

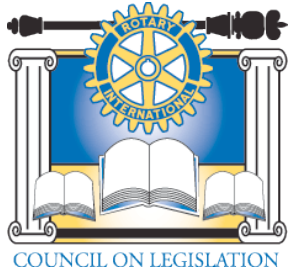


Membership Matters

Zones 24, 25, 26 & 32 Newsletter

www.rotaryzones24-32.org

Council on Legislation and Membership



The Council on Legislation met in Chicago from the 25 - 30 April 2010. Of the 219 pieces of legislation (both enactments and resolutions) 18 were directly related to Membership. Some others will have an indirect affect. An enactment seeks to amend the RI Constitutional documents and takes effect immediately if adopted by the Council. A Resolution is recommendation to the Board of directors of RI asking them to look at specific issues. As can be appreciated although all members of the Council are Rotarians they come from all

regions of the world with cultural differences. Interpretation of wording and phrases has different meanings in different cultures. It made for some lively and often frustrating debate!

Enactment 10-40 - to preclude clubs from limiting membership based on sexual orientation. This was adopted with a vote of 283/231 so the Bylaws of RI will be changed to read :

Article 4 - Membership In Clubs - ...no club may limit membership in the club on the basis of gender, race, colour, creed, national origin or sexual orientation.

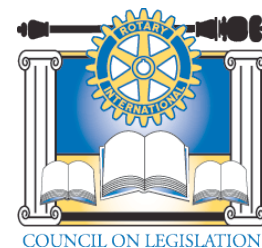
Resolution 10-42 - consider studying, evaluating and proposing legislation to the next COL to implement new types of membership including but not limited to family membership, small business membership, community agency membership and friend of Rotary membership. There was much discussion on this but it was not adopted by a vote of 182/326. So the two types of membership in Rotary will remain Active or Honourary.

Membership Matters is a newsletter for Rotarians and non-Rotarians in Zone 24 - Alaska, Canada, the Russian Far East, Siberia, St. Pierre and Miquelon, and parts of the northern USA. Zone 32 - the northeast USA extending into Quebec and Maritime Canada and Bermuda. Zone 25 - north west USA and southern British Columbia. Zone 26 - south west USA and Hawaii.



E-Clubs make the grade!
By adoption of Enactment 10-06 at the 2010 COL, E-clubs are now officially part of the RI Family. The endorsement was overwhelming by the delegates.

Enactment 10-45 - to create a new category of membership: corporate membership. This was complicated but basically a member could propose up to 3 additional members from the member's business or profession who could attend meetings and the combined attendance of all (member and additional) shall count towards the members attendance. The additional members would pay full dues but would have no membership privileges. This was not adopted with a vote of 182/333.



Resolution 10-46 - a new category of membership: associate membership. An associate member would pay reduced club fees and have no voting privileges or sit on the Club board. They would do specific number of Club activities and only be an associate member for up to 2 years when they would have to become an active member of the club. This was not adopted.

Resolution 10-50 - to create a new type of membership: satellite club membership. This would allow existing clubs to operate a satellite club of its own members. It would be similar to a provisional Rotary club except the members would be members of the sponsor club. They would remain a satellite club until they obtain their charter. This was adopted by a vote of 284/229.

Enactments 10-52 and 10-53 dealt with the transferring of membership between Clubs. 10-52 allows the transferring of Rotarians upon the former Club providing a certificate to the prospective Club indicating the member's prior attendance in the Club. 10-53 was similar but indicated the transferring member must provide proof that all debts to the former club have been paid. Both of these enactments were adopted.

There were many other decisions made that will impact membership. These ranged from attendance requirements to meeting frequency. The Council seemed reluctant to change any regulations that are felt to make Rotary as strong as it is. The Council was also very fiscally restrained and were reluctant to add any costs to Rotary International that would unduly increase expenses. For a complete look at the Council deliberations go to

rotary.org/en/MediaAndNews/News/Pages/100430_COL10_highlights5.aspx

Is Rotary Static??

thanks to Zone25/26 Membership Blog

7 years ago, Rotary had approximately 1.2 million members.....Currently we are STILL approximately 1.2 million members.....

Does that indicate we're "stable?".....Well, no, because in that same 7 year period we **INDUCTED** 1.2 million members!!

Another statistic – **40% of Rotarians worldwide have been in Rotary less than 3 years!**

(To examine this at your own club level, sit down with your club secretary and ask them to show you the records for the last 5 years – how many (and who?) were inducted and how many were terminated. Then compare a club roster from 5 years ago to your current club roster. It would be very interesting in what you find by looking at your own club.)

We seem to know how to "recruit" but, by and large, we don't know how to "keep" members once they come into our ranks.

This could be a topic for a whole seminar or workshop, but it means we all need to take a look at how well we're educating our prospects **BEFORE** inducting them, how well we continue that education **AFTER** their inducted, and do we give them "value" for the time and money they give to Rotary? Are we finding out what **THEY** expect from Rotary?

All this leads into RIPE Ray's plan to develop stronger Rotary clubs – "Bigger, Better, Bolder" –to get more information and "action steps," watch for information from your Zone Rotary Coordinator or Rotary Foundation Coordinator.



A Tool for getting it Right

We hold our seminar or assembly, develop great ideas and walk away with plans to do things to improve our clubs. Simple things. Eventually, when nothing much changes, we wonder why.

Surgeon Atul Gawande has written a book describing the complexity of modern life caused by our vastly expanded knowledge and experience. In it he talks about the nature of human fallibility – why we fail in realms where we have control. One is ignorance – situations where we lack adequate knowledge; the other is “ineptitude” – where the knowledge exists but we fail to apply it correctly.

The latter seems to me to be often the case with our Rotary performance. Rotarians have the knowledge, and the skills, yet often don't apply them. With ever busier lives, members less likely to have an assistant at work, spouses that also work and myriad commitments, stuff just “drops through the cracks”. Gawande suggests we might “need a different strategy, for overcoming failure, one that takes advantage of the knowledge people have, but somehow makes up for our inevitable human inadequacies. And, there is such a strategy-though it will seem almost ridiculous in its simplicity...



PDG Alana Bergh

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It is a “**checklist**”.

Checklists are everywhere: the cockpit of airlines, the kitchens of high end restaurants, construction field offices, toolboxes of maintenance technicians. In fact, says Gawande “There may be no field or profession where checklists wouldn't be tremendously beneficial”. So how about your Rotary Club?

As a Rotary Membership Committee Chair, I might construct a checklist something like this, with only items I seriously expect to be done:

Annual:

- Contact DMC & arrange for training for committee
- Confer with the President Elect regarding membership goals for the year
- Review and update the new member induction ceremony
- Budget for flowers for members who are ill or bereaved during the year
- Schedule monthly orientation or continuing education program
- Plan for recognition of perfect attendance each month during a meeting

Semi-Annual

- Review the SAR with the club secretary
- Conduct a classification survey with the committee and report to the membership
- With your committee review the new member orientation
- With your committee plan and execute a special prospective membership event such as a special club meeting or after hours reception
- Work with the club secretary to create or update the club directory

Monthly

- Report on attendance to the board of directors
- Report on status of members who have been absent
- Remind members at the meetings of the proposal process
- Plan for recognition of upcoming birthdays, anniversaries, etc
- Conduct orientation or continuing education program





Weekly

- Get a list of absences and have committee members contact the absent members
- Provide a list of makeup opportunities – including programs scheduled at area clubs
- Provide an information packet for speakers and guests, including the current “Rotarian”

Every club is different, as is every membership committee, so your checklist will be different. By the way, the president will have his own as well for the tasks that involve the president and/or the board. With today’s technology, the checklist might not be printed, it might be on your iPhone or Palm Pilot (although a nice printed checklist, with a lot of items crossed off is very satisfying in itself).

Atul Gawande’s book is *The Checklist Manifesto* ©2010. It includes some surprising stories where using the checklist saved lives and lots of money.

Your Voice, Your Solution **Dealing with Difficult People**

When asked for his opinion about club matters, one of your fellow members always has a negative outlook and is very critical. You do not want to ask him to leave, as he has always been an active member.

How do you handle this situation?

PE Cristy G. Gallano wrote: A critical member is a gem as well as a challenge. Keep in constant contact with him even in matters not directly related to club operations. Building up a rapport with difficult members is an accomplishment by itself.

Will Duke wrote: Critical doesn't mean wrong, but it isn't always constructive. Also, remember that a critical comment usually only comes from someone that cares. If they don't care, they don't comment at all. I assume from the question that this hypothetical member is not offering constructive criticism; yet. I would try something like. "You have a good point. Do you have an alternative approach?" This way you can capture this critical thinker into the process of finding a solution.

Capt. M. Shafi wrote: Yes, you agree with the difficult member and ask for his suggestion. But you will not get any. Then politely ignore him.

Anonymous wrote: Make him President. It worked for us !



New Initiative for Recruiting Women Members

from Australian Membership Newsletter May 2010

The Rotary Club of Rosebud increased their membership by holding a special night for ladies in the community. With only 18 members in their Club the members decided some positive action was needed. The Club decided to have a ladies only night. They identified 52 women to invite to the special night, they had nine acceptances and seven turned up.

Their Assistant Governor and a Past District Governor (both female) gave presentations on Rotary and what the Rotary Club of Rosebud does locally and internationally, this was done after people were made welcome by the Club President (male). After this part of the meeting, which was not a regular meeting night, the guests were able to chat with female Rotarians over supper. The four lady members of the Club were able to talk at depth with the guests about things Rotary. They told them of their personal experiences as Rotarians.



TRF Past Trustee Carolyn Jones

A couple of male Rotarians were present in a supporting role not in a leadership role, it was left to the ladies of the Club to engage with the

potential new Rotarians.

The result? Five new members!

On the night of the induction, they invited family members and friends of the new Rotarians and

had 45 people attend

the meeting. The District Governor inducted the ladies into the Rotary Club, and the lady Past District Governor and Assistant Governor also attended. The Club handed over a cheque for \$20,000 for the PolioPlus programme to the District Governor.

The Club chose to go with a ladies night as they felt it wouldn't be so daunting for the guests. They intend to hold another ladies night again in the near future, having already identified another six potential members in their local community.

The idea of having just a ladies night has proven to be a very simple but effective method that gained Rosebud Rotary Club new Rotarians.



Sylvia Whitlock - first female Club President 1987-88

Diversity = A Stronger Club!

Facts About Rotary to Help YOU do YOUR Elevator Speech!

from Australian Membership Newsletter May 2010

1. Rotary the first service club. 105 years of age. Formed 1905.
2. 1917 Arch C. Klumph proposes an endowment renamed “The Rotary Foundation” in 1928.
3. By 1925 Rotary grows to 200 clubs.
4. Rotary adopts the 4 Way Test in 1943.
5. 1942 Rotarians inspire the founding of UNESCO.
6. 1945 Rotary participates in UN Charter.
7. TRF creates Paul Harris Recognition award in 1957.
8. 1950 Rotary approves the motto “Service Above Self”
9. In the 60’ and 70’s global services expand and youth programs **Take off**....GSE, RYLA, Interact and Youth Exchange.
10. RIBI arbitrate after Falkland’s War.
11. 1979 Foundation funds the first 3-H grant.
12. 1985 Rotary launches Polio Plus.
13. 1995 women begin terms of service as District Governors.
14. Rotary establishes centres for international studies in peace and conflict resolution.
15. 2002 Europe declared Polio free.
16. 2005 Rotary celebrates 100th anniversary.
17. 2006 PAIN...Pakistan, Afghanistan, India and Nigeria the only countries where Polio remains.
18. 2008 Bill & Melinda Gates grant Rotary US\$100 million in polio eradication effort.
19. 2009 Rotary challenged to match another Gates Foundation grant of US\$255 million.
20. 2009 Rotary celebrates the 100th RI Convention.

Or research and do your own!

Diary Dates		
June 20-23, 2010	RI Convention	MONTREAL, CANADA
November 10-13, 2010	Zone 24/32 Institute	London, Ontario, Canada
January 16-23, 2011	International Assembly	San Diego, California

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