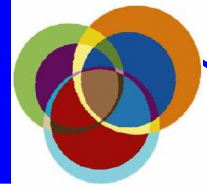


# MEMBERSHIP MATTERS



## ZONES 22, 23 & 24 MEMBERSHIP NEWSLETTER

### THE "VALUE PROPOSITION" TO BRING YOUNGER BUSINESS MEN AND WOMEN TO ROTARY



*By PDG Rosemary Barker Aragon D5030  
RRIMC Zone 23*

Rotary is an organization which aspires to be a reflection of the professional and business people in its community. So, as we also aspire to bring in professional and business people under age 40---what do we know about them and what they are looking for in a professional and service organization?

Think about the concept of the "employee value proposition" and apply it to "Rotary value proposition".

It is: "A persuasive statement of what you have to offer aimed at appealing to a particular generation of recruits that is focused on the audience, not on the organization".

\*Lynne C. Lancaster and David Stillman, When Generations Collide

Personally, it is hard for me not to start with "let me tell you about Rotary and all the great things it does". (In other words, focused on our organization--not what the younger recruits might be looking for).

So, Rotarian John Martinka (District 5030) recently held focus groups with Rotarians under age 40. D5030 DGE Don Gregory created a special Membership Sub-Committee, chaired by John, for "Under 40 Rotarians". They will develop branding messages and retention strategies for Under 40's.

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[www.rotaryzone22.org](http://www.rotaryzone22.org)



**Membership Matters is a newsletter for Rotary Leaders in Zone 22, Alaska, Canada, the Russian Far East, Siberia, St. Pierre and Miquelon and in Zones 23 & 24, comprising districts along the West Coast from Canada to the Mexican border and the State of Hawaii**

[www.rotaryzone2324.org](http://www.rotaryzone2324.org)

**APRIL  
MAGAZINE  
MONTH**

The « Value Proposition » ... (continued of page 1)

Following are a few of the messages from the focus groups.

- The under 40's do not want to be in clubs composed only of under 40's. They see personal (AND PROFESSIONAL) value being in clubs with more experienced Rotarians and Business people. So, how about inducting a group of younger professionals at once into our multi-age clubs?
- Rotary is a way to "lend them a hand". The under 40's said they can learn from the expertise and knowledge of the more experienced members. They ask that we once-again recognize the vocational (and business related) value of Rotary. We have experience and insights to give to them—if we know they value that. What if we proactively offered Leadership Development opportunities to our younger members--NOW? What if our clubs had programs periodically which covered the latest and greatest in management or leadership concepts? Wouldn't this be beneficial to Rotarians of any age?
- They want to participate in service (but more hands on, perhaps even family focused---so spouses and kids could participate). Yes, they have money---but have many commitments (more expensive housing, daycare for 2-income households, etc).  
So, at Clubs' Goal Setting meetings or assemblies, suggest they address this directly.
- Like boomers, they also see Rotary as a means to change the world for the better.  
Our "service above self" and international humanitarian focus fits perfectly.
- They want to "bring back the Fun". (Now, what does that mean? Probably not fun as it was defined for Traditionalists and Baby Boomers---but something else. That would need to be a drill down).
- Use the internet/e-mail and other forms of electronic communication more--for all communication---and who knows what else. Let's ask them for help.

What do you suggest we do with these insights? Let me know your ideas. RBA

Rosemary Barker Aragon  
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## Diary Dates

**April 22-28 2007**  
Council on Legislation  
Chicago, Illinois, USA

**June 17-20, 2007**  
Rotary International Convention  
Salt Lake City, Utah, USA

**August 10-11, 2007** Zone 22  
Presidential Membership Conference  
Vancouver, BC

**August 17-18, 2007** Zones 23 & 24  
Presidential Membership Conference  
Sacramento, CA, USA

**July 13-14, 2007** Zones 31 & 32  
Presidential Membership Conference  
Philadelphia, PA, USA

**September 13-16, 2007**  
Zone 22 Institute  
Halifax, Nova Scotia, Canada  
"Catch the Wave"

**January 13-20, 2008**  
International Assembly  
San Diego, California, USA

**June 15-18, 2008**  
Rotary International Convention  
Los Angeles, California, USA

**September 11-14, 2008**  
Zone 22 Institute  
Victoria, British Columbia, Canada  
"Paradise on the Pacific"

**January 18 - 25, 2009**  
International Assembly  
San Diego, California, USA

**June 21 - 24, 2009**  
Rotary International Convention  
Seoul, Korea

**January 17 - 24, 2010**  
International Assembly  
San Diego, California, USA

**June 20-23, 2010**  
Rotary International Convention  
Montreal, Canada



## Rotary Public Relations

# A Key to Rotary Membership

*By PDG Gary Walker, D-7790*

Let there be no doubt about it. **Effective Public Relations in a Rotary Club can have a very direct bearing on the recruitment of new members.** A conscientious effort on the part of Club Public Relations Coordinators to make the community aware of the many creative, interesting and positive things accomplished by their area Rotary Club will pay dividends in membership numbers.

People that are interested in being involved in service organizations respond to those groups that clearly establish an ongoing track record of activity and achievement. Our clubs do so much to help their community and the greater world but sell themselves short if they do not let the world outside the club know what they do.

**Membership chairs and PR chairs should work together to promote their club.** Many Rotary clubs today conduct membership nights and Rotary Information meetings for the public. While some work is required, an annual Rotary Information Night to inform the community about the good works of your club and Rotary International, can make a significant impact on your public image. Be creative. Bring in speakers from your Rotary area or district to present positive programs. There are a multitude of video presentations available from R.I. that are very well done and extremely interesting.

Rotary International encourages us to concentrate on specific topics of emphasis each month of the year, such as Foundation month in November. **Why not establish your own club month for Public Relations?** You may want to combine Membership and Public Awareness month in one impact campaign.

In addition to the Membership Night approach, how about a survey of people in your community to get their impressions of what they know about Rotary? It may be very enlightening to learn **if the community thinks you are “a good old boys’ club”** or a club to simply promote the business of its members. You have probably heard all these stereotypes and more. It can be done through the mail or standing on the street corner in your Rotary cap and a clipboard in your hands.

**Speaking of your Rotary caps.....**why not encourage your members to wear their Rotary pins everyday? At all of your hands on projects or events, be sure to display the Rotary wheel on signs , shirts, hats, etc. All of this is positive Public Relations effort.

**All it takes is enthusiasm and effort.** Be mindful of all the great things done by Rotary at home and abroad and find ways to let your fellow citizens know about it on a regular and frequent basis.

To quote Paul Harris...

***”In the promotion of understanding, it is important to reach large numbers—Non Rotarians as well as Rotarians—and you cannot reach large numbers privately.”***



## In ROTARY they trust

By PDG Dick Drew—D5020

**S**hare this story with the next person you are trying to encourage to join Rotary. Or tell it at your club to remind Rotarians of the respect our Rotary crest has.

Aline and I were transferring airlines in the very busy Sea-Tac Airport in Seattle Washington. I was wearing a jacket with a Rotary crest on the breast pocket. As we sat waiting with an hour to fill, a young student, seated nearby, approached us with a confident smile, placed her back pack on the seat next to Aline and said:

—“*Hi, would you people mind keeping an eye on this, I have to go to the washroom and then make a phone call ?*”

We agreed, and she was gone. The transaction happened so fast it annoyed me. Our granddaughter, about this young student’s age, was attending University in Ottawa, Canada. We would have been very upset had she done what this young student did. When she returned ten minutes later, I sternly chastised her, warning her never to ever leave her back pack with strangers:

—“*Never leave anything with strangers!*”

She stopped me cold when she said:

—“*Oh! you are not strangers. I noticed the Rotary crest on your jacket. My dad is a Rotarian in Boston; he always said if I was in trouble and needed help I could ask a Rotarian. When I saw your Rotary crest, I knew you folks were okay. My dad says you can always trust a Rotarian!*”



### Reconnaissance des initiatives de développement de l’effectif

### Recognition of Membership Development Initiatives

Le Rotary International récompense les clubs qui élaborent et mettent en place des stratégies innovatrices qui ont un impact sur les effectifs dans leur région. Chaque année, jusqu’à trois clubs par district, recommandés par le gouverneur de district, reçoivent un certificat du Rotary International reconnaissant leur engagement dans un des trois domaines de croissance et de développement de l’effectif:

- Fidélisation
- Recrutement
- Création de nouveaux clubs

Si votre club a une telle réalisation à son actif dans un de ces domaines, téléchargez du site web ci-dessous le *formulaire de soumission à l’usage des clubs*, et remettez-le, dûment complété, à votre gouverneur de district avant le **15 avril**.

<http://www.rotary.org/languages/french/newsroom/downloadcenter/422fr.pdf>

Does your club have a unique and successful membership development strategy? Rotary International recognizes clubs that develop and implement creative strategies that promote membership in their area. Each year, district governors can choose up to three clubs per district to receive a certificate of recognition for fulfilling one of the three areas of membership growth and development:

- Retention
- Recruitment of qualified new members
- Organization of new Rotary clubs

To be considered for this award, download the *club submission form* from the Membership page and submit a detailed explanation of your club’s strategy, initiative, or program to your district governor by **15 April**.

<http://www.rotary.org/newsroom/downloadcenter/pdfs/422en.pdf>

## Rotary Membership Moments

by  
*Helaine Campbell D-5130*



Week 40 April 1 – 7 April is Rotarian magazine month, do you know when the first issue was printed? Calling itself *The National Rotarian* the first issue was published in January 1911. It was to be a one - time publication but was so popular that at the convention in August of that year it was unanimously endorsed and in September 1912 when Rotary went international the name was changed to *The Rotarian*. Why not order a subscription for your local library. It is great public relations and gets the word out on what a great organization Rotary is.

### Share the story of Rotary and you'll find new members

Week 41 April 8 – 14 Do you have a favorite picture taken at a Rotary event? Why not send it along to *The Rotarian*? Be proud to share your Rotary story with the Rotary world. *The Rotarian* has an array of articles that are club and business related and a good place to pick up ideas that may work for your club.

### Share the story of your club and it's members

Week 42 April 15 – 21 What to do with those interesting articles in *The Rotarian*? Pass them along to fellow workers and family members. Consider giving them to your older children and grandchildren. This is good reading and comes from reliable and interesting sources.

### Make *The Rotarian* available to many

Week 43 April 22 – 28 Have you hosted a new member education program? Call it a fireside chat or a new member assembly; make it a part of the induction process into your club. Invite new and old members and their partners to an evening of Rotary education; highlight one or two avenues of service. Give them the in-depth knowledge that will make them want to stay in Rotary.

### Educate and retain members

Week 44 April 29 – May 5 Did you know that members are required to attend at least 60% of Rotary meetings in each half of the year? 30% of those meetings are to be at the home club. So if you miss a meeting seek out and make up at another Rotary club. You'll find new friends and interesting speakers. You may even get new ideas you can bring back to your club.

### Make ups can be fun and informational

***“Friendship can hurdle national boundary lines, religious and political differences; and with love all things is possible”***

*Paul Harris,  
Founder of Rotary*

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# Presidential Membership Conference

**SHARING THE MAGIC OF ROTARY**  
August 10-11, 2007, Vancouver, BC



*Wilf Wilkinson*  
RI President 2007-08

**R**otary International President (2007-08) Wilf Wilkinson invites clubs, districts, and Rotarians to a Presidential Membership Conference in Vancouver on Friday, August 10 and Saturday, August 11, 2007.

Rotarians from Canada, Alaska and the Pacific Northwest of the USA will attend this outstanding event.

Targeted to Rotary clubs, this conference will focus on the need for change and practical ways to increase new membership, retain existing members, and extend Rotary through new clubs.

Keynote speakers will include RI President Wilf Wilkinson, Past RIBI President John Hockin and an outstanding line up of speakers with experience in membership development. Speakers will include non-Rotarians exploring changing community demographics and volunteering trends.

The conference will feature interactive roundtable discussion opportunities to exchange ideas and best practices.

Who should attend?

- Club membership committee chairs and members
- Club presidents and club officers
- District membership committee chairs and members
- District governors, DGE, assistant governors, and officers
- All Rotarians enthused about strengthening Rotary

Conference agenda, hotel information and registration are available at [www.RotaryEvents.ca](http://www.RotaryEvents.ca) or contact PDG Chris Offer at [offer@telus.net](mailto:offer@telus.net) or 604-940-9365.

**PDG Chris Offer, D5040**



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