

ROTARY INTERNATIONAL DISTRICT 9790 MEMBERSHIP STRATEGIES

The Membership Committee has been active in endeavouring to motivate clubs to review their membership strategies with a view to increasing membership within the District.

To this end the Committee has circulated to all clubs a membership questionnaire for clubs to complete. It is intended that clubs use this document to obtain a better understanding of its member profile and to identify any membership issues they may be facing with both existing and potential new members.

Additionally a small booklet entitled “101 Strategies for recruiting and retaining members” has been distributed to all Assistant Governors (AG’s) for discussion with their respective clubs. It is recommended that clubs review this booklet with their AG’s as there are some useful strategies outlined therein. Should additional booklets be required by clubs this can be arranged by contacting the Membership Committee. The cost per booklet is approximately \$6 each depending on the quantity ordered.

Also the Rotary Club of North Sydney has produced a membership DVD aimed at providing a tool for attracting new members. The committee considers this could be a useful tool and is arranging for each AG to receive one (1) DVD. It is suggested that you review this with your AG and if your club feels that you would want your own DVD to assist with attracting members then please advise the Membership Committee and we will arrange. The cost is \$8 each.

Attached hereto is a Membership Development Package which has been produced by R.D.U. The District Membership Committee believes that the membership development plan outlined in the package has considerable potential to increase membership. The idea of a Club Membership Forum Night is not a new one and no doubt many clubs have used this approach. However with the step by step process outlined in the package we believe that the systematic approach suggested would be of undoubted benefit.

The Membership Committee strongly recommends that each club commit to having a membership drive in the next 2-3 months following the process outlined.

It may be appropriate in some instances for neighbouring clubs to join together for their membership drive.

At the District Assembly in Shepparton in May 2006 PDG Greg Ross from another District presented a thought provoking paper on club membership which had some very useful comments on recruiting and retaining members. Many current presidents would have heard his address. If clubs require a copy of his paper, this can be provided.

Should you have queries or require assistance in relation to the matters herein feel free to contact the Membership Committee Chairman on the following contact numbers:

Kim McNairn – PO Box 259 Whittlesea VIC 3757

Phone: (03) 9715 1021 AH

Mobile: 0418 518 797

Fax: (03) 9715 1636

Also available for assistance are the following:

Ken Paynter – Membership Committee Member

14 York Street Eltham VIC 3095

Phone: (03) 9431 0102 AH

(03) 9417 7525 BH

Mobile: 0416 176 382

Fax: (03) 9417 7709

Alf Armstrong – District Club Service Chairman

PO Box 1339 Albury NSW 2640

Phone: (02) 60239100 BH

(02) 6021 7884 AH

Fax: (02) 6021 2154