



## **ROTARY INTERNATIONAL MEMBERSHIP DEVELOPMENT REGIONAL COORDINATION (Zone 10)**

**NEWS LETTER n° 9 & 10 – March & April 2009  
(English version)**

### **DEAR FRIENDS**

Last number of this “News Letter” we referred to the Retention and Balance of Club’s Membership, promising that we would refer to the formation of new Clubs in the next communications. We must distinguish “Expansion” and “Formation” of new Clubs. Many times this one does not correspond rigorously to “Expansion”. According with us,

“Expansion” means or corresponds to the fulfilments of the void spaces or territories. Sometimes these are concentrated in particular territorial zones, leaving them void where Rotary and their structures, namely the Clubs, would be more necessary. And we do not mention what sometimes happen, when forming Clubs without a judicious strategic study. We know very well that we must profit the communities that can held one, two or several Clubs and to profit its capacity to justify them. Sense and balance must be used in the formation and localization of new Clubs. It is negative to form a Club in a Community where there is already a Club in activity but facing difficulties, namely in its Membership. In other hand, the formation of a Club in these circumstances may show positive aspects, by producing a certain sense of emulation or positive competition and also an inter-support, namely in the partnership Works, that produce good or better results to the Community.

For that, from the ingredients that I mentioned to promote the “Expansion”, it is this, the one of previously proceed to a deep situation analyse, of the place and persons, in order to achieve the necessary conditions, that will decide if the opportunity and fairness of the initiative is forming in that Community one or more than a Club, a Club that will be an important Community Service instrument.

All of this will contribute for the “Expansion Study” which will enable the District Governor to decide or not the formation of a new Club in the proposed place. It is clear that this, by itself, is not enough. It will be important the appointment of a Governor’s Special Representative from the respective Formation Committee and a Club Sponsor. Besides, the existence of this one it is not compulsory. However it is highly recommended. These three elements, Representative, Committee and Club Sponsor, that shall have a deep Rotarian experience, are fundamental for the good formation of a new Club, presenting it the knowledge and the necessary instruments to an Effective Club, that positively and actively contribute to the object of Rotary and, so, to

**MAKE DREAMS REAL**

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## **1. STATISTICS**

Rotary is present in 208 Countries and Geographical Regions.

By 31st of March 2009 there were, worldwide 1.221.880 Rotarians, 534 Districts, 33.334 Clubs, according with the Reports presented to R.I.

Nevertheless we verify a slight increase relatively to the 1st July 2008, as follows:

- Clubs – more 218.
- Rotarians – more 15.791 (1.31%).

In the following Districts there was:

<u>D.R.</u>	<u>Nr. of Rotarians - 31/3/09</u>	<u>Nr. of Clubs – 31/3/09</u>
1960	1.500	71
1970	2.131	84
2201	1.387	61
2202	1.533	67
2203	1.616	64
Total:	<b><u>8.166 Rotarians</u></b>	<b><u>347 Clubs</u></b>

A slight decrease of the number of Rotarians has been verified, which urgently we shall revert until the end of the Rotarian year of 2008/2009, in order to get close to the goals that were established.

## **2. BIRMINGHAM CONVENTION**

It is closer and closer this Worldwide Rotarian event.

We recall the urgent need of the registrations, in order that they may be guaranteed to all those that want to participate.

### **3. INFORMATION**

Once more we ask the Districts and Membership Development Committees, to transmit us all the possible information regarding Membership in their Districts, namely about the movements (Admissions/Dismissals), accomplished events and related dates, etc.

### **4. 2007/2010 STRATEGIC PLAN**

The 2007/2010 Strategic Plan is an instrument that will supply important clues and objectives for the Rotarian activity, including the Membership Development.

In this chapter we call the attention for the emphasized points, namely:

- “To create and implement a comprehensive plan that increase the responsibility of the Club with relation to the Membership Development and Retention.
- To increase the presence of Rotary wherever is possible.
- To increase the number of Rotarians among the youth and innovative professions.
- To enlarge and emphasize the Rotarian Family.

### **5. RECRUITEMENT STRATEGIES**

Have you thought how during a Rotarian meeting you can influence positively or negatively a prospective Member or an invited guest?

So, be attentive:

- To the Punctuality

- To the Opening
- To the Ambiance
- To the Protocol
- To the Joy and Conviviality
- To the Rhythm
- To the Efficacy
- To the Discipline
- To the Ritual

- See on the website [www.rotary.org](http://www.rotary.org), in section “Media and News” and respective files, the comments and questions regarding recruitment and caption.

- New Public Relations materials promote the Membership Development. See “Humanity in Action V” (607).

## **6. MEMBERSHIP GOALS**

We recall Districts and Clubs he need to define the next Rotarian year goals, which must be in accordance with the priorities of the Strategic Plan

The Club President Elect shall present to the District Governor, up till the 1st May, the forms, that by him will be presented to them, dully fulfilled.

That way, and by the District responsible, must be fulfilled the form “District Goals for the Membership Development and Programs Recognition” and sent to MD100 by E-mail or Fax (1-847-866-9446) until 15/05/2009.

## **7. MEMBERSHIP DEVELOPMENT INNICIATIVE RECOGNITION.**

The Forms for this important recognition are distributed, and shall be sent dully fulfilled to the District Governor.

## **8. TRAINING**

It took place, during the month of March/April, the 2009/10 District Team Training Seminar, the President's Elect Training Seminar, and the District Assemblies in the several Districts of our Region. We hope they have contributed for a sound training and supplied a strong motivation for the tasks to come.

**DEAR FRIENDS:**

Please, do not forget “**THE ENPHASE, THE PURPOSE AND THE COMITEMENT**” to which all of us are bound. For that we have to assume and fulfil. We all have to commit in the Membership Development to achieve this priority goal of R.I. that will allow the realization of a better World dream for all of us.

FOR YOU ALL, WARM ROTARIAN REGARDS FROM

**WALDEMAR SÁ**

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