

ROTARY INTERNACIONAL

MEMBERSHIP DEVELOPMENT

REGIONAL COORDINATION

NEWS LETTER nº.2



Dear friends:

Here we are, once again, talking about Rotary Membership and its development need.

But that development, in the admissions, must respect all the Rotarian norms. It is not, as we know, to aggregate for our movement some more members that will only and exclusively act for statistics purpose. We have to develop the Membership as the support to achieve the R.I. goals, and to accomplish its objectives, which are nowadays more and more pressing. Only that way we guaranty the perennality of Rotary as a superior community service instrument.

In fact, without a sustained Membership development, the given laws of life, the sociological changes and the sequent loss of motivation, Rotary will not survive.

Dear friends: we can be sure that the potential candidates exist and are around us. It is a question of paying attention and to act in the right moment. As the R.I. Past-President, Clifford Dochtermann tells us, "many administrators and executives, highly qualified, are not members of Rotary, merely because they never were invited". So we all have to commit in this task which constitute nowadays one of the first priorities of Rotary. Without Rotarians, Rotary will not survive.

We are all committed. Let's engage ourselves with passion in this important goal.

Until the next time.

1. PRESIDENTIAL CONFERENCES

Concerning the Membership Development and the infant mortality, they are 14 and not 12 as before was referred. The membership Development Conferences will include discussion groups to identify the best practices of admission and members retention, as well as of social and professional change adaptations.(see R.I. News of 2008-08-12)

So, besides the 12 Conferences, before referred, we account two more, but only dedicated to infant mortality questions, taking place at Seoul 2008-09-02 and at Singapore 2009-03-06.

2. INFORMATION / FORMATION

The following publications are recommended:

- NEW MEMBERS ORIENTATION (414-EN, US\$ 1)
Dedicated to the organization of informative sessions for new and potential members – (revised 2008).
- MEMBERSHIP DEVELOPMENT GUIDE (417-EN, US\$ 3)
Gives ideas for recruitment, orientation and members retention, as well as about the admission ceremony. (revised 2008)
- LEADERSHIP CAPACITATION – Programs Elaboration Guide.
New publication (250-EN, free)
- CLUBS EVALUATION (2008)

All these publications can be get through the *site* www.rotary.org or through phone orders (55-11-3826-2966), fax (55-11-3667-6575), on -line (shop.rotary.org) or through e-mail (shop.rotary@rotary.org) or even by mail. In any case only a method must be chosen. Prices can vary without notice.

3. STATÍSTICS

By 31.07.2007 R.I. Membership - 1.194.513 Rotarians

By 31.03.2008 R.I. Membership - 1.225.046 Rotarians

By 30.06.2008 R.I. Membership - 1.231.483 Rotarians

This means an interesting net increase of 36.970 Rotarians corresponding of about 3,10 % of the membership during the last Rotarian year.

By 31.03.2008, Rotarians were distributed by 32.907 Clubs integrated in 532 Districts. There were also 7.105 Rotaract Clubs with 163.415 members, 11.255 Interact Clubs with 258.865 members and 6.143 Communitarian Development Rotarian Nucleus with 141.289 members.

4. ATHEN INSTITUT

We call the attention for the great importance of this Institute where very important matters related with the Membership Development will be discussed.

5. MEMBERSHIP DEVELOPMENT SEMINAR

Next September there will be the following District Seminars:

- RD 1960, Óbidos the 6th and Estremoz the 13th.
- RD 1970, Lamego the 27th.

They are very important events and where, for sure, very good results will be achieved.

6. AGOSTO – Month dedicated to the Membership Development and Expansion.

During this month, which theme is above indicated, actions and proceedings for the preparatory tasks of this very important goal were suggested and recommended to the Districts.

So, it was suggested:

- potential members survey.
- classifications survey.
- Membership diversity survey.
- members satisfaction/dissatisfaction survey.
- elaboration of questionnaires about members loss.
- retention politics.
- member loss profile.

These elements are important and may help to define appropriated strategies regarding the goals to achieve.

7. Once more we ask all the Area Districts and related Committees and Clubs and, also, all involved members in this Great Project, to send us their information as required in the point 4 of the last News Letter.

8. Only with the compromise, the engagement of all, will be possible to achieve these very important objectives and goals of R.I. and the President Lee.

To you all, Rotarian greetings from

WALDEMAR SÁ
RRIMC