

Membership & New Club Development

August is Membership and New Club Development month. With prescient timing, our annual Membership, Public Image, and TRF Training Summit was held via Zoom on July 28th. In the Membership segment, Zone 34 Rotary Coordinator, George Robertson-Burnett, gave us an overview of Rotary's increased emphasis on club flexibility (read as club *creativity*) to overcome heightened membership challenges in our COVID-19 world. Ed Odom reiterated structure and tools to formulate a club membership strategy. Eileen Blake outlined her work on creating a youth alumni database to better cultivate a pipeline of future Rotarians. And Chevon Baccus cited examples of innovative approaches for clubs to expand their community reach. A copy of the presentation is available at Rotary6890.org (click [Documents > Membership](#))

Innovative Club Advocacy promotes the idea of clubs working creatively to introduce Rotary services in ways where legacy models may not succeed. My primary takeaway is that traditional clubs can introduce alternative-format satellites that complement, rather than compete with, their existing club. My own club implemented a very straight-forward version of this by starting Thursday evening (satellite) meetings in addition to our long-running Monday lunch gatherings. The "After Hours" chair is also vice president of our club and serves on the board of directors. Thursday meetings are more casual but still have a business segment and discuss items of shared interest to Rotarians. We have made an effort to incorporate events (e.g., celebrations, key speakers, orientations) into the After Hours time slot.

Opportunity here is unlimited. Imagine a few Rotarians inviting other community members to form a purpose-driven (satellite) club, focusing exclusively on a local need like hunger, or homelessness, or education. Want to be bold and creative? Start by contacting an area house of worship whose demographics are not well represented in your club. They are certain to have initiatives in need of Rotary support. Meetings can be bi-monthly and membership can evolve, it does not have to be immediately required.

What Are Your KPIs?

It is easy to find key performance indicators (KPIs) in Rotary. Foundation giving is tracked and analyzed in numerous ways. Membership is tabulated, retention calculated, goals identified and checked-off. But sometimes the most telling results are more observational than recorded.

In a recent conversation with DG Mark Scolnick and Rotary Coordinator George Robertson-Burnett, they offered that most clubs are experiencing about 30-40% of their members in attendance at weekly online meetings. That observation may portend unpleasant news to come in the form of further membership decline. More often than not, lack of engagement ultimately leads to lack of members.



There several essential "keys" to engaging members, particularly during our time of social distancing. The first, of course, is offering interesting, attractive club programs. This includes professional online meeting protocols, appealing speakers, and other incentives for people to participate. The second is giving members a sense of purpose, like serving on a committee. Finally, most importantly, is actively *connecting* with members. The most effective clubs have – through boards or membership committees – personally contacted absent members, checked on their well-being and extending friendly reminders of when and how to connect with the club. Broadcast email is not sufficient. If you have members who you have not seen for several meetings, now is the time to call them directly. It may very well be the difference in keeping or losing permanently them when it comes time to renew dues later this year.

Want a Second Opinion?

If you are experiencing difficulty with weekly programs, engagement, goal setting, or planning, please contact Ed Odom at (813) 351-9723.

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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New Club & Satellite Glue

There are many circumstances that can create the possibility for a new club or satellite. The 'glue' that makes the group work can be very varied, including like minded individuals, common interests, common purpose, willingness to serve, fellowship, locality, belief in a cause, company or community grouping, and of course it can be a combination of more than one of these circumstances.

The significant effect of forming New Clubs on our membership figures is undeniable, and opportunities abound when we find someone, or a group, to champion the cause. Creativity and innovation are very evident in our Districts recent deliberations on the creation of Clubs and Satellites.

Veteran's Clubs, ethnic groupings, common interest clubs, corporate clubs, alumni satellites, passport clubs, Rotaract Rotary clubs and caused based clubs are all actively being pursued as well as underserved localities or even unserved timeframes where Rotary does already exist.

Support for these District Membership Team efforts is considerable and includes - learning center courses, guidance at rotary.org/membership, your Zone 34 Rotary Coordinator Team, Innovative Club Advocate Team, Regional Membership Officer - Audley Knight, and of course Club and a District Support at RI. Now is the time for these efforts to take root.

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Infinite Possibilities

SERIES 1: WOMEN IN ROTARY



Jenny Stotts - Aug 28th 1pm - dynamic, moving and truly inspirational. Sign up today!

Register for Aug 28th by this link

<https://www.ismyrotaryclub.org/Register/index.cfm?EventID=77496791&NoCaptcha>



Jennifer Jones has been nominated to be the President of Rotary International for the Rotary year 2022/23. She was not selected because she is the first woman to hold the post, but because she is inspiring and incredibly qualified to hold the position and to lead us. The fact that she is a woman is a bonus!

Zone 34 Membership Progress 2020/21

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 8/14/20**

District	Start Membership 7/1/20	Current Membership	+/- for the 2020/21 year
District 7020	2381	2398	17
District 6960	2214	2224	10
District 7030	2224	2230	6
District 6930	1482	1486	4
District 6990	1804	1807	3
District 6980	1697	1699	2
District 7000	945	947	2
District 6950	1769	1770	1
District 6940	2141	2138	-3
District 6890	1622	1616	-6
District 6900	4048	4033	-15
District 6970	3206	3191	-15
District 6910	3103	3085	-18
District 6920	2981	2950	-31
	31617	31574	-43