

Membership Minute

Issue NO 4: December 2011

DISTRICT GOVERNOR

David Anderson

Membership Team

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R/C Milawa Oxley
Groups 2, 5, 6,8,9

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R/C Rosanna
Group 1

Noel Mc IlWrath(John)
R/C Alexandra
Group 4

Matt Trawn
R/C Riddells Creek
Group 3

Doug Evans(Dianne)
R/C Yarrowonga Mulwala
Group 7

RI president makes membership a priority

It's every Rotarian's responsibility to boost club membership and ensure the future of Rotary. No member takes this duty more seriously than RI President Kalyan Banerjee.

"The more members we have, the more Rotary can do," Banerjee says.

"Rotarians must refer new members. Our current annual growth is 5 percent, but if every two years each Rotarian brought in a new member, our membership would grow by 50 percent."

Despite a busy schedule, Banerjee continues to find potential members during his travels as RI president. "Today you can recruit anybody, anywhere," he says. "I might meet someone on a flight to Los Angeles or Bangkok who would make a good member, and if I do, I refer that person."

Follow Banerjee's example today by referring a family member, friend, or business associate. The online form has been updated, so it's even easier now to [refer a member](#).

Once you've answered a few questions, RI headquarters will forward the potential member's information to the appropriate district leader, who will share it with area clubs. If a club deems the candidate a good fit, it will contact the potential member and invite him or her to learn more.

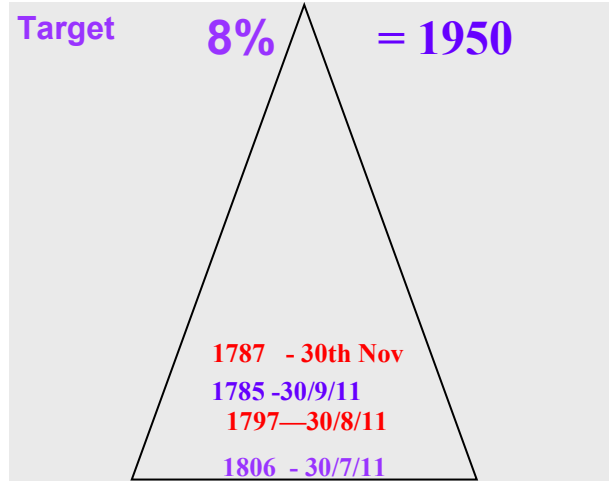
Candidates can also complete the form to express their interest in joining a Rotary club. Rotarians who are [relocating or returning to Rotary](#) after an absence may use the form to find a new club.

If you want to recommend someone for membership in your Rotary club, contact your club secretary or complete the form in [How to Propose a New Member](#).

Make it easy for potential members to find your club by [embedding Club Locator](#) and "[Share Your Passion for Rotary](#)" ads in your website or newsletter. Can't find your own club on Club Locator? Log on to [Member Access](#) to update your club's information.



 Membership target for district in 2011-2012 is 8% increase



Please have your club Secretary check your membership numbers and if not correct please contact Rtn Bob Matejic on 02 60569276 to bring register up to date.

Managing membership inquiries”

Get Serious

You need a system in place to effectively communicate with prospective members and follow up on membership queries.

If you don't already have a process in place, this three-step plan makes it easy.

1. Start with the basics

The colourful *Rotary Basics* (595) guide gives an excellent overview of Rotary. Order copies of the brochure to share with prospective Rotarians and club guests. Include your club's contact information with the guide or direct prospective members to www.rotary.org/join.

2. Prepare welcome communications

While invitations for membership are at the discretion of your club, it's best to be prepared for membership inquiries, either directly from candidates or via **Prospective Member** or **Rotarian Referral** forms forwarded from Rotary International.



Consider **creating a brochure** or **elevator speech** to provide an overview of your club.

Develop a standard welcome e-mail to prospective members that:

Welcomes and thanks the candidate for his or her interest in Rotary

Offers a brief overview of your club, including Rotary's mission and humanitarian goals, a recent service project, and typical activities

Details your club meeting information, including the meeting time and location

Links to resources such as your club or district website and Rotary publications

Provides information about the next steps in your club's membership process.

3. Follow up

Be sure to follow up your welcome letter with another communication.

Consider sending a **Prospective Member Information Kit** (423), which provides detailed information about RI, The Rotary Foundation, and the benefits of club membership. Have a club member contact the prospective member to ensure that the kit was received and to answer any questions. What works in your club? Talk about how to handle membership leads at your next Rotary club meeting, **discuss on LinkedIn**, or share your success stories with **Rotary Leader**.

Online Resources

Your Club, the District, and Rotary International: **Partners in Membership Development** (PDF)

Membership Development Resource Guide (PDF)

Membership Development Best Practices



“The next generation of Rotarians”

Compiled from RI Membership Minute, Oct 2011 and RI website

New Generations programs

Every year, thousands of talented and dedicated young people, ages 12-30, have an incredible experience in a New Generations program.

Rotarians and alumni, Tips for staying connected

Rotary programs have a way of forging bonds between alumni and Rotarians that can last a lifetime. Former Ambassadorial Scholars, Group Study Exchange team members, RYLA participants, Rotary Peace Fellows, and Interact club members are often interested in joining a Rotaract or Rotary club.



Many Rotaract and Rotary clubs, in turn, are interested in inviting alumni to become members.

- § Invite alumni to visit or speak at club meetings.
- § Enlist their help with club service projects.
- § Encourage alumni to help recruit future participants.
- § Host an annual alumni event.
- § Invite alumni to serve on selection committees for programs with which they are familiar.
- § Add alumni to your club's newsletter mailing list.
- § Create a New Generations alumni committee.
- § Include alumni as part of an orientation session for current year outbound participants.
- § Invite alumni to annual club celebrations.
- § Add an alumni section to newsletters and websites.

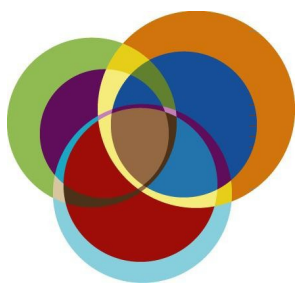
**EVERY ROTARIAN, ONE NEW MEMBER, EVERY YEAR!
LET'S BRING "QUALITY IN QUANTITY" INTO OUR MEMBERSHIP!!!**

**Merry Christmas from your District
Membership Team**

As you enjoy family & friends during the festive Season, take time to think ,have they ever been invited to join Rotary.



Congratulations



To these new members that have joined us - Since the 1st September

Albury Hume	Dennis Martin
Albury Hume	Bruce Leavitt
Appin Park Wangaratta	John Haddrick
Belvoir Wodonga	Lindsay Radcliffe
Cobram	Ben Spiller
Cobram	Mark Spencer
Diamond Creek	Sharraine Ballao
Eltham	Graham Miles
Greensborough	Andrew Minahan
Greensborough	Pamela Fallon
Heidelberg	David Schultz
Kyabram	Barry Davis
Numurkah	Adrian Connolly
Preston	Asha Pahuja
Rosanna	Yevonne Pollock
Seymour	Henry Whiteman
Shepparton	Sam Renato
Southern Mitchell	Lyndie Kite
Southern Mitchell	Annette Watson
Sunbury	Pedro Carlus
Tallangatta	Andrew Bussau
Tatura	Richard Selway

Spread the word!



Invite someone to become a
Rotarian
today.



ROTARY INTERNATIONAL

Articles for the

Membership Minute most welcome

Send to membership @rotary9790.org.au

Next Edition due January 2012