

Membership Minute

Issue NO 3: September 2011

DISTRICT GOVERNOR

David Anderson

Membership Team

Patti Bulluss (Lance)
R/C Milawa Oxley
Groups 2, 5, 6,8,9

Ingrid Mooney(Terry)
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

She's just 21 years old and she's about to become President of one of the most innovative Rotary clubs in our region, and for that reason, Holly Ransom, of the Western Australian Rotary Club of Crawley, is the subject of the *Rotary Down Under* cover story in October.

Everyone wants to know what Crawley is doing that is working so well. The club was chartered less than two years ago with around 60 members. Already it has around 100, with an even gender balance and more than a dozen under the age of 30.

Read all about it in this month's *Rotary Down Under* magazine.

Encourage all members to read this inspirational story.



“Message” from RI President

Message appeared in Rotary Leader Sept 2011 Vol 2, Issue 2

How can we be more inviting to younger members, who are different in so many ways from young people a generation or two ago? Young professionals today are working longer hours, and every minute they have is precious.

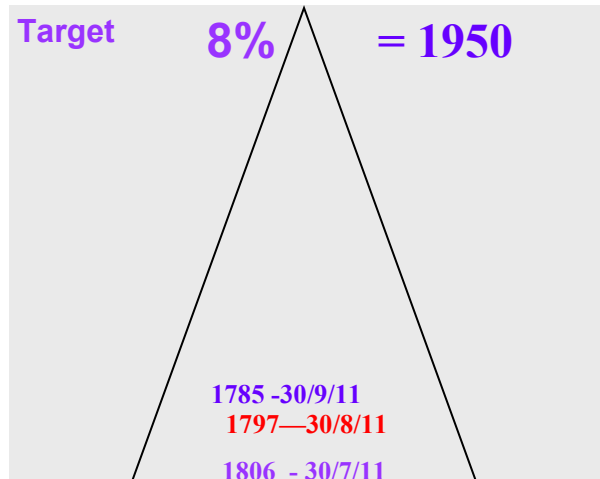
We have to show them that Rotary is a good use of their time — something they will want to be a part of.

And we have to come to them where they are: on the Internet, on Facebook, on Twitter, on e-mail, and on their smartphones. More than ever before, a club's website is its public face — and it has to be a good one. We cannot hide our Rotary light under the proverbial bushel; we must let it shine forth brightly, and let it be a beacon to all those who cherish our Rotary value of Service Above Self.



Reach Within to Embrace Humanity

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



As of the 7th Sept for this current Rotary year we have recorded 29 new members, current membership is 1785. Please have your club Secretary check these numbers and if not correct please contact Rtn Bob Matejic on 02 60569276 to bring register up to date.

Get Serious

“Getting serious about membership and Active Recruiting”
From RI publication: Membership Development Resource Guide, 417-EN—(408)

Social, political, and economic conditions affect the way people perceive volunteering and what they hope to gain from a volunteer experience.

When developing recruitment strategies, consider these questions:

- What are volunteers looking for when they choose an organization?
- What volunteer options are available in your community?
- Is your club offering prospective members opportunities that match their expectations?
- How do the benefits of Rotary club membership compare with those of other organizations or volunteer opportunities?
- What can be done to help prospective members choose Rotary over other organizations?

Use these questions as a springboard for a discussion among your members to determine the best way to position your club as the preferred option for service in your community.

Also focus on the benefits of Rotary club membership that extend beyond service opportunities, for example:

- Camaraderie, fellowship, and friendship with like-minded people in the community
- Business networking
- Opportunity to develop leadership skills within a well established, international service organization

If you know the competition, you can better position your club as an appealing option and effectively communicate the expectations and benefits of Rotary club membership to qualified prospective members.

Also realize that Rotary isn't for everybody. Some people may prefer to focus on short-term volunteer opportunities or want to work for a specific cause.

“ What Rotary Means to Me. ” — from someone not so young

PDG John Egan

Written by Rotarian, Ellen Brasier

Rotary Club of Wagga Wagga, D9700

Last year I was in the position that most of you have found yourselves today. The big “R” word was looming and I knew that, after having worked for 40 plus years in a demanding occupation I would need something to fill my extra freedom, and something that would keep the “grey matter” functioning.

Fortunately a friend suggested that I join the Wagga Rotary Club so I went along to a meeting assuring her that I was just looking, sussing out the place! I was truly amazed at the way in which I was treated by these men and women, the majority of whom I did not know. They were all so friendly and welcomed me with open arms. I had a great night and determined then that, if they would have me, Rotary was the way for me to go. They did have me and here I am today to tell you a little of what Rotary means to me.



The friendship and fellowship which I have received is second to none. You can walk into any Rotary Club Meeting anywhere in Australia and dare I say the World and you are immediately welcomed. It doesn't matter what you are doing within Rotary there is always time for fun and frivolity along with the serious side of the job at hand. This friendship has filled a huge hole for me because not only have I retired and thus lost the day to day contact with my work colleagues but also I had lost my life partner so those “free” days could be very long and lonely.

Rotary has given me the opportunity to give back to the community and also for me to keep in contact with young people with whom I have worked all my professional life. Rotary runs an extremely good Youth Program which develops leadership and responsibility among young people. For me this is fantastic as the young people of Wagga and District hold a special place in my heart.

The fact that I can continue to serve others both at home and abroad has been another great opportunity given to me through my membership of Rotary.

Rotary is Rotary International and as a result Rotarians are able to help those who are less fortunate than ourselves. One of the major projects is to eradicate Polio and this has almost been achieved. It gives me great pleasure to be part of this great organisation that has almost achieved this goal. We have also assisted people ravished by floods both in our own district and Queensland and Victoria. Many of the homeless in Wagga have received swags so that they now have a warm place to sleep. All of this and much more has been made possible through our fund raisers, all of which have proven not only very profitable but have provided a great deal of fun and fellowship for those participating. It has also given me the opportunity to use and extend the breadth of my organisational and leadership skills as this year I am chair of the our Youth Committee which is a important part of our Service Directorate.

Rotary encourages us to be a member of the various committees within the organisation and as a result leadership, organisational skills along with being team players are enhanced.. Hence the “grey matter” remains active. Education is another benefit that I have received as a member of Wagga Rotary. At every meeting we have a guest speaker who may be a member of our club telling us about their work or experiences such as overseas trips etc or a member of the community telling us about their particular occupation, charity etc. I have learned much from listening to these people and as a person who believes strongly in ‘Life long learning’ his has provided me with a great deal of personal satisfaction.



What else can I say? Probably lots, but I think the best way for me sum up what Rotary means to me is to say that it gives great friendship and fellowship, the opportunity to further develop leadership skills and education, the chance to be a team player and to serve the local and international community. I must add Rotary is fun!



To these new members that have joined us - Since the last newsletter

Graham Felstead	Alexandra
Craig Seton	Albury North
Graham Miles	Eltham
Andrew Minahan	Greensborough
Cynthia Maher	Holbrook
Deborah de Jager	Kinglake Ranges
John de Jager	Kinglake Ranges
Robert Hearn	Mooroopna
John Sciacca	Nathalia
James Williams	Preston
Henry Whiteman	Seymour
Jenny Sim	Shepparton
Mary Ahmet	Shepparton
Andrew Bussau	Tallangatta
Richard Selway	Tatura

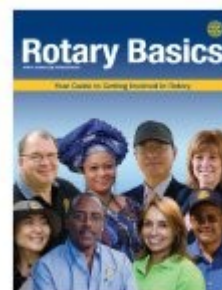
“Three steps to help you grow your club”

All Rotarians are ambassadors of Rotary and their clubs.

Interested in growing your club but not sure how to get started? Here's an easy three-step plan to bring to your next club meeting.

1. Start with Rotary Basics

The colorful Rotary Basics guide (published in the August issue of *The Rotarian* and Rotary regional magazines) gives an overview of what Rotary clubs do. Order copies from shop.rotary.org for members 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, which includes a link to the Prospective Member Form.



2. Handle prospective-member inquiries

Club presidents receive inquiries about membership either directly from candidates or via Prospective Member or Rotarian Referral forms forwarded from Rotary International. As always, invitations for membership are at the discretion of your club. Consider creating a brochure or elevator speech to provide an overview of your club. If you develop a standard welcome e-mail to initiate correspondence with prospective members, include:

- Welcome and thank-you to candidate for his/her interest in Rotary
- Overview of the club, including a brief outline of Rotary's mission and humanitarian goals, a recent club/district service project, and typical club/district activities



3. Send prospective member kits

Follow up your welcome letter with the *Prospective Member Information Kit* (423), which provides basic information about RI, The Rotary Foundation, and the responsibilities of club membership. Have a club leader contact the prospective member to ensure they've received the kit and to answer any questions about Rotary membership.

New Member Kit



More information and membership resources:

Membership Development Resource Guide (417) Club Assessment Tools New Member Orientation: A How-to Guide for Clubs (414) Club Membership Committee Manual (226b) How to Propose a New Member (254) Rotary Basics (595) Leadership Development: Your Guide to Starting a Program (250) Be a Vibrant Club: Your Club Leadership Plan (245) Club Brochure Templates Your Club, the District, and Rotary International: Partners in Membership Development Membership Development Best Practices

Prospective Member Kit



Articles for the

Membership Minute most welcome

Send to membership@rotary9790.org.au