

DISTRICT MEMBERSHIP REPORT

By Jennie Coppit, District Membership Chair, rotariancoppit@gmail.com

As many of you are aware, August was Membership Month in Rotary and I would say that District 7620 had a fairly solid month! We are the only District in our Zone at this time with a membership growth of 51 members or more! August saw the induction of 32 new members in our clubs across the District and as such we are now 53 members ahead of our July 1st starting number! With 10 more new members, we will have recovered all of our losses from 2019-2020 and be on our way to positive growth! Great job everyone! In a time in which many expect us to see dramatic and devastating losses, you and your clubs are keeping members engaged and demonstrating to your communities the value of being a Rotarian at this very challenging time by sharing your service projects with those around you and your communities at large.

With September being Basic Education and Literacy Month, take this opportunity to see who are members from a vocational perspective. While there are no formal requirements with regards to the number of Rotarians can be in a club per vocation, it's a great tool to use when working to diversify your club. Does your club have an elementary or secondary teacher? Does your club have a professor from the local community college or university? How about a librarian? What about novelist or book store owner? If not, perhaps do a brainstorming activity for 10 min. in a club meeting and see if anyone knows someone in these vocations personally and then set about determining how your club can engage them in an activity this

month or moving forward. Don't know anyone, then consider how your club could reach out to such people and involve them in your education/literacy project. Be excited when inviting them to the project! If they feel that you are excited to have them as a part of your team, they will become more involved and if they cannot commit at this time, keep them as a prospect regardless and invite them to future projects.

KNOW YOUR NUMBERS

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Just like most things that one commits to in life, making a commitment to growing Rotary via your leadership and that of your club, you have to know your numbers. Knowing your numbers helps keep you accountable for making your goal. Here are our District numbers and ideas on how you can improve yours and our District's:

Only 17 of 61 clubs have entered their membership goal into Rotary Club Central. Let's work to make that 100% in the next month. You may be thinking that settling on a membership goal during COVID-19 is an impossibility, but is it really? It's not. Here are a few ways your club can identify a goal:

- Use the document shared by Zone leader, Terry Weaver, at our Club Leadership Training. This document is based on your club's history and is the most valuable tool you have when setting membership goals.
- Make it the same as last year's goal if you weren't able to accomplish it.
- If you did accomplish it, add 3%.

So, you have a goal. Now, where

are you going to find prospective members? According to our statistics so far, we have room to grow in the following areas:

- Only 57 of our 2000 plus membership are Rotary Alumni. Considering we have hundreds of alumni on record in the District that are not Rotarians at this time, your club could go back through your records and investigate who you have sponsored for various scholarships, RYLA events, Global Scholars, etc. and consider reaching out to them. You could invite them to participate in your next project, sit on a selection committee related to the role they served previously, invite them to a "Learn About Rotary" event or to your next meeting or Happy Hour event. Our District is also being proactive this year under our new Alumni Chairperson, Roxanne Suratgar, in forming an Alumni Association. You can find her contact information in DACdb. You can also find information regarding alumni programs on rotary.org. Whatever you do, however, please do not reach out to them and tell them that because your club sponsored them at some point that they should become Rotarians. We want to invite them back into the fold like long lost friends.
- 37% of our District membership are women. RI has a goal to have at least 30% of our leadership positions from club level to the District and internationally be filled by women. Take a look at your club's breakdown. Ideally we would want our clubs to be equally represented but if yours is not, consider planning some "Learn About Rotary" events that are geared toward developing prospects. A simple search on the computer will

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