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THE MEMBERSHIP ENERGISER

ZONE 10A MEMBERSHIP NEWSLETTER



Bring in more Members!

This was the challenge by RI President-elect Dong Kong Lee to RRIMCs at the training in Skokie, Illinois, USA in February. RIPE Dong Kong Lee stressed the importance of recruiting younger Rotarians: “If we don’t bring in younger members, we’ll miss out on a great deal of energy and expertise. The strongest Rotary club is one that is **diverse**. It has members of different ages, both men and women. It has members of many different vocations and professions. It has members with different skills and talents.”

He also spoke about Rotary’s youth programs and alumni. “Good Rotaract and Interact clubs create good future Rotarians,” he said. “Clubs should maintain contact with alumni, so when it’s time, they can be invited to join Rotary.”

RI President-elect Dong Kurn Lee plans to continue to fight to end Polio and put the spotlight on decreasing child mortality. “Every day” says RIPE D. K. Lee, “30 000 children under the age of five die, most of them from preventable causes like measles, malaria and pneumonia.” The choice of theme - Make Dreams Real (for children of the world) - gives Rotarians special focus next year.

RI MD&R Committee Chair Ron Beaubien says that “2008-2009 marks a new era for the RRIMC programme with 20 additional coordinators being trained this year from 44 – 64”. This is an enormous financial investment by RI and a valuable and important resource. It is up to Rotary District leadership to tap into this investment.

The Zone 10A membership team training from 10-14 February 2008 at the North Shore Doubletree Hotel & Conference Center in Skokie, Illinois, USA, mandatory for all RRIMCs, was intense. RIPE D.K. Lee’s keynote address was inspirational asking RRIMCs “to keep Rotary strong, active and growing”. This we intend to do. Chair of the MD&R Committee PRID Ron Beaubien stressed that “We must find new ways to make Rotary interesting and relevant to attract new members. Rotary, we need to change.”

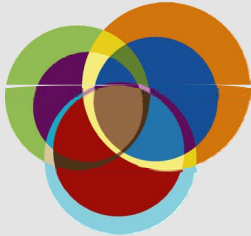
Three additional RRIMCs join Sam Owori and June Webber for the 2008-2009 RY, expanding the membership team for Zone 10A to five. The new members of the team are PDG Alain Bambara (Cote d’Ivoire), PDG Patrick Chisanga (Zambia) and PDG Tunji Funcho (Nigeria) pictured in the group below.

RIPE D.K. LEE’S membership emphasis for the 2008-2009 Rotary year—

- **Ten Percent (10%) Net Increase in Membership per Club;**
- **Formation of Two (2) New Clubs per District;**
- **Total Net Membership of 1,300,000 Rotarians at the End of RY 2008-09.**



RRIMCs for 2008-2009 with RI MDR Committee Chair Ron Beaubien and committee member PDG John Gomes



**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.

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

Make Dreams real through Membership

**PRESIDENTIAL MEMBERSHIP CONFERENCE
2 & 3 AUGUST 2008, JOHANNESBURG, RSA**

Presidential Membership Conference in Johannesburg

The primary focus of RI is membership. RIPE Dong Kong Lee has planned a Presidential Conference to be held in Johannesburg from 2 to 3 August 2008 to support this focus.

If there is one Rotary event that you must attend in 2008 it is this Presidential Conference. The emphasis of RIPE DK Lee's Conference is membership and will include a half-day on the topic of "Reducing Child Mortality". The convenor for this event is PRID Tony Serrano and the chair of the local organising committee is PDG Greg Stathacopoulos.

The Conference is aimed at club and district level Rotarians who are responsible for and concerned about membership; in other words **all Rotarians**. Invitations will be sent out to all Rotary Clubs South of the Sahara. The event will be held at Emperors Palace which is adjacent to OR Tambo International Airport. Hotel facilities are available at the conference centre as well as local bed-and-breakfast outlets. The local organising committee will also arrange limited home hospitality for the duration of the conference.



The conference will include membership experiences from all over Africa. Without the development, growth and the retention of membership Rotary will not be able to meet the ever-increasing demand for humanitarian services.

*PDG Greg Stathacopolous
Chairman: Organising Committee*

Regional Membership Training Seminar - Friday, 1st August 2008 in Pretoria

RRIMCs in Zone 10A are excited and delighted to facilitate this seminar, in collaboration with PDG Eben Brummer from D9250, who is assisting on the ground with the organizational component. The Regional Membership Training Seminar is to be held at Utopia, Union Caterers in Lynnwood—Pretoria on **Friday, 1st August 2008**. The duration of the seminar is three hours—from 14:00 until 17:00. This is a first for this vast region with representation expected from all **14** Districts - a unique opportunity to network with fellow Rotarians from our region on membership.

Why attend? It is crucial to the growth of Rotary to develop district leaders who have the necessary skills, knowledge and motivation to support their clubs in developing, sustaining, and/or growing their respective membership base. This is a unique training opportunity to work as a team to grow and strengthen Rotary in our region.

Who should attend? Governors-elect, incoming/current district membership chairs and committees, district trainers, officers/appointees as well as current and past district governors and officers—and all those who are passionate about growing Rotary in this vast zone. Please earmark this date. More details to follow. **Ed.**



MEMBERSHIP EVALUATION ...

Leadership Membership Goals

RI President Wilfrid Wilkinson’s membership message to Rotarians this year has been loud and clear - “To revitalize Rotary’s Growth, we need to embark on one vision that makes it the job of **every** single Rotarian to bring in – and mentor – one new member, every single year”. RI data from research surveys indicate that membership growth is primarily being driven through the formation of new clubs with **RETENTION** remaining a serious challenge. District Governors-Elect will need to place special emphasis on this problem at PETS and Assembly.

Monthly Comparison to Start Membership Figures as at 29.02.08

The monthly comparison figures below, taken from the RI website represent the Comparison to Start Membership Figures for each District in Zone 10A as at 29 February 2008. Membership growth remains positive in Zone 10A with a percentage increase of 2.42% (460 members). The largest increase in membership is in D9120 with an increase of 36.24% - 191 new members. Well done D9120!

When analyzing RI’s membership statistics this month in the table below, it is interesting to see that although Zone 10A has lost 6 clubs in D9100, 3 clubs in D9120, 6 clubs in D9140 and 4 clubs in D9210 since 1 July 2007, this has not greatly impacted on membership figures in these particular districts. The reason for this is that the majority of these clubs were small clubs, with less than ten members.

		Starting	Figures	Database	Figures	#	%
		01 July	2007	29 February	2008	Increase/ Decrease	Increase Decrease
District	Zone	# Clubs	#Members	#Clubs	#Members		
9100	10	89	2427	96	2612	185	7.62%
9110	10	79	1692	79	1636	-56	-3.31%
9120	10	27	527	30	718	191	36.24%
9130	10	30	710	31	659	-51	-7.18%
9140	10	72	1493	66	1457	-36	-2.41%
9150	10	53	1238	53	1244	6	0.48%
9200	10	109	3048	111	3149	101	3.31%
9210	10	53	1176	49	1165	-11	-0.94%
9220	10	52	1278	53	1332	54	4.23%
9250	10	47	842	47	878	36	4.28%
9270	10	46	993	46	1032	39	3.93%
9300	10	49	978	49	974	-4	-0.41%
9320	10	51	1165	52	1176	11	0.94%
9350	10	61	1437	61	1432	-5	-0.35%
		818	19004	823	19464	460	2.42%

Recognition program for smaller clubs

Approximately 7300 clubs worldwide have less than 20 members. As an incentive to grow and strengthen small clubs, the RI Board this year introduced the *Recognition of Smaller Clubs and Membership Growth* to encourage clubs to examine the issues and challenges facing a club with decreasing membership. Districts and clubs are reminded that Recognition for increasing membership in smaller clubs is still achievable this Rotary year, as follows—

- Clubs with less than ten members to reach at least ten (10) members
- Clubs with ten to fourteen members to reach at least fifteen (15) members
- Clubs with fifteen to nineteen members to reach at least twenty (20) members

The time-frame for the annual Recognition of Smaller Club Member Growth program is 1 July – 15 May.

The RI MD&R division has provided the following information on clubs in Zone 10A with less than 10 members, based on the last SAR received. Let’s encourage these small clubs, doing outstanding work in their communities, to achieve a recognition award from the RI President!

D9100	None	D9140	3 clubs	D9220	3 clubs	D9320	7 clubs
D9110	9 clubs	D9150	2 clubs	D9250	8 clubs	D9350	7 clubs
D9120	1 club	D9200	3 clubs	D9270	3 clubs		
D9130	3 clubs	D9210	4 clubs	D9300	7 clubs		

WHAT RI REZONING MEANS TO YOU

PDG Ken Lester (D9350) writes ...



The Bylaws require the Board of Directors to review the composition of zones at least once every 8 years to maintain an approximately equal number of Rotarians in each of the 34 Zones, thus giving every area of the world fair representation. A report tabled in 2006 showed that zones ranged in population from 27,000 to 59,000 while the worldwide average should be approximately 35,000 Rotarians per zone. In June 2007 the Board formed a committee of 34 members comprised of current directors, incoming directors and immediate past directors thus assuring that all zones would be represented. Emanating from the discussions and allowing for a 10% variance in numbers in each zone it was decided that the Americas would lose two zones while Asia and Europe would each gain one zone reflecting the significant growth in these areas. At its January 2008 meeting, the Board approved a realignment of zone boundaries which will take effect from 1 July 2008.

Zone 10 which has been renumbered as Zone 20 has two sections which provides that the sections alternate as to when directors are chosen. While the boundaries of Section 20A comprising 14 Districts with 19117 Rotarians in 818 clubs have not changed, that of Section 20B now comprising 7 Districts with 18674 Rotarians in 656 clubs have been significantly changed by excising Spain and Portugal from the section.

With the consolidation of Districts 9250 and 9350 in Southern Africa and Districts 9120 and 9130 in Nigeria the number of districts in Section A will reduce to 12 with effect from 1 July 2010.

It is interesting to note that 72 of the 200 countries and geographical regions that comprise Rotary International are situated within Zone 20. The Zone which encompasses countries from Africa, the Middle East, Central and Eastern Europe can surely claim to be the most diverse in relation to race, language and culture within the Rotary World. Indeed it can be said that the only common denominator is that we are all Rotarians.

The Bylaws provide that no section shall be created, modified, or eliminated over the objection of a majority of the clubs in the zone. Any objections to the above sectioning will have to be submitted to the general secretary via a club resolution no later than 1 May 2008. President Wilf Wilkinson has appointed a committee to discuss the implementation of the realignment structure and make recommendations to the Board at its June 2008 meeting for final approval. Recommendations will include zone "pairings," the order of zone rotation for the ongoing selection of directors, and other issues such as future appointment of RRIMCs and RRFCS.

District	Clubs	Rotarians	Summary
9100	93	2518	Number of districts: 14
9110	83	1801	Number of clubs: 818
9120	25	473*	Number of Rotarians: 19117
9130	30	756*	
9140	72	1481	
9150	56	1264	
9200	107	3000	
9210	49	1091	
9220	51	1281	
9250	47	836*	
9270	46	1056	
9300	48	940*	
9320	51	1183	
9350	60	1437	

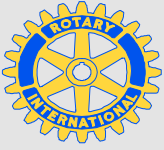
District	Clubs	Rotarians	Summary
2420	83	2523	Number of districts: 7
2430	92	2715	Number of clubs: 656
2440	66	1949	Number of Rotarians: 18674
2450	129	4240	
2470	67	1803	
2480	155	4289	
9010	64	1155	

SECTION 20A -

Sao Tome & Principe, Congo, Rwanda, Equatorial Guinea, Gabon, Democratic Republic of Congo, Eritrea, Ethiopia, Kenya, Tanzania, Uganda, Nigeria, Burundi, Cameroon, Central African Republic, Chad, Benin, Burkina Faso, Cape Verde, Cote d'Ivoire, Gambia, Ghana, Guinea, Guinea Bissau, Liberia, Mali, Niger, Senegal, Sierra Leone, Togo, Malawi, Mozambique, Zambia, Zimbabwe, Comoro Islands, Djibouti, Madagascar, Mauritius, Mayotte, Reunion, Seychelles, Botswana, South Africa, Swaziland, Lesotho,

SECTION 20B -

Greece, Turkey, Bulgaria, Armenia, Gibraltar, Azerbaijan, Kazakhstan, Kyrgyzstan, Republic of Georgia, Montenegro, Tajikistan, Bahrain, Cyprus, Egypt, Jordan, Lebanon, Sudan, UAE, Kosovo, Macedonia, Serbia, Algeria, Mauritania, Morocco, Tunisia.



MEMBERSHIP DEVELOPMENT RESOURCES

**Membership
Development Resource
Guide (417)**

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

**New Member
Orientation (414)
(Retention)**

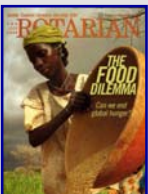
**Organisation of New
Clubs (808)**

**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

GOVERNORS COUNCIL OF SOUTHERN AND EAST AFRICA (COSEA)

The annual meeting of COSEA, whose membership comprises all past, present and nominated future officers of Rotary International within the jurisdiction of COSEA, is to be held in Durban from 4 – 6 April 2008. Many issues and matters of common interest to the region will be discussed to promote the interests of Rotary in Africa at Rotary International level as a means of stressing Africa's special needs. Membership is an important topic for discussion.

RI, in addressing the worldwide problem of membership development, retention and extension, has appointed additional Regional RI Membership Coordinators (RRIMCs) for the 2008-2009 RY. The need for greater diversity in clubs, districts and regions remains a problem, especially in the South. A solution needs to be identified and a possible strategy could be enlisting the support and alliance of the business sector through the offices of the RI President, to assist our organisation in becoming more representative of the demographics of the country for the mutual benefit of the South African community.

EN QUOI LE PLAN DE LEADERSHIP PEUT-IL RENFORCER L'EFFICACITÉ DES CLUBS?

**PDG Leigh HIGINBOTHAM (D-5040), responsable Développement du
leadership de club, nous répond:**

Au cours de mes visites de club durant les 25 dernières années, j'ai pu constater que si de nombreux clubs sont actifs et énergiques, d'autres, franchement, manquent de dynamisme. Les caractéristiques des clubs qui réussissent sont la camaraderie,

l'implication dans le service, la formation et la présence de dirigeants compétents. Le plan de leadership de club, inspiré par les meilleures pratiques de clubs qui réussissent à travers le monde, est la structure administrative recommandée aux clubs Rotary. Sa flexibilité permet à chaque club de développer sa propre personnalité.

Tous les clubs, nouveaux comme anciens peuvent profiter de procédures administratives efficaces et standardisées visant à:

- Formuler des objectifs à long terme pour chacun des éléments d'un club efficace.
- Fixer des objectifs conformes aux objectifs à long terme du club.
- Maintenir une bonne communication au sein du club et avec le district.
- Assurer la continuité de la politique du club.
- Amender le règlement intérieur afin de refléter les opérations du club.
- Mettre en place des actions variées et favoriser la camaraderie au sein du club.
- Favoriser la participation active de tous les membres.
- Développer un plan de formation efficace.

En affaires, on répond aux besoins d'une organisation en développant des processus de fonctionnement adaptés, revus périodiquement pour garantir leur pertinence. Pourquoi un Rotary club devrait-il se satisfaire de moins alors que ses membres sont des acteurs de l'économie locale? L'expérience a prouvé que recruter et fidéliser des membres n'était pas



ROTARY INTERNATIONAL
DISTRICT 9100
www.district9100.org



Visit www.district9100.org for
Information, news and newsletters
in English and French.

Website by **EXPLAINER DC**

POWER OF COMMUNICATION

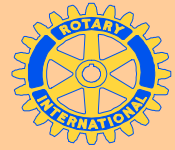


Creative PR can help advance Rotary's public image

CELEBRATE ROTARY!

On 23 February 2008, a giant Rotary wheel and "End Polio Now" were beamed onto the side of the House of Commons in London to celebrate Rotary International's 103rd birthday.

Photo by Rich Hendry.



DIARY DATES

4—6 April 2008
Governors' Council of Southern and East Africa - Durban, South Africa

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

1 August 2008
Regional Zone 10A Membership Seminar Pretoria

1, 2 & 3 August 2008
Presidential Membership Conference, Emperors, Johannesburg

17—24 January 2010

International Assembly San Diego, California, USA

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

25—30 April 2010 (tentative)

DISTRICT WEBSITE ADDRESSES IN ZONE 10A

DISTRICT	WEBSITE ADDRESS	DISTRICT	WEBSITE ADDRESS
D9100	www.district9100.org	D9210	www
D9110		D9220	www.rotary9220.org
D9120		D9250	www.rotary9250.org
D9130		D9270	www.rotary9270.org.za
D9140		D9300	www.rotary9300.org
D9150		D9320	www.rotary9320.org.za
D9200	www.rotary9200.org	D9350	www.rotary9350.co.za

WAY TO ATTRACT AND RETAIN ROTARY MEMBERS

Develop a Rotary web site and encourage community organizations to link to it -

In this technological age, it is important to keep pace with the times. The Internet is a powerful tool for sharing club and district activities.

Consider developing your own club or district web page.

Rotary sites help attract and retain members, improve club communications across the globe, and make club project information available to your local media.

The number of people reached with Rotary's message can be substantially increased by encouraging community groups to send their visitors to your clubs site for additional information on certain local Issues and programs.

THE DISTRICT WEBSITE— A MEMBERSHIP MARKETING TOOL!

Keep your District web site up to date—keep ahead of the game!

The first port of call after assessing the RI website for a prospective member is looking at the district website to get an overview of Rotary activities and leadership.

An attractive, informative, user friendly district website will go a long way to generate further interest of the prospective member—within 30 seconds he/she will be able to do a Rotary health check of your district.

This month we have included the district website addresses of the 14 districts in Zone 10A. Take a look at what other districts are doing. Share information and keep connected by providing links to other district websites in Zone 10A on your own websites.



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; Dis-
trict 9150 (i.e. Cameroon, Chad,
DR Congo, Congo
Republic, Burundi, Rwanda,
Equatorial Guinea, Sao Tome &
Principe, CAR, Gabon)
- **RIMZC Adotei Brown**
District 9100 Anglophone Coun-
tries (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 com-
prising: Botswana, Mozambique,
South Africa, Swaziland

CLUB ASSESSMENT TOOLS

Planning Guide for Effective Rotary Clubs

Each year Rotary clubs elect one member to serve as club president. A club president leads and guides a club to ensure that it functions effectively. The *Planning Guide for Effective Rotary Clubs* is an **essential and valuable** tool to help clubs assess their current state (in other words—do a “health check”) and establish goals for the coming year. We are advised by the RI Membership and Development Division that by July the publication will be posted on the RI website - possibly in the Members, Running a Club, Download Resources section. This new version will look somewhat different because it is being produced to supplement/accompany the new edition of the *Membership Development Resource Guide* (417-EN). The current version of Club Assessment Tools can be downloaded at http://www.rotary.org/RIdocuments/en_pdf/club_assessment_tools_en.pdf. This is a “must have” for club presidents.

- **25 Minute Club Survey**

This short survey asks club members to list their friends, neighbors, colleagues, and business acquaintances in the community, creating a pool of potential qualified candidates for Rotary membership that the club can use for recruiting purposes.

- **Classification Survey**

This annual survey of club members encourages clubs to strive towards a balanced and diverse membership across all classifications by comparing the local community’s professional makeup to that of the club.

*Please note: Both the **Classification Survey** and the **Membership Diversity Assessment** are currently under review for inclusion in the new edition of the *Membership Development Resource Guide* (417-EN). They have not yet been included in any previous publication of Rotary International, and they have not yet reached a final stage of completion.*

- **Membership Diversity Assessment**

This activity designed for full-club participation encourages awareness of developing a club membership that is truly reflective of the local community’s age, gender, religious, and ethnic composition. It should be used in conjunction with the Classification Survey.

- **Membership Satisfaction Questionnaire**

The Membership Satisfaction Questionnaire is an anonymous survey that asks current members to comment on what they most appreciate about their club as well as what they believe needs improvement.

- **Resigning Member Questionnaire**

The Resigning Member Questionnaire is a short exit interview for resigning members that aids clubs in determining how to prevent member terminations in the future.

- **Retention Model**

The Retention Model is a tool to help clubs calculate their net membership gain (or loss) over a specified time period and determine its source: existing or new members.

- **Termination Profile**

The *Termination Profile* is a club assessment tool that illustrates when (in terms of length of Rotary membership tenure) the majority of a club’s terminations are occurring. Clubs can focus their retention strategies accordingly when they pinpoint the time period(s) in which the majority of terminations take place and establish goals for the coming year. The version included in this workbook asks club members to comment on what they most appreciate about their club as well as can focus their retention strategies accordingly when they pinpoint the time period(s) in which the majority of terminations take place.

MEMBERSHIP IS EVERY ROTARIAN’S RESPONSIBILITY

YES, YES, YES!

Rotarians are

PUTTING ON THE BLITZ



President Wilf invites every Rotarian to take part in the Rotary Blitz

During the first 2 weeks of April every Rotarian from coast to coast is invited to take part in a Zone wide Membership Blitz.

Rotarians are asked to identify someone who could benefit from Rotary, who would be an asset to Rotary and who will thank YOU for inviting them.

Join Us - It's easy, it's fun and it's important !!

Three steps to a successful BLITZ

- 1 Work as a team and discuss possibilities with your fellow members. Make a list of possible prospects: your dentist, lawyer, financial advisor, doctor, coworker, neighbours or spouse.
- 2 Have a supply of "What is Rotary" cards in your wallet to present to prospective Members and invite them to your weekly Rotary breakfast, lunch or dinner during the first two weeks of April - and after.
- 3 Follow up after the meeting, direct them to the Rotary website, keep in touch, show them what Rotary is about and how they can get involved.

More Rotarians, will provide more fun in your club and community, more children an opportunity for an education, more women a chance to become self sufficient, more villages with clean water, more countries a chance for Peace.

Say **YES** to President Wilf

Say **YES** to the Membership Blitz

SHARE Rotary with others during the rest of the Rotary year and always

For more information, suggestions or tools, Visit

<http://www.rotary.org/en/Members/GeneralInformation/MembershipResources/Pages/ridefault.aspx>