

New Year's letter 2008-09

Newsletter on Membership Development for Rotarians in Zone 16A:
Denmark, Faroe Islands, Greenland, Iceland, Lithuania, Norway and SW Sweden

December 2008

Editors:
RRIMC
Jan Willumsen,
jw-consult@youmail.dk
Webmaster and member-
ship district chair
Birte Marie Linnebjerg,
bml@rotary.dk

IN THIS ISSUE

- 1 Spotlight on the governors 2009-10
- 2 Zone 16A membership team
- 3 The Rotary Life Cycle - How can it be of use to us
- 4 GETS 2008 continued
- 5 The situation in Zone 16 A
- 6 Product development of Rotary - A new beginning
- 7 Get inspiration on rotary.org
- 8 RI Institute, GETS and Membership Seminar 2009
- 9 The Membership Campaign of D-1470

Spotlight on the governors 2009 - 2010

While 2008 is drawing to a close we will in this New Year's letter concentrate on the next Rotary year 2009-2010. The Rotary wheel is rapidly turning, and it therefore makes a lot of sense to go up front and take a close look at the coming year 2009-2010. This was exactly what we did at the GETS in October in Tampere, Finland with the coming Governors of that year.

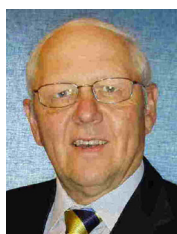
As an introduction a few words about the organization.

Zone 16 A The Membership Team

RI President-elect John Kenny has requested PDG Jan Willumsen (D-1470, Denmark) to continue in 2009-2010 as RI Zone 16 A Coordinator for Membership Development. PDG Herman Stabell (D-2260, Norway), PDG Peter Hellesøe (D-1460, Denmark) and Webmaster Birte Marie Linnebjerg (Rotary Denmark) all have agreed to continue working with Jan in 2009-2010 on improving Membership Development. The work in D-2360 and 2390, SW Sweden is being undertaken with Jan's Swedish Membership colleague, PDG Christian Bredin.



Jan Willumsen



Peter Hellesøe



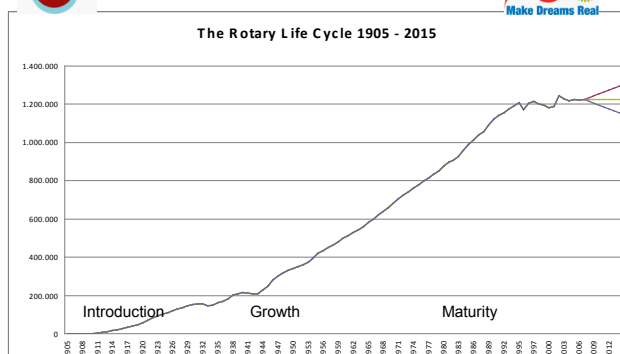
Herman Stabell



Birte Marie Linnebjerg

Let us return to GETS,

The Rotary Life Cycle - How can it be of use to us?



Let us set out by establishing the fact that we worldwide – and in Zone 16 as well – have arrived at phase 3: Maturity: All of a sudden the growth period has turned into stagnation which apparently is holding on.

At the GETS we tried to demonstrate that the Rotary life cycle in a decisive way resembles the life cycles of many of the consumer products we know from the daily marketplace. Our point is that we can take advantage of the know-

how and experience many of us have achieved in our professional careers when we have seen products go mature.

So, we know the situation: Sales are dropping, competition is sharpening and the environment around us is ever changing. And: Management has often not been focused on adjusting the product to the changing environment.

We leave the picture there for a brief moment: Is this not exactly the problem for Rotary ?

From our professional life we know that the answer is *product development, product development and product development again !!* Some prefer to call it reintroduction, modernisation or re-vitalisation. Never mind as long as we are talking about the same !

So we must product develop Rotary in order to make sure that the product we offer is being constantly adjusted to the real world and to the environment of which we are a part.



GETS 2008 continued

- with focus on 2009-10

We repeat the all important advice to the DGE's at the GETS in Tampere.

Determine your goals for 2009-2010 NOW! Appoint your DISTRICT MEMBERSHIP CHAIRMAN AND THE MEMBERSHIP COMMITTEE NOW!

Start planning now – DO NOT WAIT TILL AFTER SAN DIEGO. IT IS NOW YOU HAVE TIME TO PREPARE YOUR YEAR _ AFTER SAN DIEGO YOU WILL BE FULLY BOOKED

Summing up: Follow the old advice: DO IT NOW!

The situation in Zone 16 A

Enclosed you can see the development in your District in the recently published "RI June 2008 Membership 5-year History by Zone".

The general picture is clear enough: Stagnation – we are in the maturity phase.

We used to say that over overall goal is to break away from stagnation and to achieve a new growth.

We all know that RI President D.K. Lee is very ambitious regarding 2008-2009: a 10 % growth and two new clubs per District. As of now we do not know RIP-elect John Kenny's goals for 2009-2010, but the DGE's will learn all about them at the International Assembly in San Diego,

The stagnation continues unfortunately in the present Rotary year, it appears from the official figures for October 31, 2008.

More about product development of Rotary, a new beginning

KDear DGE: You have a wonderful opportunity of a new beginning if you really take advantage of the coming month to get organized with a strong and highly motivated District chairman (preferably a marketingman/woman) and a District Committee.

Do not wait till after San Diego, DO IT NOW! While you have the time for it!

Then: Analyse the situation in your District, define your strategy, determine the goals for Membership Development and plan an ambitious campaign involving the Presidents at the PRE-PETS, the PETS and the Membership Seminar for those Rotarians responsible at club level

This is where Jan's team comes into the picture: We are here to help you! We offer to be your sounding board, your coach and your resource persons in the making of an ambitious campaign and in the creation of a motivated network in your District and in your clubs.

Contact Jan at jw-consult@youmail.dk and come forward with your comments, good ideas and success stories.

www.rotary.org/membership

Search the web – you will find a world of inspiration like,

Membership Development Resource Guide

New Member Orientation

Rotary International's problem-solving forum

Prospective Member Orientation Kit, buy it on shop.rotary.org

New Member Orientation Kit, buy it on shop.rotary.org

RI Institute, GETS and Membership Seminar 2009

RI Institute, GETS 2009 and Seminars – incl. Membership Seminar take plane,

in Warsaw, Poland, September 23.-27. 2009

Remember to reserve the dates! And watch out at www.rotary.org.pl as from January 1, 2009.

The preparations for Warsaw are fully under way and we are building on the experience and the many pieces of good advice and comments which we have received from the Tampere participants.

At last as the climax a success story from Denmark. Birte Marie Linnebjerg gives the account of

The Membership Campaign of D-1470

In the present rotary year we merged for the first time the District PR- and Membership seminars and moreover we conducted the seminars in each of the nine AG regions. This meant that the District Membership Team went to nine different evening meetings each with a participation of 15-20 Rotarians. In a few cases, however, the AG's managed to combine forces and hold the seminars together.

This new concept involving weekday evening 5-hour meetings was received very favourably and according to the participants it was by far better than Saturday full day sessions.

The seminars were carried out as a combination of lectures, debates and study group discussions and all seminars brought about very lively and enthusiastic discussions.

Summing up: we achieve a much better dialogue with Rotarians in smaller fora. Everybody feels free to speak up contrary to the normal full flight District Seminars. Consequently, the new concept is here to stay the next couple of years.

Birte Marie Linnebjerg, District Membership Chair D-1470

We wish you and your families a happy Christmas and a prosperous new Rotary year

Birte Marie, Herman, Peter and Jan

