

2019-2020 Preliminary Report

Preliminary results are in and, as the Warren Zevon song goes, "It ain't that pretty at all!" Though Rotary International is still finalizing end-of-year counts, it appears that Rotary District 6890 lost roughly 85 members. And, like last year, we start this new year losing a club: Frostproof Rotary has dissolved (not shown at right). Including this 12-person club loss, our final district membership count is approximately 1,612, reflecting nearly a 6% reduction. While many clubs faced hardships due to COVID-19 meeting changes, we had certainly not been in growth mode prior to the pandemic.

As he announced during his installation earlier this month, DG Mark Scolnick's class of 2020-21 Governors is promoting "Not One Member Lost," challenging clubs to focus heavily on support and engagement of existing Rotarians, while capitalizing on unique opportunities to grow membership in these unusual times. Does your club membership strategy include a retention goal and tactics to achieve it? Have you reviewed your attrition trends and set a goal to attract enough new members? A complete plan will have both.

Membership / Public Image / TRF Summit

Our annual district summit on Membership, Public Image, and The Rotary Foundation will be held via Zoom on July 28 from 6:00 pm – 8:00 pm. The presentations are open to all Rotarians and will include opportunity for Q&A at the end of each segment. Visit DACdb.com (log in required) to register.

Two Important Web Series

Rotary Zones 33 & 34 are pleased to announce two valuable web series presented by our neighboring District 6960. The new forum is titled *Infinite Possibilities*, and each series is in four parts, featuring monthly keynote speakers via Zoom. *Women in Rotary* begins on July 31, 2020 (see schedule in MembershipPlus attached). All are password-protected events, open to Rotarians and the general public. **Please [click here](#) to register.**

The second Zoom series, *Diversity, Equity, Inclusion*, begins on January 29, 2021. We hope that Rotarians throughout our district and zone will take advantage of all eight scheduled programs and, more importantly, incorporate lessons shared into Rotary club strategies for larger, more inclusive membership. Many thanks to Rotary District 6960!

| Club Name | 1-Jul | 30-Jun | + / - |
|-----------------------------|--------------|--------------|-------------|
| Auburndale | 64 | 63 | (1) |
| Avon Park | 39 | 38 | (1) |
| Avon Park Breakfast | 20 | 0 | (20) |
| Bartow | 64 | 57 | (7) |
| Brandon | 62 | 58 | (4) |
| Brandon '86 | 20 | 18 | (2) |
| Brandon South Global e-Club | 7 | 9 | 2 |
| FishHawk-Riverview | 46 | 41 | (5) |
| Frostproof | 12 | 12 | 0 |
| Haines City | 29 | 32 | 3 |
| Hardee County | 44 | 43 | (1) |
| Highlands County | 20 | 18 | (2) |
| Lakeland | 197 | 195 | (2) |
| Lakeland Christina | 32 | 27 | (5) |
| Lakeland North | 32 | 23 | (9) |
| Lakeland South | 62 | 49 | (13) |
| Lakeland TigerTown | 30 | 23 | (7) |
| Lake Placid | 24 | 24 | 0 |
| Lake Placid Noon | 25 | 27 | 2 |
| Lake Wales | 29 | 26 | (3) |
| Lake Wales Breakfast | 58 | 49 | (9) |
| New Tampa | 66 | 68 | 2 |
| New Tampa Noon | 23 | 31 | 8 |
| Plant City | 91 | 94 | 3 |
| Plant City-Daybreak | 12 | 9 | (3) |
| Sebring | 51 | 51 | 0 |
| Sebring Sunrise | 33 | 35 | 2 |
| Sun City Center | 37 | 37 | 0 |
| Tampa | 145 | 145 | 0 |
| Tampa Carrollwood | 16 | 15 | (1) |
| Tampa Midtown (Interbay) | 28 | 30 | 2 |
| Tampa North | 27 | 23 | (4) |
| Tampa Westchase | 23 | 26 | 3 |
| Tampa Westshore | 15 | 19 | 4 |
| Temple Terrace | 24 | 20 | (4) |
| The Ridge | 30 | 34 | 4 |
| Winter Haven | 75 | 68 | (7) |
| Ybor City | 97 | 87 | (10) |
| Rotary District 6890 | 1,709 | 1,624 | (85) |

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

MEMBERSHIPPLUS

A NEWSLETTER FROM YOUR ZONE 34 ROTARY COORDINATOR AND MEMBERSHIP TEAMS

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Rotary Opens Opportunities

Grasping our Opportunities

Our new Rotary year opens amid our continuing challenges created by the global pandemic, but by far the majority of our membership have continued to be engaged, and there is an increasing recognition that our opportunities far outweigh our challenges.

Response to a question to Zone 34 Districts (2019/20 DGs) confirmed that over 98% of Clubs have offered virtual alternatives to the standard meeting format and a small number of Clubs are now tentatively offering in person meetings.

The expected gradual freeing of restrictions offer opportunities for Clubs to consider hybrid meeting formats - offering a mix of formats - online and in person for each meeting, or alternating in person and online meetings. Some will remain in the E Club format and some will return eventually to 100% in person meetings, but there will no doubt be many conversations and considerations regarding which route clubs should take.

Your Rotary and Public Image Coordinator teams will be glad to supply guidance and information regarding hardware requirements for joint format hybrid meetings, and (cont p2)

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also guidance on involving the membership in these very important decisions.

As a reminder, Clubs are advised to follow local guidance regarding in person meetings. Guidance on hardware requirements is available <http://www.rotaryshares.org/streaming>

Infinite Possibilities

SERIES 1: WOMEN IN ROTARY

Thank you DG Darryl Keys and District 6960 for bringing an exciting series of webinars to our Zone (and beyond), under the heading - Infinite Possibilities.

The first four webinars will focus on Women in Rotary - and will cover the history, vision, motivation and celebration of women in our organization. Women still only account for approximately 25% of our membership and we therefore have significant growth potential which will also be covered in these presentations. Hosted by Zone and RI leaders, this is an opportunity to hear fabulous speakers, who will inspire and encourage us to bring more women into our organization and recognize their energy, dedication and value to Rotary.

You will have received an invitation to register for these webinars from our Zone directors, you can also register at.

Webinars as follows : Register Now.

July 31, 2020 - Sylvia Whitlock, 1st Female Rotary Club President, Hosted by RI Vice President Johrita Solari and RI Director Valarie Wafer

August 28, 2020 - Rotarian Jenny Stotts, Boldly Leading the Way, Hosted by RI Director Peter Kyle and PDG Vanessa Ervin

September 25, 2020 - Past RI Vice President Dean Rohrs, Hosted by Past RI Director John Smarge and Zone 34 ARC Cyndi Doragh

October 30, 2020 - Very Special Guest Speaker, Hosted by RI Director Stephanie Urchick

Since 1987 women have brought a new dynamic, enthusiasm and commitment to service that has made our Clubs, Districts and Zones all the better for their presence, and consequently this has made Rotary International a better organization.

Zone 34 Membership Progress 2020/21

No figures
This month