In recent weeks, numerous tools and reference materials have been added to our district website [Rotary6890.org](http://Rotary6890.org). Click on "Documents" then on "Membership" or "COVID-19" or "Conducting Virtual Meetings with ZOOM."

## Q3 2019-2020 Progress Report

District 6890 had a very impressive start to 2020. Still down by five net members since the start of the Rotary year, our district has added 21 members since January 1<sup>st</sup>. Kudos to our newest club, Lakeland TigerTown, who added nine members in the last three months! In total, we have 16 fewer members than we did at this time last year. Following information shared during our online District Training Assembly this week, we reiterate the question, "Has your club defined a *strategy* to grow membership?"

Worldwide membership is now 1,216,706; representing growth of 24,240 above the July 1<sup>st</sup> start figure, but still 5,732 below this time last year. The chart at right is from April 1, 2020, while the Zone 34 chart in MembershipPlus is from April 10, 2020.

Club Name	1-Jul	1-Apr	+ / -
Auburndale	64	63	(1)
Avon Park	39	38	(1)
Avon Park Breakfast	20	0	(20)
Bartow	64	62	(2)
Brandon	62	59	(3)
Brandon '86	20	19	(1)
Brandon South Global e-Club	7	8	1
FishHawk-Riverview	46	45	(1)
Frostproof	12	12	0
Haines City	29	32	3
Hardee County	44	45	1
Highlands County	20	19	(1)
Lakeland	197	198	1
Lakeland Christina	32	31	(1)
Lakeland North	32	29	(3)
Lakeland South	62	57	(5)
Lakeland TigerTown	30	35	5
Lake Placid	24	24	0
Lake Placid Noon	25	25	0
Lake Wales	29	26	(3)
Lake Wales Breakfast	58	56	(2)
New Tampa	66	67	1
New Tampa Noon	23	36	13
Plant City	91	93	2
Plant City-Daybreak	12	9	(3)
Sebring	51	52	1
Sebring Sunrise	33	37	4
Sun City Center	37	36	(1)
Tampa	145	148	3
Tampa Carrollwood	16	15	(1)
Tampa Midtown (Interbay)	28	31	3
Tampa North	27	24	(3)
Tampa Westchase	23	27	4
Tampa Westshore	15	20	5
Temple Terrace	24	22	(2)
The Ridge	30	34	4
Winter Haven	75	72	(3)
Ybor City	97	98	1
<b>Rotary District 6890</b>	<b>1,709</b>	<b>1,704</b>	<b>(5)</b>

Please enjoy TWO special editions 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



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## How we reacted will be remembered

I think it is fair to say that the Coronavirus Pandemic will be remembered for a very long time indeed. Enquiries will be held, books we'll be written and recommendations on how to avoid a repetition will be made.

But what of our own actions and reactions, how will we judge ourselves and how will we be judged. Our first and most important duty is to ourselves and to our family. Providing for our family, following guidelines and keeping our nearest and dearest safe and protected, is paramount.

And then there is our other family - our Rotary family. We are a fellowship which directs a large proportion of our efforts for the improvement of the lives of others, but during this pandemic perhaps we need to first look closer to home. While there has been a great move towards online meetings by our Clubs, it is as important to note who is not attending as it is to welcome those who are. Reaching out to our members with an email, or dare I say an actual phone call, reinforces our basic principle that every member has value, every member is valued.

There may be many reasons why they have not connected, technical issues, family or financial concerns, or feelings that it just doesn't matter, the main thing is that (cont'd on page2).

# Your District Membership Chairs

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we need to show it does matter, we do care and we do have solutions. Sometimes the carers need to be cared for.

.....and thirdly we have our Community family, those who for so many years have been the focus of so much of our Club's efforts. We must stay connected to our community and let them know that Rotary is open for business. Increasing our virtual social footprint, reaching out by online media, telephone and with cards and letters, offering comfort, help and reassurance. This will reinforce the fact that your club is an integral part of the community, and that Rotary cares.

All of these actions, and our other creative practices, will be remembered and appreciated long after the present emergency is over, this is after all what we do as Rotarians, and even pandemics will not stop or stifle our efforts to maintain and build our fellowship, and to positively impact our communities and the lives of others.

## 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 4/10/20

District	Start Membership 7/1/19	Current Membership	+/- for the 2019/20 year
District 7020	2384	2471	87
District 7000	941	1001	60
District 6980	1729	1768	39
District 7030	2228	2264	36
District 6930	1520	1548	28
District 6960	2278	2299	21
District 6920	3005	3025	20
District 6990	1842	1859	17
District 6900	4188	4193	5
District 6910	3195	3199	4
District 6970	3272	3266	-6
District 6890	1709	1699	-10
District 6950	1833	1822	-11
District 6940	2204	2176	-28
	32328	32590	262



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## Keeping Clubs Strong during the Coronavirus Pandemic

The present Coronavirus Pandemic constitutes a considerable challenge to the very fabric of our organization, as social distancing controls our actions and makes our traditional meeting formats all but impossible. But of course Rotarians are not only resilient but also adaptable and resourceful.

We must also recognize the challenges this pandemic presents to the retention of members and to the attraction of new members, and dealing with these issues means we will have to be focused, creative, and inclusive.

Here are some considerations for your Club plans going forward. Maintain clear and consistent communication with members.. Develop an online presence - virtual meeting place. (Zoom etc) Be creative regarding virtual meeting content - vibrant meetings which are interactive with variety, and great content. Speakers, PowerPoints and videos will also add interest.

Create socially distanced projects, retain our community involvement. Nursing homes, food banks and school meal programs may need special attention at this time. Have online social gatherings in addition to meetings.....(Continued on Page2)

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..... using fun formats, adult beverages, quizzes, treasure hunts using google earth, cooking demos from members own kitchens etc etc there are endless possibilities.

Remember the entire population are pretty much stuck at home, invite non-members to your socials or meetings, they may be glad to have something different to do, and you may have found a new member. Maintain or increase your social networking, making your community aware that their local Rotary Club is continuing the fellowship, still serving the needs of others and definitely open for 'business'. Remember to serve the needs of all members, you may have some who are not comfortable with technology and therefore may not be joining the virtual meetings, keep a note of who is attending and reach out to absent members with person emails or letters. Yes, stay at home, but please also stay Rotary active!

## District Coronavirus Response Team

Due to the considerable changes to our day to day normality and to the significant challenges created, why not set up a District Coronavirus Response Team.

Suggested participants of this special committee, which should be overseen by the District Governor, as follows-

District Governor Elect- preparation for 2020/21

District Membership Chair - Membership challenges

District PI Chair - communication

District Communications Chair - technical support

District Trainer - training issues

Assistant Governors - information + execution

This list is not exhaustive, and should be amended to take account of local expertise and needs. Suggested frequency of meetings - at least once per week