



MEMBERSHIP ON THE MOVE

Zone 8 NEWSLETTER

December 2009 Vol.6 No.6



Retaining Current Members Prepared by Cliff Dochterman PRIP Part Three of Three

Now, let's look to that third procedure to build Rotary membership – *You can sponsor a new club in your community.*

Of course you will hear a few of those well worn comments: "Our city is too small for another Rotary Club," or "We tried that once before," or even, "If there were any qualified people, we would take them into our club."

Those are not the comments we need to build Rotary membership for the future. No one suggests building another Rotary Club just like the one we have. Why not think about a new kind of Rotary Club in your community?

How about a new Rotary Club with all young executives and professionals under the age of 40? The nucleus of this new club might be former Rotaractors, former Group Study Exchange Team members or Foundation alumni, or even young executives whose schedules make it impossible to attend at the time the older clubs meet.

How about a new Rotary Club in an ethnic or minority section of your community and chartering a group who share common economic and cultural interests, but, may have never have been invited to the older club?

How about a new Rotary Club composed of both male and female executives in a community which has not previously taken the step to include women members in Rotary? I think it would be possible to have a Rotary Club made up entirely of volunteer community leaders.

How about a new Rotary Club for members who are unable to attend the traditional luncheon or dinner meetings. This could be a breakfast club, or late afternoon meeting. Consider a club with sack lunches and no fees. Maybe start a Saturday club which meets at a golf course an hour or so before tee time. There are younger generations who have the same motivation for service and fellowship, but they may also have entirely new concepts of how and when a Rotary Club can meet and function.

How about a new Rotary Club in a shopping mall or an airport complex? Or even consider a high rise office building or on a large university campus. Don't think about cloning your existing club. The new century of Rotary requires and permits a new vision of fellowship and service. New Clubs call for creativity and imagination.

So, the task of Rotary membership can be divided into three approaches:

ADD NEW MEMBERS TO YOUR CLUB

RETAIN THE CURRENT MEMBERS YOU HAVE

CONSIDER BUILDING NEW CLUBS TO MEET UNMET POPULATIONS IN YOUR COMMUNITY

My friends, you are the leaders. The task is in your hands. This year our RI President says, "The Future of Rotary Is In Your Hands."

Membership Development is up to you. The bigger question – are each of you up to the task?

I think you are – so go to it!

"The future of Rotary will not be shaped at RI headquarters - - it will be shaped in each and every Rotary club," Kenny said,

"because it is for each of us -- as Rotarians -- to do what is necessary to keep Rotary strong."

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Your Event Published Here!

National Membership Conference
Canberra 24 – 25 July 2010
Mark your Diary NOW!

www.membership.rotary.org.au

4 I's for New Members

Rotary Club of Coffs Harbour Daybreak

Introduce **Invite** **Induct** **Involve**

Prior to joining	<ul style="list-style-type: none">▪ Explain breakfast meeting process & club key events for the year▪ Explain personal and financial commitments▪ Provide outline of Rotary and provide Club and RI website details▪ Find out about their business and any links to other members where appropriate▪ Encourage their attendance prior to weekly meetings▪ Make them welcome at meetings▪ Explain different committees and what they represent▪ Meet them away from Rotary for coffee/drink and seek their feedback on how it's going
Months 1-3	<ul style="list-style-type: none">▪ Make them welcome▪ Monitor their participation – encourage them as appropriate▪ Ensure they are connected – email, Committees▪ Help them engage in key events▪ Check how well they are engaging with their Committee▪ Check that they are learning Rotary jargon eg. RYLA▪ Give them a list of Rotary acronyms▪ Seek their feedback on how it's going▪ Follow-up absences
Months 4-6	<ul style="list-style-type: none">▪ Engage them in thinking about how best to fit into Club structure longer term – Board, events, organising, fund raising▪ Seek ideas on new approaches for Club▪ Encourage Creative thinking e.g. fund raising ideas▪ Follow-up absences
Months 7-12	<ul style="list-style-type: none">▪ Engage occasionally to ensure they are happy in Rotary▪ Involve them

Rotary takes **Ordinary** people and gives them **Extraordinary** opportunities....

- Who will **you** give that opportunity to??

Starting a New Club

Do's and Don'ts

Tony Castley IPDG 9680

On Sept 26th this year District 9680 chartered the Rotary Club of Rouse Hill with 26 Charter Members, and the club has since grown to 30 members and most likely will continue to grow quite quickly.

However it wasn't always looking like it would be the success that it is now. For almost 8 months the provisional club had only six potential members and the prospects were not looking all that bright. So what brought about the dramatic change?

Starting from the beginning, the provisional club was first mooted one year ago in Sept 2008, and a core of around 6 potential members began the Provisional Club of Rouse Hill. Two adjacent Clubs – The RC of Norwest Sunrise and the RC of Glenhaven undertook to be the Charter Clubs, and regular breakfast meeting were held for the new club.

However as is often the case another couple of neighbouring clubs protested to District that this was their territory and as they were struggling for members – why would district contemplate a new club? Additionally they said, this is a new housing area where people could not afford Rotary!

Well yes Rouse Hill is a very fast growing new suburb in the other West of Sydney but the demographic figures showed that there was potential for a new club in this area, and in addition the Hill Shire with some eight clubs had a membership ratio of one Rotarian per every 1,100 residents; one of the lowest ratios of any Shire in 9680.

The normal type promotion of advertisement and articles in the local paper, letterbox drops, handouts at shopping centres following and during the next eight months the numbers only increased slightly to around 10 potential members. However in the same time, some 40 people actually attended at least one meeting- but didn't elect to stay. So why didn't they stay?

The meetings were held in a Rotary manner with plenty of Rotarians from other clubs coming along each morning, however the meetings revolved mainly around the topics of Rotary structure and getting the club going. As DG I realised that the guests coming to see if they would like to join Rotary were not actually having a chance to see Rotary in action. I therefore immediately changed the format, so that every meeting would be a true Rotary meeting with top guest speakers, discussion of projects and all those things that make up why we join Rotary. To do this I asked all the Presidents and immediate past Presidents of the eight clubs in the area, to run each meeting in turn and to make it one of the best meetings they have ever held. I asked them to think back as to what had been their best guest speakers and their best Rotary meetings and reproduce these for the new club. It worked!

Then we rang all the potential members that had slipped through the system, plus we produced a very nice colour brochure which was mailed out to every home and business in the area. New potential members started coming in two's and three's and staying. New projects were stated and as a result within three months the club had 26 members ready for chartering. What an amazing turnaround – and the only difference was how we went about!

So what are the does and don'ts.

Don'ts:

1. Don't be put off by neighbouring clubs who fear they may lose membership. In our case the promotion of the new club actually resulted in also getting new members for those neighbouring clubs. With the new club being a breakfast club, there were some potential members who wanted an evening club so it wasn't too difficult to get them signed up with a neighbouring evening club- much to surprise of that club!
2. Don't run the provisional meeting along the lines of "discussion about the new club". This does not give the potential members any real view of what a Rotary club is all about.
3. Don't try to form a board too early., Don't ask people to take positions until the club is almost ready for charter; let Rotarians from the sponsor clubs take care of these roles until the club is up and bubbling.
4. Don't rely on traditional methods of publicity. Step outside the square and look for some the commercial type methods of getting the word out about the new club.
5. Don't believe that potential members are "interested in forming a new Rotary club"- they're not! What they are interested in is finding out what Rotary is about and if they would like to be a member.

Do's:

1. Make every provisional meeting a first class Rotary meeting. Arrange for Presidents and Past Presidents of neighbouring clubs to come and be President for the day and run one of the best meetings they have ever run. Top guest speakers are absolutely essential; and avoid too many speakers on Rotary subjects.
2. Ensure the promotional material is very professional and distribute it in a professional manner. We found distributing the letter and brochures via Australia Post every so much more effective than letter box drops. Our envelope simple said "Have breakfast on us- at the Mean Fiddler" (Mean Fiddler being a well know restaurant in the area).
3. Start real Rotary projects from day one. Rotary is projects and the potential members who come along want to see Rotary in Action and get involved from day one.

The difference between doing it the right way and the wrong way – is a new club with 30 members and Rotary strengthened in the whole area.

Regards

Tony Castley IPDG 9680

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Latest Membership Statistics

RRIMC Rob Wylie

Table1 Number of Rotarians 2008-2009
Zone 8 (Australia, PNG, Solomon Is, Timor Leste)

A	B	C	D	E	F	G	H	I	J	K	L
District	30/6/08	1/7/08	30/6/2009	1/07/2009	end of year o'night loss	30/06/08 +/-	to 30/6/09 %	1/07/08 +/-	to 30/6/09 %	1/07/08 +/-	to 1/7/09 %
9450	983	967	1046	1009	37	63	6.4%	79	8.2%	42	4.3%
9460	1079	1026	1066	1026	40	-13	-1.2%	40	3.9%	0	0.0%
9470	826	801	828	792	36	2	0.2%	27	3.4%	-9	-1.1%
9500	1481	1479	1478	1442	36	-3	-0.2%	-1	-0.1%	-37	-2.5%
9520	1561	1542	1535	1478	57	-26	-1.7%	-7	-0.5%	-64	-4.2%
9550	1128	1100	1214	1176	38	86	7.6%	114	10.4%	76	6.9%
9570	1163	1124	1136	1121	15	-27	-2.3%	12	1.1%	-3	-0.3%
9600	1880	1846	1845	1797	48	-35	-1.9%	-1	-0.1%	-49	-2.7%
9630	1290	1277	1260	1255	5	-30	-2.3%	-17	-1.3%	-22	-1.7%
9640	1405	1388	1454	1427	27	49	3.5%	66	4.8%	39	2.8%
9650	1633	1595	1639	1601	38	6	0.4%	44	2.8%	6	0.4%
9670	1153	1141	1152	1136	16	-1	-0.1%	11	1.0%	-5	-0.4%
9680	1991	1918	1987	1938	49	-4	-0.2%	69	3.6%	20	1.0%
9690	1038	1003	1014	994	20	-24	-2.3%	11	1.1%	-9	-0.9%
9700	1189	1179	1220	1193	27	31	2.6%	41	3.5%	14	1.2%
9710	1508	1485	1513	1492	21	5	0.3%	28	1.9%	7	0.5%
9750	1570	1513	1518	1476	42	-52	-3.3%	5	0.3%	-37	-2.4%
9780	2126	2102	2071	2026	45	-55	-2.6%	-31	-1.5%	-76	-3.6%
9790	1829	1787	1793	1757	36	-36	-2.0%	6	0.3%	-30	-1.7%
9800	2861	2805	2834	2773	61	-27	-0.9%	29	1.0%	-32	-1.1%
9810	1368	1331	1367	1310	57	-1	-0.1%	36	2.7%	-21	-1.6%
9820	1537	1509	1504	1490	14	-33	-2.1%	-5	-0.3%	-19	-1.3%
9830	1446	1419	1428	1407	21	-18	-1.2%	9	0.6%	-12	-0.8%
Australia	34,045	33,337	33,902	33,116	786	-143	-0.4%	565	1.7%	-221	-0.7%
World	1,231,483	1,206,089	1,234,527	1,206,482	28,045	3,044	0.2%	28,438	2.4%	393	0.03%

Table2 Number of Rotarians 30/6/2009 to 31/10/2009 Zone 8 (Australia, PNG, Solomon Is, Timor Leste)

A	B	C	D	E	F	G	H
District	30/6/2009	1/07/2009	31/10/2009	30/06/09 +/-	31/10/09 %	1/07/09 +/-	31/10/09 %
9450	1046	1009	1037	-9	-0.9%	28	2.8%
9460	1066	1026	1031	-35	-3.3%	5	0.5%
9470	828	792	800	-28	-3.4%	8	1.0%
9500	1478	1442	1441	-37	-2.5%	-1	-0.1%
9520	1535	1478	1508	-27	-1.8%	30	2.0%
9550	1214	1176	1176	-38	-3.1%	0	0.0%
9570	1136	1121	1139	3	0.3%	18	1.6%
9600	1845	1797	1833	-12	-0.7%	36	2.0%
9630	1260	1255	1250	-10	-0.8%	-5	-0.4%
9640	1454	1427	1431	-23	-1.6%	4	0.3%
9650	1639	1601	1655	16	1.0%	54	3.4%
9670	1152	1136	1159	7	0.6%	23	2.0%
9680	1987	1938	1956	-31	-1.6%	18	0.9%
9690	1014	994	1028	14	1.4%	34	3.4%
9700	1220	1193	1207	-13	-1.1%	14	1.2%
9710	1513	1492	1524	11	0.7%	32	2.1%
9750	1518	1476	1479	-39	-2.6%	3	0.2%
9780	2071	2026	2018	-53	-2.6%	-8	-0.4%
9790	1793	1757	1766	-27	-1.5%	9	0.5%
9800	2834	2773	2778	-56	-2.0%	5	0.2%
9810	1367	1310	1330	-37	-2.7%	20	1.5%
9820	1504	1490	1507	3	0.2%	17	1.1%
9830	1428	1407	1426	-2	-0.1%	19	1.4%
Australia	33,902	33,116	33,479	-423	-1.2%	363	1.1%
World	1,234,527	1,206,482	1,216,983	-17,544	-1.4%	10,501	0.9%

Comment on the latest membership statistics from R.I. for 31/10/09

Two significant new facts were contained in the latest stats, which are available to all on www.membership.org, and presumably have been read as posted by interested Rotarians around Australia.

Firstly, the new 1/7/09 membership stats show the usual semi-annual overnight loss of members at midnight every 30th June, as some Rotarians choose not to renew their membership subscriptions, so these members are counted on June 30 but not on July 1. This shows a net loss of 28,045 Rotarians worldwide, and 786 in Zone 8 (Australia, PNG, Solomons, and Timor Leste). (Column F in Table I) It sounds alarming but it happens every year, the important thing is to know how it fits in the overall gain or loss of members.

Secondly, the numbers on 31 October 2009 show a worldwide gain of 10,501 since July 1, and a gain of 363 Rotarians in Zone 8. This also needs some interpretation before deciding if that is good or not so good.

The Rotary Year 2008-09 (See Table 1)

It's important that you compare apples to apples, so in assessing annual gain or loss, of R.I. or a District, you should compare 30 June with 30 June (columns G & H) or 1 July with 1 July (columns K & L). Please DON'T accept the growth shown in columns I & J (1 July 1 to 30 June) without realising that it doesn't count the 30 June overnight loss, so the figures there look good, but in reality haven't counted the midnight losses as occurring "within a Rotary year". Generally, in comparing figures from one Rotary year to another, it's recommended that you stick to the 30 June figures for each year.

So depending on which set of dates you use, the gain/loss for 2008-09 was:

	30/6/08 to 30/6/09	1/7/08 to 1/7/09	1/7/08 to 30/6/09
R.I. total	+3044 (+0.2%)	+393 (+0.03%)	+28,438 (+2.4%)
Zone 8	- 143 (-0.4%)	- 221 (-0.7%)	+565 (+1.7%)

Confused or bored? Maybe you are, but the aim here is to allow you to be better equipped to judge the accuracy of membership stats which may be quoted to you. Ask for the source and dates of the figures quoted, then you can make valid comparisons.

The current Rotary year to 31-10-2009 (See Table 2)

The data in Table 2 (columns G & H) in accordance with the R.I. web site "Comparison-to-start" table shows gains so far this year of 10,501 (0.9%) for the world and 363 (1.1%) for Zone 8 based on a start of July 1. Be aware that if you want to actually have a net gain over the full year you should use June 30 2009 as a base date, as you have to make up those end-of-year losses before the current year ends on June 30 2010. By this more reliable yardstick R.I has a net loss of -17,544 (-1.4%) and Zone 8 a net loss of -423 (-1.2%) for the year so far.

Numbers are expected to increase monthly (with a hiccup on 1/1/2010) through the year. **The target in every District should be to increase enough so there is a net gain from 30/6/2009 to 30/6/2010.**

Rob Wylie.

Marketing Tip: Facebook?

Post your projects

Post your events

Post your news

With 100 million users who can potentially access your club's profile, Facebook can be a useful tool for networking and marketing your Club.

If your club isn't on Facebook, here's how it works... you set up a profile page with details about your club meetings, projects etc and then invite other members of Facebook to join your club's group so they can be kept up to date with what your club is doing. You can share news and events, display photos, or team up on projects with other clubs all through your club's Facebook Group.

Many not-for-profit organisations already have Facebook accounts and are reaping the benefits for their organisation and their cause. One reason why Facebook is so popular is because it's very easy to use. Updating your club's profile – adding articles or photos, takes just minutes. Most importantly when you update your club's profile by adding something new to your page, all members of your group will receive automatic notification of the new addition, whether it be a photo, a newsletter or a new club project.



A quick search of Facebook reveals that District 9800's Rotary Clubs of Collingwood, Flemington and Glen Eira are already taking advantage of the networking that Facebook offers. As are District 9800's Vocational Service team, RYLA9800 Alumni and Rotary Youth Exchange. Even the upcoming Rotary District 9800 Conference in Launceston is listed as an event on Facebook.

Create a Group for your Club

There are a growing number of service organisations joining Facebook to spread their word. Creating a group for your club will allow you to access potential members. Remember it is not just members of your club who can join your group on Facebook, it is also your other club contacts, whether they be family, friends, or students your club may have supported through the Youth Exchange or Group Study Exchange Programs.

With the fastest growing users of Facebook being those aged 25 years and older, it is an ideal opportunity to market Rotary and your clubs to potential younger members.

Be aware, when creating a group, that there are two kinds of groups on Facebook - open and closed. Be sure to create open groups so that people can find it and your members can invite others to join.

Promote your Club's...

- **Meetings**
Your Club's weekly meetings can be advertised on Facebook, with any changes to them sent immediately to members of your group.
- **Newsletters**
Facebook allows you to promote your Club's newsletter. Put up links to your newsletter or articles you've written, you can also put links to any articles that have been written about you or members of your Club.
- **Projects**
If your Club has a project that needs more exposure, why not promote it on your Club's Facebook page? Remember all of your group's members will receive notification of a new posting on your page.
- **Events**
Your Club can promote its events on Facebook. Facebook allows you to promote full details of your upcoming events, including times and location and it has the ability to record RSVPs. For example the District 9800 Conference is being promoted at <http://www.facebook.com/s.php?q=9800+conference&init=q>.

Facebook is a great marketing tool, by encouraging members to join your Facebook group you are enabling your Club to reach a huge audience. Facebook is a great way to share your club's goals and achievements with the world and highlights to potential members the good that Rotary does both locally and internationally.

A great website to help you start a profile for your Club can be found at:

<http://www.wildapricot.com/blogs/newsblog/archive/2007/05/23/put-your-non-profit-on-facebook.aspx>

From the Editor's Desk

Stop Press.....

AUSTRALIAN MEMBERSHIP CONFERENCE 24-25 JULY 2010

An Australian national membership and public relations conference, open to all Zone 8 Rotarians, will be held in Canberra on the weekend of 24-25 July 2010.

We hope all Australian Districts will support and participate in this important event. Please keep the date free in planning your District events in 2010-11.

More information will be advised to Districts early in 2010.

Set these dates into your diary now!! 24-25 July 2010.

Rob Wylie, Rotary Coordinator 2010-11

A participant's view....Presidential National Conference July 08

“The Conference gave us the chance to review all aspects of Rotary's function and vision.

There were inspirational and challenging keynote speakers and plenty of opportunity, working in small facilitated groups, to contribute our suggestions on how we could build a more effective model for Rotary.

We discussed ways to enhance Rotary's public image, and ways to attract a new generation of younger members, women and ethnic groups.

Other membership recruiting imperatives such as the changes & trends in Australian society, volunteering in the 21st century and the perception and profile of Rotary, also received due attention.”

PDG Russ O'Malley, District 9600 Membership Chair

More than 500 Rotarians attended last year. Ask your club to consider helping you register by making a contribution to your attendance costs. This is a must participate event. Trust me!

Your editor,

Len

PS No Newsletter for January

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2009-2010**

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Membership On The Move

News from Zone 8

Australian Capital Territory

New South Wales

Northern Territories

PNG Papua New Guinea

Queensland

Solomon Islands

South Australia

Tasmania

Timor Leste

Victoria

Western Australia