

Membership Minute

Issue NO 1: July 2011

DISTRICT GOVERNOR
David Anderson

Membership Team

Patti Bulluss
Milawa Oxley

Ingrid Mooney
Rosanna

Noel Mc IlWrath
Alexandra

Matt Trawn
Riddells Creek

Doug Evans
Yarrowonga Mulwala

This is the first of a monthly membership newsletter brought to you by the 2011—2012 membership team.

The aim of the newsletter is to keep in contact with all clubs and assist clubs where ever possible to increase membership and at the same time be aware of the importance of membership retention and how as a team we can share ideas to obtain both these objectives.

The District membership goal for the year is an increase in membership of 8%.

As you will read further on in this newsletter Rotary International President Kalyan Banerjee has set a criteria that has certain goals that need to be achieved to obtain a Presidential citation for the club in this Rotary year.

Now is the time to set your own membership goals, August is membership and membership retention month and every effort should be made to "REACH WITHIN TO EMBRACE HUMANITY" and share this wonderful organisation with work colleagues , neighbours family and friends, if it is to be it's up to you and me.



ASK: ASK: ASK:

We are all Rotarians because someone invited us. Have we all invited someone to join Rotary this year?

If not, why not?

We must not be selfish and keep it to ourselves. We have all benefited from being members and we enjoy our Rotary - if not we would leave.

That is all we ask.

Is it too much to ask?

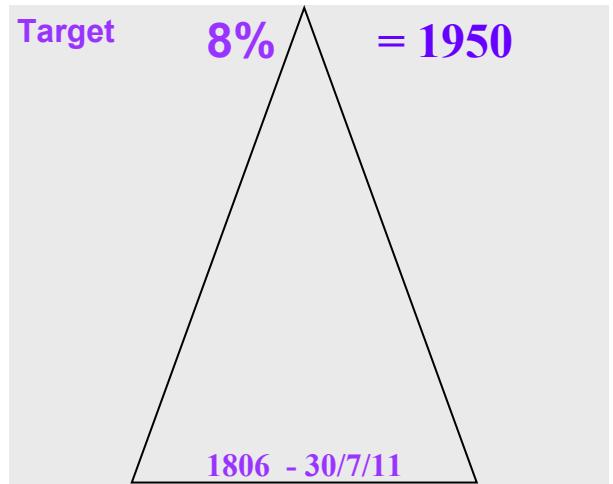
If not, why not do it?

Join us in expanding Rotary membership in District 9790 by 8% this Rotary Year.

and let more people enjoy our fellowship.



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



WHO IS YOUR TOMMY ?

Most Rotarians have a story about what first attracted them to Rotary. For William D. Pollard Jr., 2008-09 governor of District 7600 (Virginia, USA) when he visited clubs in his district during his term it was to stump for recruitment and retention.

He shared his address with Rotary International News in honor of Membership and Extension Month: When I think of why we should ask someone to join Rotary, I think of Tommy. Two years after starting my banking career in Richmond, I was asked to work in my hometown of Petersburg. One of the first people to visit me was Tommy Adkins, a retired banker, who asked me to attend a Rotary club meeting. While I was growing up in Petersburg, Tommy lived on the same street as my family. I even delivered his newspaper. I had no idea what Rotary was but accepted Tommy's kind invitation to visit the Rotary Club of Petersburg. Tommy passed away several years ago, and he probably never realized the impact he had on my professional and personal life:

Because of Tommy, I have participated in many service projects helping others.

Because of Tommy, I have tried to follow The Four-Way Test.

Because of Tommy, I have supported The Rotary Foundation.

Because of Tommy, I helped 2008-09 RI President Dong Kurn Lee reduce child mortality.

Because of Tommy, my mother is a Rotarian.

Because of Tommy, I served my district as district governor.

Because of Tommy, I have made so many new friendships through Rotary.

So I have three questions for each of you:

Who is your Tommy?

What impact has Rotary had on your life?

Have you been or will you be someone else's Tommy?

**Are you
someone's
Tommy ?**

**If not
why not ?**

**Lets all accept
the challenge**

**and be
someone's
Tommy**

3 . Questions to ask your club
All three questions require the hard application of the first question in the

**4—Way Test:
 Is it the Truth?**

<p>Question 1</p> <p>What do new members - new generations want from their Rotary experience?</p>	<p>Question 2</p> <p>what does your club promise new members to meet their expectations?</p>	<p>Question 3</p> <p>What makes your club different from other service opportunities or community organizations in your community?</p>	<p>How about putting these questions to your club members</p>
--	---	---	--

It will be really beneficial to share your comments with other members you can forward your anonymous answers via email to [membership @rotary9790.org.au](mailto:membership@rotary9790.org.au)

Don't be afraid of change—it makes Rotary appealing to young people:

When Rotarians in Walnut Creek, California, USA, found it difficult to attract young professionals to the area's morning and afternoon clubs, they set out to establish a new club that would accommodate busy, on-the-go schedules.

The Rotary Club of Diablo View (Walnut Creek), chartered in 2009, meets in a local brewery at 5:30 p.m. every Thursday. Club president Jennifer Beeman says the club sets aside time each week for socializing before turning to club business, and that the relaxed atmosphere appeals to younger members.

Beeman was only 24 years old when she became a charter member of the club, and she's now one of the youngest female club presidents in Rotary. The club has 26 members, 90 percent of them between the ages of 25 and 40.

"Because we have younger members, our attitude is different. People have told us how refreshing it is to have young faces behind Rotary," Beeman says.

She says the club carries out many projects in the community so that members have an opportunity to do hands-on service. Every month, for instance, it plans an outdoor project, such as cleaning up nature trails. Younger Rotarians usually have more time than cash at their disposal, she says, so they tend to contribute by volunteering.

The club recruits new members through social media like Twitter and Facebook, and it has a mentoring program to help with retention. All new members are assigned a mentor, who spends extra time with them outside regular meetings.

"The modifications we've made have helped our club appeal to younger professionals and retain them," Beeman says. "They've created a high-energy club."

Beeman says clubs must be willing to make a few changes to attract younger members.



To these new members that have joined us since the 20th June 2011 and to the clubs -

Albury West	Scotty Glover
Albury West	Peter Newnham
Bellbridge Lake Hume	Austin Elliot
Bundoora	Lynne Edwards
Cobram	Jim Squires
Corowa	Pauline Hawke (Hon)
Corowa	Fred Longmire (Hon)
Deniliquin	Martin Wilmshurst
Diamond Creek	Arthur Lewis
Diamond Creek	Stephan Hitchins
Diamond Creek	Greg Paull
Finley	Lloyd Chesworth
Heidelberg	Thomas Brown
Ivanhoe	Robert Stringer
Kinglake Ranges	Ken Wearne
Kinglake Ranges	Brian Andrews
Kinglake Ranges	Anthony Phillips
Mooroopna	Subhash Das
Preston	Geoff Mc Ilvenna
Rosanna	Don Gough
Seymour	Dianne Jones
Seymour	Judy Dahlke
Strathmore	Rebecca Gauci
Tallangatta	Hugh Paton
Tallangatta	Kevin Vance
Yarrawonga Mulwala	Margaret Best
Yarrawonga Mulwala	Dorothy Brodie

Mandatory: Membership (four components)

- Minimum net increase of one member; and
 - 85% minimum retention rate
- And achievement of **two** of the following

four components:

- 2%** increase in qualified women
- 2%** increase in qualified younger professionals (**under age of 45**)
- Induction of one or more RI/ Rotary Foundation program alumni
- Increased diversity (e.g., classification, gender, age)

Membership an important criteria for Presidential Citation

To stress the importance of both membership and continued support of The Rotary Foundation I have established the following criteria for recognition during 2011-12. These actions and criteria support the priorities and goals identified within the RI Strategic Plan: strengthen clubs, increase humanitarian service, and enhance public image. Rotary Foundation requirements and **membership requirements** must both be attained for recognition. All clubs and districts that have been certified as reaching these goals will receive a certificate signed by me. In addition, the top 15 certified clubs and districts will be eligible for onstage recognition at the 2012 RI Convention in Bangkok.

Sincerely,
Kalyan Banerjee
President, Rotary International, 2011-12

Submissions and contributions to the Membership Minute most welcome

Send to membership @rotary9790.org.au

Next Edition due date 25th August 2011