

THE MEMBERSHIP ENERGISER

ZONE 10A MEMBERSHIP NEWSLETTER

ISSUE 2

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2007-2008
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In this Issue

***Page 1:** RI President's
Membership Message*

***Page 2:** RI Gen. Secretary Ed
Futa Info and Statistics on RI
Alumni*

***Page 3:** My GSE Experience:
Why I joined Rotary -Kezziah
Anvongo-Namooda; Rotary
Basics*

***Page 4:** Membership
Statistics—How are we
faring?*

***Page 5:** How to drive
membership with weekly Club
action; Sponsor Pins*

***Page 6 & 7:** PR & Member-
ship All Year Round RRIMC
Sam S. Owori; MDR &
Communication Resources*

***Page 8:** Africa Presidential
Conference, Institute, GETS
Nairobi 18—23 September;
Diversity*

***Page 9:** Des relations publi-
ques efficaces constituent un
levier*

***Page 10:** Zone Communication*

RI President's Membership Message

Dear Fellow Rotarians,

In Rotary, **AUGUST** is the month we set aside to focus on membership. It's appropriate that this time occurs at the beginning of the Rotary year, because everything that happens in Rotary begins with membership.

When I speak at Rotary gatherings, I often tell the story of how I was invited into the organization. I was new in my town of Trenton, Ont., Canada, and my wife, Joan, and I hadn't yet met many people. We were active in our church and in the Boy Scouts and it would have just been a matter of time before we were asked to join a service group. And as it happened, I was invited to a Rotary club meeting.

Rotary seemed like a good place for someone like me to meet like-minded people. I talked about it with Joan and we both thought it could lead to some new friends, and possibly a good chance to do some worthwhile community service. I thought I might even attract some new clients to my fledgling accounting practice. So, when I was invited to join, I did.

Now, 45 years later, that decision has shaped our lives. I thought I was joining a club. Really, I was joining one part of an organization that strengthens communities, improves health, creates possibilities, saves lives, and makes the world better in too many ways to count, every single day.

So many things I've seen as a Rotary leader have made me proud to be a Rotarian. But I know that being proud is not sufficient. We must share our pride with colleagues, friends, and family members, and we must seek out qualified men and women whom we'll be proud to see as Rotarians.

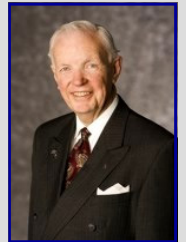
A new generation of Rotarians is essential to every club, and to Rotary. In some parts of the world, our clubs are thriving, and new ones are forming. But in others, clubs are aging and doing little to attract new members. As members leave, there is no one to replace them and when a club disappears, there is no one to take on the work that's left undone.

All of us know that when we ask someone to join Rotary, we are not imposing a burden. We are giving a gift. We are sharing with another person the wonderful, amazing force that is Rotary, just as *Rotary Shares* with us.

So I urge each of you, this week, as proud Rotarians, to share Rotary with a qualified individual. Submit the name of at least one prospective member, and if approved, ask that person to join - just as some did for me, and just as someone did for you.

Wilfrid J. (Wilf) Wikinson
President, Rotary International

**Let's make every month a Membership month to
grow Rotary in Zone 10A!**





ZONE 10A MEMBERSHIP TEAM (primary responsibility)

- **RRIMC Sam F. Owori**
District 9200 (Eritrea,
Ethiopia, Kenya, Tanzania and
Uganda)
 - **RRIMC June Webber**
Districts 9270, 9300, 9320,
9350 (Republic of South
Africa, Namibia, Angola)
 - **RIMZC Hamid Aboo**
District 9220 (Djibouti,
Seychelles, Mauritius, Reunion,
Comoro Is., Madagascar,
Mayotte)
 - **RIMZC Alain Bambara**
District 9100 Francophone and
Lusophone countries (i.e. Benin,
Togo, Niger, Mali,
Boukina Faso, Guinea, Senegal,
Guinea Bissau, Cape Verde;
District 9150 (i.e. Cameroon,
Chad, DR Congo, Congo
Republic, Burundi, Rwanda,
Equatorial Guinea, Sao Tome &
Principe, CAR, Gabon)
 - **RIMZC Adotei Brown**
District 9100 Anglophone
Countries (i.e. The Gambia,
Sierra Leone, Liberia and
Ghana). All 4 Districts of
Nigeria i.e. Districts 9110,
9120, 9130 and 9140
 - **RIMZC Patrick Chisanga**
District 9210 comprising
Zambia, Zimbabwe, Malawi,
Mozambique; District 9250
comprising: Botswana, Mozam-
bique, South Africa, Swaziland
- RRIMC** (Regional RI
Membership Coordinator)
RIMZC (RI Membership Zone
Coordinator)

Report to the RI Convention, Malmö, Sweden, and Copenhagen, Denmark, June 2006

This is the section of the General Secretaries annual report dealing with membership presented at the RI Convention in Copenhagen. (Collaboration of PDG Chris Offer, Chair, (2006-2007) of the RI Membership Development and Retention Committee).

Strengthening Membership

RI is working to help clubs strengthen their membership by providing information to clubs on individuals who have expressed interest in joining Rotary, reporting best practices in recruitment and retention, and sharing the results of targeted membership surveys. **This year, the Membership Development Division completed a major survey of RI and Rotary Foundation program alumni that yielded some instructive information.** Although most Rotarians agree that program alumni are an ideal source of prospective Rotarians, only 2.9 percent of Rotarians have actually been drawn from that pool. About 85 percent of current program participants and 66 percent of alumni surveyed expressed interest in joining Rotary, but only 42 percent of clubs say they recruit alumni for membership. Most of the alumni who are interested in joining and who hold the requisite business or professional position have not been pursued for membership. According to the survey, only 42 percent of GSE alumni, 33 percent of former Rotaractors, and 18 percent of scholarship alumni have been invited to join.

In 2004-05 alone, Rotary “graduated” more than 100,000 alumni, many of whom are already well qualified for Rotary membership — if only someone asks them to join. **You can read more about the findings of the alumni survey and how clubs can tap into this pool of prospective members at www.rotary.org/membership.**

Other research on membership issues recommends increasing diversity in the club’s membership, getting new members actively involved in the club quickly, mentoring new clubs so that they pass the critical two-year mark, and keeping small clubs vital by keeping membership stable or growing. You’ll find these and other best practices on the RI Web site.

In a survey of district membership chairs, “weak club leadership” was cited as the leading factor in membership loss. To this end, the 2004-05 RI Board approved the Club Leadership Plan, the recommended administrative structure for Rotary clubs, which is based on the best practices of effective Rotary clubs around the world. The plan emphasizes consensus for decision making, continuity of leadership and project management, and the involvement of all members in service, fellowship, and training. Throughout this year, we have been working to publicize the plan and assist clubs in implementing it. For more information about the plan, go to www.rotary.org/support or ask your Club and District Support representative.

RI AND TRF ALUMNI an ideal membership resource ...

The Report on the Recruitment of RI and TRF Alumni as Prospective Rotarians compiled by the Membership Development Division of RI published in March 2006, is a vitally important resource tool. Using Survey Research, Statistical Analysis and Anecdotal Information, the RI Membership Division has been able to provide valuable recommendations for clubs and districts on strategies to provide potential membership growth.

In the report above, Ed Futa says that “in 2004-05 alone, Rotary “graduated” more than 100,000 alumni”. For the information of readers, the approximate breakdown is as follows:

- 48,000 Interactors
- 7,000 Youth Exchange student
- 20,000 RYLarians
- 34,500 Rotaractors
- 2,100 GSE participants

**Tap into this important
membership resource!**

MY GSE EXPERIENCE and ...



Why I joined Rotary!

KEZZIAH ANVANGO-NAMADOA - Kenya

The whole experience was overwhelming and I certainly came back a changed woman.

The dedication and commitment I saw in district 1270 to Rotary and their desire to reach out and touch lives of people living in parts of the world they do not know coupled with my own experiences while visiting my sponsor club motivated me into joining Rotary.

"In a classroom of one of the schools I visited"



Indeed, **Rotary gives life.** Every time I meet someone and I say I am

a Rotarian, the remark I always get is 'Oh you are the people building wells and providing wheel chairs? This makes me feel proud because it shows that we are touching lives. Rotary has given me a chance to give back to the community and to make a difference in someone's life.

My experience in rotary has motivated me to start a community service club in my school. It has been great pleasure to see students motivated and do charitable acts. We had for example a 'food riser' during the 2006 famine in Mombassa and we collected a bus full of various non-perishable foods. We also bought school uniforms and shoes for 30 students at Mombassa Children's Home and recently teamed up with Sun 'n Sand trust to sponsor a child to a hot lunch.

I am proud to be a Rotarian.

Group study exchange was one of the most humbling experiences for me. The support and encouragement I got from the then president for Mombassa North Coast club Ms. Jenny Somji and Majid Aboo was amazing. It was great to meet up with other team members from Uganda and Tanzania.

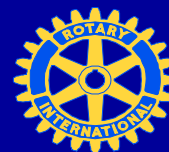
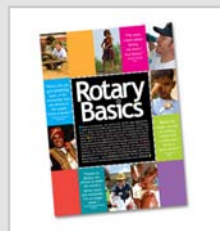
Stephen Mwanje our team leader ensured that we worked as a team and gave us all the guidance, advice and support we needed. It was really touching when we touched down at Humberside airport at a most ungodly hour and Stuart Leyland; the then GSE coordinator for District 1270 was there to meet us together with our hosts. We experience lots of love and warmth and we felt very much at home. Stuart had a very well organized Programme for our entire stay and tailored to meet our various professional backgrounds.

I gained insight into my profession and I came back with lots of new knowledge which I shared with my colleagues at School and the Community. It was great to learn about the social and cultural life of people in District 1270.

ROTARY BASICS

REVISED edition now available!

The 2007-2008 edition of *Rotary Basics*, the annual guide to all things Rotary is here! The eight page publication has been updated with facts and figures for the new Rotary year and boasts a more friendly look. In addition to providing a crash course in Rotary history and demystifying RI terms, *Rotary Basics* is a thorough introduction to RI and Rotary Foundation programs and membership benefits and responsibilities. Released each August to coincide with Membership and Development Extension month, *Rotary Basics* helps Clubs educate new and longtime Rotarians alike. It's also an excellent recruiting tool. You will have received it in the August Issue of *The Rotarian* or in the *Rotary Africa* Regional Magazine.



DIARY DATES

19 September 2007
GETS (day 1), Nairobi, Kenya

20 September 2007
GETS (day 2)
Africa Presidential Conference, Nairobi, Kenya

20 September 2007
Africa Presidential Conference

21 September 2007
The Rotary Foundation Seminar
Rotary Institute (opening)

22 September 2007
Rotary Institute (day 2)

23 September 2007
Rotary Institute (closing)

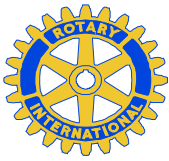
13 – 20 January 2008
International Assembly
San Diego, California, USA

21–24 June 2009
Rotary International Convention,
Birmingham, England

17–24 January 2010
International Assembly
San Diego, California, USA

20–23 June 2010
Rotary International Convention, Montreal, Canada





**ZONE 10A
REGIONAL
GOALS – 2010**

- To raise membership to 30,000
- To Increase membership by an average of 15% per annum
- To make Rotary relevant by growing it to the needs of the continent
- To give attention and extra help to clubs under 25 members and especially those with 10 and fewer members
- To urge and encourage districts to aim at achieving at least 75 Clubs and 2700 members.

Chart your District's progress!

These monthly comparison figures are taken from the RI website. Each District Membership Chair is encouraged to keep a close eye on the figures for your district, club by club and chart your progress for the year, month by month.

**2.60 % INCREASE IN MEMBERSHIP
WORLDWIDE IN THE 2006-2007 RY!**

The Membership Development Staff of RI has finalized the 30 June 2007 membership reports, officially releasing these reports on 5 August 2007. The delay was due to the fact that nearly 100 new Club Charters were received by RI through to 15 July 2007, and this information needed to be processed. The Membership Development staff also wanted to ensure that the figures reflected the enormous hard work done by clubs worldwide on membership, reflecting accurate year-end statistics.

The good news is that statistics reflect that Rotary worldwide has increased both in membership and clubs for the 2006-2007 Rotary Year, with 31,031 additional members (2.60%) and 472 additional clubs (1.45%). These increases are almost on par with the increases achieved in the 2005-2006 Rotary Year - 30,502 additional members and 495 additional clubs. The final reports have been posted on the RI website www.rotary.org and can easily be accessed at <http://www.rotary.org/membership/resources/comparison.html>.

For the 2006-2007 RY, Zone 10A reflected marginal positive growth with 14 new clubs (1.10%) and 87 additional Rotarians (0.45%), a loud signal that retention remains a **major** problem. Of the 14 Districts that comprise Zone 10A, those districts reflecting the highest positive growth in the 2006-2007 Rotary Year are D9130 (Nigeria 9.92%) D9210 (Zimbabwe, Zambia, Malawi and Mozambique 7.70%) and finally D9120 (Nigeria 7.26%). In particular the Zone 10A membership team acknowledges the sterling membership efforts of District 9210 - chartering four new clubs. Well done!

What has been interesting is tracking the membership growth of Zone 10A in the past 10 years. On 30 June 1998 there were 689 clubs with 16,777 members and as at 30 June 2007, RI records reflect that there were 833 clubs with 19,368 Rotarians—a positive growth of 20.09% in new clubs, but only a 15.44% increase in membership. This growth has been mainly to the North of the Limpopo with regrettably membership decreasing in the districts to the South. In a zone that boasts some 45 countries, and a continent with a population estimated at approximately 800 million people, we desperately need to strengthen and grow our membership. We have the resources to do so, but we need the resolve of **every Rotarian to make membership a priority and commit to bringing in one new member this year and in the next two years to reach our regional goal of 30 000 Rotarians by 2010.** Working together, we can do it!

Membership figures for Zone 10A

		Starting	Figures	Database	Figures	#	%
		01 July	2006	30 June	2007	Increase/ Decrease	Increase Decrease
District	Zone	# Clubs	#Members	#Clubs	#Members		
9100	10	92	2521	93	2530	9	0.36%
9110	10	83	1844	85	1798	-46	-2.49%
9120	10	25	496	27	532	36	7.26%
9130	10	30	655	31	720	65	9.92%
9140	10	70	1491	73	1494	3	0.20%
9150	10	55	1257	56	1315	58	4.61%
9200	10	105	2947	108	3065	118	4.00%
9210	10	49	1104	53	1189	85	7.70%
9220	10	49	1253	52	1281	28	2.23%
9250	10	47	843	47	847	4	0.47%
9270	10	47	1044	46	1019	-25	-2.39%
9300	10	48	963	49	956	-7	-0.73%
9320	10	51	1187	51	1163	-24	-2.02%
9350	10	60	1443	61	1459	16	1.11%

DRIVE MEMBERSHIP WITH WEEKLY CLUB ACTION!

Do Something at Each Meeting ...

It's a new Rotary year. Your Rotary club meets once a week. At each meeting, why not agree to initiate just one club action aimed at **membership development**. See what happens to the size and cohesiveness of your club by the end of the Rotary year. Here are some possibilities not only for the first five weeks of this Rotary year, **but during the whole year ...**

Week 1: *Show time!* Begin your Rotary year with the realization that the continuation of Rotary depends, as President Wilf says, on you and work within your club until every single member appreciates his or her responsibility for Rotary's future. Don't stop until each member understands that membership is The Key to Rotary's future and it is up to existing members to invite new members in. There isn't a stork that brings in new members. New members appear when current members ask others to join.

Week 2: *Make membership #1.* Help your club agree to put membership on their priority list *right now* and keep it there all year. Agree to mention membership in every meeting, even briefly. You can read the RI *Membership Minute* (see the RI web site or subscribe and get it in your email box), post your Membership Scoreboard (see Week 4), ask who described Rotary to a non-Rotarian this week, who called a potential member this week, send this or another membership newsletter to every member, discuss the myriad practical membership suggestions here and on the RI web site.

Week 3: *Build your membership team.* Draw each member into a club-wide brainstorming session to hammer out a membership plan and to make themselves into a membership team. Invite suggestions and points of view. Arrive together at a plan - and specific goals - that every member understands, believes in and commits to. Reinforce team-building and a unified vision for membership development. Stephen Covey says, "If you say let's work as a team, but then think independently and authoritatively and make unilateral decisions, you won't build a team."

Week 4: *Share responsibilities.* Consider having two membership-related committees in your club - Membership Recruitment and, separately, Membership Retention (because 50% of new Rotary members worldwide leave Rotary within three years of joining). The Membership Recruitment committee coordinates the club's strategy for finding qualified new members, keeps stimulating existing members to action, constantly puts forward recruitment ideas, and keeps the club Membership Scoreboard visible. The Membership Retention committee takes attendance, calls absentees and sees that new members are mentored and educated to Rotary gradually (it's overwhelming). Clubs with this division of labor report that their new members are contacted more frequently and integrated smoothly, while recruitment proceeds steadily.

Week 5: *Keep score.* How do you know how you are doing if you don't know where you are going? When you have a shared goal, you set up a scoreboard to keep track of your score, just like athletic games, so every member is aware of progress toward your goal. Same goes for membership goals. Your club set membership goals at the beginning of the Rotary year, so put your membership goals up on a Membership Scoreboard and keep it visible at every meeting. Discuss how you are doing, coach when you need more progress, cheer for successes.

SPONSOR PINS

BY PAST RI DIRECTOR RON BEAUBIAN
CHAIR - RI MEMBERSHIP DEVELOPMENT & RETENTION COMMITTEE
2007-2008

President Wilf has challenged each of us with bringing in a new member - and reminds us "Membership Growth is Essential" - you can not examine what Rotarians are doing today without being concerned as to who will do it tomorrow. He is promoting the importance of bringing in new members by having a "New Member Sponsor Pin" encouraging clubs to present these "New Member Sponsor Pin" to every sponsoring Rotarian. MGM - Member Get Member is our slogan - our goal is for every Rotarian to proudly wear President Wilf's sponsor pin and to have every Rotarian sponsor a new member every year!



PUBLIC RELATIONS AND MEMBERSHIP

By Regional Rotary International Zone Coordinator **SAM S. OWORI**

The old adage used to be: "Good wine needs no bush". This could only be true in a small geographical setting where the knowledge about the "good wine", its source and consistency was assumed.

In today's global world where information overload inevitably leads to selective absorption of information, good wine certainly needs a lot of bush, otherwise it stands the risk being crowded out, deleted or spammed. There is another risk which is inherent in the media world, namely, that good news is no news. In this regard all the good work that Rotarians do all over the world day in and day out, is likely to be missed because "no news is good news".

The good news is that Rotary International's official standard changed some years back from the silent organisation to one that desires to inform. In the modern practice of corporate social responsibility and accountability, it is only right that we desire to inform our communities about what we do with them or in their midst. We need to communicate internally and externally, with our publics. Clubs have the audiences with which we need to communicate, with a view to improving our image.

It has been said, and quite correctly that failure is an orphan because few people want to be associated with failures. The converse of this is very important, namely that success has many parents because people like to be on the winning side or to be associated with success. This goes for clubs and projects alike. Accordingly, clubs should perform as successful entities, so that present any prospective members become proud of it and feel a sense of belonging. Nevertheless, for members, prospects and the community to know and feel a sense of pride, appreciation and belonging, there must be an open channel of continuous information and publicity of club activities. This is easier and even cheaper than it sounds. Fortunately, Rotary International has a calendar which, I suggest, can help clubs plan and execute an all year public relations programme to soften the uninformed, the prejudiced and even the hostile members of our communities and to reinforce commitment among the converted.

Nothing convinces present and prospective members than our projects and activities and the way we walk the talk. Accordingly, I wish to suggest the following activities for clubs to adapt, build on, implement and widely publicise. We should emphasise hands on activities rather than dinners and festivities.

July is the beginning of the Rotary year during which new club officers assume responsibilities for running their clubs. It is true that installation ceremonies in May and June are good occasions for publicising club activities. But then the attention

is divided between the outgoing and incoming leadership teams. In July there is no such competition and the new leadership should use the time to introduce themselves and their programmes to the media and the community.

August is membership and extension month. It is a good opportunity for holding seminars at club level to talk about:

- diversity and classification,
- women in Rotary,
- the recruitment of RI and TRF alumni,
- current and former Rotaractors and Interactors as the "life insurance" for Rotary.
- Retention of members,
- mentoring, training, assimilation and involvement of members in club activities.

It is also the time to highlight the importance of Rotary extension to areas that can sustain new clubs. Furthermore this is an excellent time to recruit members of the media and indeed to invite them to cover membership activities. Most normal people have the desire to help others and Rotary membership offers this opportunity.

September is the new generations month and I recommend a seminar or series of discussions on Rotary and the Youth, as future leaders, RYLA, Rotaract as a recruitment ground for Rotarians etc. This can be done by involving clubs or groups of clubs. The shaping of the youth by Rotary should be newsworthy and the media should be involved. Rotary is an old organisation, and its future depends on winning over more youths.

October is designated by Rotary as the Vocational service month. This goes to the very core of Rotary and the media should be involved extensively. I recommend debates and seminars at high schools, universities and communities to discuss:

- ✦ ethics in business and professions,
- ✦ The 4-way test,
- ✦ ethics in governance etc.

An inspirational speaker can be invited to introduce the topics before floor discussions. Such a discussion would be sure to raise the estimation of Rotary in the public because The 4-way test and ethic values have never failed to impress well meaning people. They are, in fact, very major attractions and selling points for Rotary. Many have and more will come into Rotary because of these values and the Rotary motto - Service Above Self.



MEMBERSHIP DEVELOPMENT RESOURCES

Membership Development Resource Guide (417)

How to propose a new member (254) (Recruitment)

New Member Orientation (414) (Retention)

Organisation of New Clubs (808)

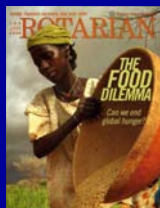
New Member Bulletin (Sent quarterly to new Rotary members)

Membership Minute (periodic e-mail)

Newsletter- contains membership ideas and tools)

COMMUNICATION RESOURCES

The Rotarian



Rotary World Magazine Press (Regional)

Rotary Basics

What is Rotary

The Rotarian Video Magazine

Interactive

www.rotary.org/membership

PUBLIC RELATIONS AND MEMBERSHIP

By Regional Rotary International Zone Coordinator **SAM S. OWORI**

Continued from page 6 ...

November is the Rotary Foundation month. This is the time to publicise all those foundation supported projects and programmes and their impact to the community and the world. Talk about all those matching grants, 3-H grants, GSE, ambassadorial scholars, peace scholarships, TRF alumni, and of course Polio Plus in particular. The public should also be informed about how TRF gets funded and PHFs, PHSMs, benefactors and major donors should be introduced to the public, not for personal glorification but to emphasise commitment, sacrifice and service above self. A seminar on TRF is always useful at regional, country, district and zone levels. TRF has given Rotary most of the respect we command today and we can get more mileage out of it.

December is the family of Rotary month. The fact that Rotary pays attention to the natural family and the family of Rotary has a strong appeal to many people and many have attracted to Rotary because of this inclusiveness, fellowship, home hospitality and attention to personal birthdays and anniversaries.

January is a Rotary awareness month and it should be used for creating awareness among Rotarians and in the community and this can be as wide as desired to cover various aspects of Rotary. Activities could include:

- reviewing vacant classifications,
- discussing rotary in the community,
- publicising projects undertaken by Rotary,
- keeping in touch with beneficiaries of Rotary projects,
- working with Rotary partners etc.

Peace and world understanding is something which appeals to peace loving people and Rotary's role in this direction should be amplified during February which is the month set apart in the Rotary calendar for that purpose. Activities could include organising rotary peace conference, reaching out and hosting the diplomatic corps, amplifying the role of MGS, WCS, GSE, scholarships etc in promoting peace and world understanding. With the help of the media, Rotary's activities in this area can attract many prospects into Rotary.

March, in the Rotary calendar, is the Literacy month and it can be used to organise seminars or discussions on adult literacy, literacy for the blind, literacy for the deaf (sign language), gender empowerment, literacy and health, safety, population growth, employment, human rights, democracy etc. These efforts would identify with the vulnerable groups and this often evokes favourable responses from those with similar sympathies.

April is the magazine month and it is good for working with the media for reviewing The Rotarian magazine and club magazines or newsletters for purposes of informing the community about the highlight in the year to-date. This is also the time to start promoting the District Conference and the RI Convention.

The activities suggested above are far from complete, but I am confident that if most of them were to be undertaken and publicised, Rotary and its image would not remain the same.

Communications Resources

What is Rotary ...



This is Rotary ...



NAIROBI, KENYA

Kenya's capital city has risen in a single century from a brackish uninhabited swamp-land to a thriving modern capital.

Important!

**MEMBERSHIP
(GROUP
DISCUSSION)**

**RI
INSTITUTE
SATURDAY, 22
SEPTEMBER
2007
13:45—15:15**

**Editor
Membership Energiser
RRIMC June Webber
corpcon@global.co.za**

Africa Presidential Conference & Rotary Institute 2007 Zone 10A

RI Director Örsçelik Balkan, Convener of the RI Presidential Conference, Foundation Seminar and Rotary Institute to be held at the Kenyatta Conference Centre in Nairobi Kenya from 20—23 September 2007, extends a warm invitation to all Rotarians in Zone 10A and also in Zone 10B, to visit one of the most thrilling cities in Africa, Nairobi, to attend The Rotary Institute for Zone 10A, which will convene during 21—23 September at the Hilton Hotel and the Great Convention Hall of Nairobi.

GETS will be conducted on 18 and 19th September. The REGIONAL ROTARY FOUNDATION SEMINAR will be held on the morning of Friday, 21 September.

Parallel to these events will be a Presidential Conference—REACH OUT TO AFRICA - focused to address humanitarian need assessments and peace on the Continent. Resources will be brought from various parts of the world to address these needs.

The Nairobi Presidential Conference and Rotary Institute will be a unique gathering for present, past and incoming Rotary officers of our Zone to share their expertise and resources. It will be a platform where we shall demonstrate how ROTARY SHARES.

PDG Yusuf Kodwawwala, chairman of the organizing committee, and his team encourage all Rotarians, especially those in Zone 10A to support these exciting and important RI events.

FOR MORE INFORMATION ACCESS THE WEBSITE
www.reachouttoafrica2007.org

Embracing Diversity – some facts

The August edition of the *The Rotarian* carried an informative interview with Catherine Notyer-Riveau, RI Director-Elect. Bettina Kozlowski, RI's former international editor, who did the interview, writes: "She is a true *prima inter pares* (first among equals), the only woman elected to the RI Board to date". Notyer-Riveau says she simply sees herself as a Rotarian. "It will be **different** in 15 years because younger generations are used to working side by side with women, **strong women**".

RI embraced diversity and women were officially allowed to join Rotary in 1989. Catherine Notyer-Riveau served as District Governor in 1999-2000. The current worldwide statistics of women in Rotary are of interest and the information well worth sharing. Of the 532 districts worldwide, approximately 10% have women governors. Regrettably, 23.42% of clubs have still not tapped into this valuable membership resource. Hopefully none of these clubs are in our zone!

	Women Rotarians	Total Rotarians	%Women Rotarians	% of Clubs w/Women Rotarians	Total Clubs	% of Clubs w/ Women Rotarians	Women Governors	Total DGs
July-01	101,726	1,170,501	8.69%	15,673	30,254	51.80%	39	517
Jun-02	126,775	1,243,431	10.20%	19,719	31,256	63.09%	57	513
Aug-03	133,922	1,218,30	10.99%	21,353	31,661	67.44%	46	521
May-04	146,918	1,217,457	12.07%	22,693	31,761	71.45%	60	525
Jan-05	149,994	1,205,732	12.44%	22,963	31,807	72.19%	47	528
Jun-06	168,101	1,222,788	13.75%	24,373	32,756	74.41%	69	529
Jun-07	178,050	1,224,168	14.54%	25,228	32,943	76.58%	51	532

Des relations publiques efficaces constituent un levier de recrutement

Utilité des relations publiques

Les relations publiques sont menées différemment de par le monde. Il reste que peu importe les différences culturelles, les clubs doivent partout chercher à aller à la rencontre de leur public, car quelque remarquables que soient les actions du Rotary, elles demeurent souvent méconnues. Pour intéresser et recruter des éléments plus jeunes, le Rotary doit se faire connaître et soigner son image. Des relations publiques efficaces reposent sur un message clair et les moyens appropriés de le délivrer.

Les relations publiques peuvent avoir pour cible plusieurs auditoires: les pouvoirs publics, le monde des affaires, les autres associations ainsi que les membres potentiels et les particuliers bénéficiant des actions du Rotary.

Qu'est-ce qui constitue un bon sujet?

Avant de vous lancer dans la promotion d'une action du club, considérez les aspects suivants:

Impact: L'action ou l'activité choisie a-t-elle changé la vie d'autres personnes? Donner une dimension humaine à votre article.

Intérêt: Est-elle propre à intéresser une audience plus large que celle des Rotariens?

Proximité: Les médias s'intéressent surtout aux histoires locales ou régionales. Plus l'action choisie sera proche de leur public, plus vos chances d'être publié ou diffusé seront grandes.

D'actualité: Pour être choisi, votre sujet se doit d'être d'actualité. Montrez par exemple comment votre action répond à un problème actuel.

Évènements rotariens susceptibles de bénéficier d'une promotion

L'élection ou l'entrée en fonction des officiers de votre club

L'entrée en fonction du gouverneur ou sa visite dans votre région

L'annonce des noms des boursiers de la Fondation Rotary

L'arrivée ou le départ d'une équipe EGE

L'arrivée ou le départ des participants d'un Échange de jeunes

La conférence de district

La création d'un club

La création d'un club Interact ou Rotaract

Une visite ou conférence présidentielle dans votre région

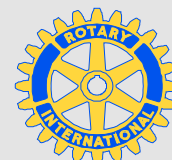
Une action locale ou internationale parrainée par le district

Les anniversaires des clubs ou l'annonce de programmes particulièrement intéressants

Les actions PolioPlus ou les projets menés par les Rotariens de votre district (comme une mission médicale bénévole)

Participation d'une personnalité locale à une action rotarienne

Manifestation en conjonction avec les domaines prioritaires du Rotary



Source: Des relations publiques efficaces RI 257-FR

BIENTOT 30.000 ROTARIENS EN AFRIQUE!

Pourquoi pas? Mettons-y le coeur et la volonté. D'avance, au nom du Comité Africain pour l'Effectif, je remercie tous les gouverneurs, leurs Assistants, les responsables des commissions Effectif de District et de clubs, et tous les rotariens pour leur engagement en faveur du maintien et de la croissance de l'Effectif en Afrique Sub Saharienne. Je souhaite que tous les Rotariens participent aux séminaires Effectif qui seront organisés en vue de leur information et de leur motivation pour le renforcement de la croissance de l'Effectif dans notre zone 10A. Le poids du Rotary en Afrique dépend uniquement du nombre de Rotariens!!!

SOON 30.000 ROTARIANS IN AFRICA!

"Why not" writes RIMZC Alain Bambara above. We **can** do it! The Zone 10A membership team sincerely thanks all District Governors, Assistant Governors, Membership District Chairs, Membership Club officers and **all** Rotarians in our region who are working extremely hard to grow and strengthen membership by holding seminars, addressing clubs, providing and disseminating information through newsletters, information sheets, club bulletins. Most importantly, to those Rotarians who have brought in new members in the past two months—well done! We encourage you all to keep up the momentum. May you continue to be energised by the truly unique and great spirit of Rotary.

Communication from our Zone ...

MEMBERSHIP—THE ANNUAL ROTARY CHALLENGE by

PDG Patrick Coleman, D9210, Luanshya, Zambia,

Rotary requires participation. There are, in every club, the “RINOS” (Rotarians in name only) but the vast majority of Rotarians around the globe are busy people. They are busy in their vocation; busy with their family; busy in their faith and busy in Rotary. In our own club we recently lost a member after 20+ years of Rotary membership. He had sat on the sidelines for years watching other Rotarians participate in projects while he sent employees to “do his part” at a club project. When somebody handed him a shovel and suggested that he actually dig a hole to plant a tree, he became offended and ultimately resigned saying he was too busy at work for Rotary. We were sorry to see him go, but it did not affect the club activities in any way.

So, what do we DO about membership? Quite frankly, we should keep our focus on Rotary service and show our communities who we are and what we do. We should talk about our service to our community – local and international. We should make sure that Rotary projects have a **BOLD** Rotary identification. We should wear our Rotary pins, hats, shirts, badges etc with great pride and let people SEE who we are and what we do.

In high school our football coach put a sign above the locker-room door. It said:

“What you do speaks so loud I cannot hear a word you say.”

Well, my fellow Rotarians, let’s make sure our actions speak loudly and membership “problems” will be a thing of the past!

L'EFFECTIF, DEFI ANNUEL POUR LE ROTARY de Patrick Coleman, du District 9210

(traduit par le PDG Alain Y. Bambara)

Le Rotary requiert notre active participation. Il y a dans chaque club les passifs. Mais la vaste majorité des Rotariens dans le monde sont des gens très occupés. Ils sont occupés dans leur travail, ils sont occupés dans leurs familles, ils sont occupés dans leurs églises et dans le Rotary. Notre club a récemment perdu un de ces membres qui a été passif pendant plus de 20 années. Pendant ces années il n’a participé à aucun projet mais observait les autres agir, se contentant d’envoyer ses employés « prendre sa place ». Lorsqu’il arriva qu’on lui tende une pelle pour creuser un trou pour y planter un arbre il s’estima offensé et plus tard remis sa démission prétextant être trop occupé. Nous regrettâmes son départ, mais ce départ n’a en aucune manière affecté les activités du club.

Comment donc aborder ce problème d’effectif ?

A mon humble avis, nous devons nous concentrer sur nos actions au service du Rotary et montrer à nos communautés qui nous sommes et ce que nous faisons. Nous devons parler de nos engagements à servir nos communautés, locales et internationales. Nous devons nous assurer que nos projets affichent la roue rotarienne. Nous devons porter nos insignes rotary, nos casquettes, t-shirts, et badges, etc. avec grande fierté de sorte que la population voit qui nous sommes et ce que nous faisons

Au lycée, notre entraîneur de football a posé ce écriteau au dessus de la porte de l’armoire : « qu’avez-vous à crier si fort, mes oreilles n’entendent rien de ce que vous dites »

Ainsi, chers amis Rotariens, assurons-nous que nos actions parlent fort en notre faveur et le problème d’effectif ne sera plus qu’un vieux souvenir.

Service creates Rotary awareness

What kind of people are Rotarians? They are the kind of people who are not afraid to “get their hands dirty” for their community. They are members of their community who, in the case of the Rotary Club of Luanshya, take the “Make Zambia Beautiful Campaign” seriously. On Saturday 18th August the members of the Rotary Club of Luanshya assembled to paint the kerb stones by the post office and the Civic Centre in the middle of Luanshya. They donated their time, paint and brushes just to show that “Rotary Shares”.

We also used the opportunity to introduce the community to what Rotary membership involves.

We also used the opportunity to introduce the community to what Rotary membership involves. For those who were interested, a table was set up with Rotary information and members of the club were all available to answer questions about Rotary and the various aspects of being a Rotarian. Many people stopped to ask questions. The town engineer was so impressed that he asked if we had an extra paint brush, (We did, of course!)

President Mike Shimoomba
Luanshya Rotary Club

