

THE MEMBERSHIP ENERGISER

ZONE 10A MEMBERSHIP NEWSLETTER

**2007-2008
Zone 10A Membership
Coordinators & Zone
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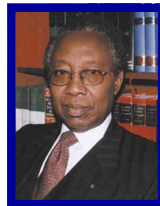
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Introducing the Zone 10A Membership Energiser!

Friends - Greetings !

The decision to introduce a newsletter directed at the issue of membership in Zone 10A is a great idea which will provide a needed tonic to the jaded appetite of Rotarians for extending Rotary in the Zone.



In the light of many unmet needs of the various communities in our continent, Rotary cannot continue to bask in the radiance that a quarter of the countries of the world where the organisation operates are in Africa: 20,000 Rotarians in just 14 Districts are not enough to provide humanitarian services to about the one billion people who inhabit the continent.

The need for membership development and extension is the greatest imperative of our time. The new publication will draw our attention to the fertile areas for membership development, spotlight hurdles to be scaled and propel us to meet and overcome challenges that may debar our progress.

It is to the credit of the publication that the people behind it are our Rotarians of great commitment and dedication.

We are set for exciting and stimulating reading about the growth of Rotary membership in Africa.

Kind regards,

Jonathan Majiyagbe

Past Rotary International President

MEMBERSHIP MOTIVATION FROM RI LEADERSHIP

Friends - Greetings !

I hope that this 'Energiser' will be the agent that will extend our Membership thrust throughout our continent. It coincides with the Renaissance of Africa initiative when heads of state, plutocrats, pop stars and new emerging super powers focus upon 'the forgotten continent'.



As a proud African and Rotarian I wonder what better service can be rendered to our communities than that of Rotary - its integrity, delivery, connectivity and open-handedness. We live the needs of our peoples, we have the opportunities earned and talents given us which we are driven to share. So, may we rally to bring more hands and hearts to the cause by encouraging our fellows to extend membership, touch more lives and bring dignity, hope and joy to those bereft by so many circumstances beyond their control.

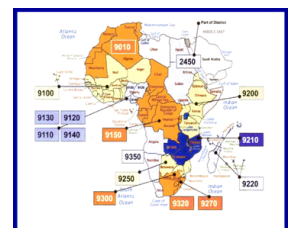
May I ask you to assist by contributing articles, news and coverage of events. This must be a Pan African publication and if it does not carry items of interest and motivation from all of sub-Saharan Africa, it will fail.

Viva Africa - Viva Rotary - Viva Humankind ! And let's share Rotary.

Warm regards,

John Gomes

RI Membership Development and Retention Committee





Share the Magic of Rotary

RI President Wilfrid Wilkinson has launched the new Rotary year as the year to “say yes to Rotary” and the RI theme *Rotary Shares* is a reflection of his commitment to share Rotary with others through service and recruiting new members.

This year the RI President has called on **every** District Governor, Club President and other leaders to “Share the Magic” and bring in at least one new member into Rotary. Membership growth is a priority goal for RI President Wilf and he asks that **every** Rotarian “Share the Magic of Rotary”. “Sharing Rotary does more than strengthen Rotary, it ensures that Rotary continues a second century of service ... Rotary will only be able to continue sharing if it continues to grow . Without new members it will only take Rotary a few decades to disappear. Unfortunately, this is something that we are already seeing among many of the smaller service clubs.”

Effective planning!

As former RRIMC Bev Radue wrote in his monthly bulletin in *Rotary Africa* (September 2006) “Planning is the secret of success!” At district level Governors should by now have appointed a committed and energetic Membership Development Coordinator and District Membership Committee to drive membership in their particular district. Within the first month these committees should meet and provide the Governor with a plan of action to achieve both international and district Membership Development Goals. This committee should also be planning on how to communicate with clubs, when to communicate and how best to extend Rotary within their district. Without enthusiasm there is no growth. This enthusiasm needs to be generated from the district down to encourage “buy in” from clubs.

And at club level, each club, small or large, should have a truly dynamic membership chairman who needs to be enthusiastic, charismatic, organized and dedicated to achieve the goal of growing membership. Depending on the club size there should be a membership committee sufficient in size to carry out membership tasks throughout the year. Growing membership should not be a one-person responsibility. The more capable people that are involved, the better the chances of success. Bringing in quality members will ensure a quality club! Developing a retention plan is essential; there is no point in investing time and energy bringing in new members simply to lose them in the first three years of membership. The key—induct, educate and involve!

Recognition program for smaller clubs

In the past, many clubs have experienced membership challenges and have fallen well below the new club charter requirement of twenty members. 7300 clubs worldwide have less than 20 members and are unable to charter new clubs. This year to “energise” small club growth, the RI President has introduced the *Recognition of Smaller Clubs and Membership Growth* program, which will encourage clubs to examine the issues and challenges facing a club with decreasing membership. Many small clubs are doing outstanding work in their communities but they need the help and encouragement of not only the DG, AG and District Membership team, but also the help of those stronger clubs near to them, to help them grow and strengthen as they strive to receive recognition for increasing membership.

There are three categories which are listed below -

- ◆ 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 2008. All of us need to put our weight behind the Rotary wheel this year to help grow membership, particularly in those **345** small clubs with less than 20 members in Zone 10A.

“If Rotary is to realize its proper destiny, it must be evolutionary at all times, revolutionary on occasion”

Paul Harris

Zone 10A Membership Team



Zone 10A Membership Team:
 Standing RIMZCs Abdulhamid Aboo, Adotei Brown, Patrick Chisanga, Alain Bambara;
 Seated RRIMCs Sam Owori and June Webber

After extensive training in Skokie in February, the Zone 10A Membership Team joins 44 Regional Rotary International Membership Coordinators (RRIMCs), so called membership specialists, supported by 88 intrazone coordinators called Rotary International Zone Coordinators (RIMZCs), who together with District membership Development Coordinators and Club Membership Development officers make up a task force of some 30 000 Rotarians who are motivated and committed to improve membership world-wide!

Their mandate is “to provide a viable, long term strategic approach to promoting membership development by establishing a network of well-trained Rotarians, knowledgeable about membership development strategies and techniques to support districts and clubs in achieving membership development”.

Areas of Responsibility/Goals

At the Zone 10A RRIMC’s training held in Nairobi on 2 April 2007, the allocation of geographic responsibilities was reviewed and consensus reached as to the areas of responsibility allocated to the various member of the Zone 10A membership team, which are as follows -

- **RRIMC Sam F. Owori:**
 District 9200 comprising Eritrea, Ethiopia, Kenya, Tanzania and Uganda.
- **RRIMC June Webber:**
 Districts 9270, 9300, 9320, 9350 comprising Republic of South Africa, Namibia, Angola, Lesotho
- **RIMZC Hamid Aboo:**
 District 9220 comprising 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, Mozambique, South Africa, Swaziland.

REGIONAL GOALS – 2010

As 2010 was viewed as an important benchmark on the continent of Africa, the following regional goals were identified by the Zone 10A Membership team -

- 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.



DIARY DATES

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

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

21 September 2007
 Africa Presidential Conference
 (day 2)

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 Regional goals

STRATEGIES IDENTIFIED TO ACHIEVE THESE GOALS

Changing the mindset !

The first real challenge in the new Rotary year is to change the mindset of many Rotarians to accept the realization that membership is everyone's responsibility. Without members we cannot support the Rotary Foundation, cannot carry out service projects and the many activities of this outstanding organization.

Membership is the key to survival.

- Share Alumni data with clubs so that Rotary Clubs, and especially sponsor clubs, can re-connect with alumni and work to get them to become Rotarians or involved in Rotary activities.
- Promote the formation of Interact and Rotaract Clubs which are strategic "Life Insurance Policies" for Rotary, as Interact feeds into Rotaract Clubs, and Rotaract Clubs feed into Rotary Clubs. This strategy has worked well in D.9200 and should be emulated.
- New clubs should be formed where the community can sustain a viable club, and meeting times should be diversified to suit different categories.
- Classification Surveys should not only be updated regularly, but Rotarians should be urged to fill vacant classifications.
- Rotarians should be urged not only to share Rotary by spreading the word, but they should learn to **Ask** others to join Rotary.
- Each Club should be encouraged to reflect the diversity in their Community.
- Retention is critical. There is little purpose in recruiting if there is continuous leakage. Clubs must strive to retain members even as they recruit others.
- Promote the image of Rotary through "hands on service activities" to raise the organization's appeal to the public.
- Establish and strengthen contact with District Governors and District Membership chair persons; also Public Relations chair persons with a view to enhancing Rotary's public image (Membership and PR run parallel)

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.

Membership figures for Zone 10A

		Starting	Figures	Database	Figures	#	%
		01 July	2006	31 May	2007	Increase/ Decrease	Increase Decrease
District	Zone	# Clubs	#Members	#Clubs	#Members		
9100	10	92	2521	93	2531	10	-0.40%
9110	10	83	1844	82	1734	-110	-5.97%
9120	10	25	496	27	531	35	7.06%
9130	10	30	655	31	729	74	11.30%
9140	10	70	1491	71	1477	-14	-0.94%%
9150	10	55	1257	56	1300	43	3.42%
9200	10	105	2947	107	3000	53	1.80%
9210	10	49	1104	49	1112	8	0.72%
9220	10	49	1253	52	1287	34	2.71%
9250	10	47	843	47	847	4	0.47%
9270	10	47	1044	46	1030	-14	-1.34%
9300	10	48	963	49	965	2	0.21%
9320	10	51	1187	51	1174	-13	-1.10%
9350	10	60	1443	61	1471	28	1.94%

Council of Legislation changes that impact on Rotary Membership

PDG Chris Offer, Past Chair, RI Membership Committee writes -

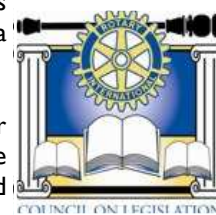
“Ways to bring in new members to Rotary and keep the family of Rotary growing were key themes during the 2007 Council of Legislation in Chicago, where representatives from 530 Rotary districts around the world gathered to discuss and vote on more than 300 items that affect all Rotary clubs.

Proposals to introduce new membership categories of family and corporate memberships did not receive sufficient votes to pass. The provisions for membership were amended to allow clubs to bring in community leaders who have “demonstrated personal involvement in community affairs and a commitment to service and the Object of Rotary.

Rotary e-Clubs got a vote of confidence when a proposed resolution to request that the RI Board consider discontinuing e-clubs failed. Numerous Rotarians argued that e-clubs continue to offer a way to attract younger members and that flexibility for current members who have time constraints or live in remote rural areas.

Now, individuals who have been active in a Rotaract club within the last two years will be exempt from paying an admission fee to join a Rotary club. The Council also passed a resolution to request the RI Board to consider encouraging clubs to welcome Rotary Foundation alumni as guests at club meetings. Foundation Alumni may be inducted into a club, even if their classification is filled.

The minimum attendance was changed from 60% to 50%. Members who are excused attendance will no longer be counted in the club’s attendance. The RI Board is examining weekly meetings. A number of clubs will be invited to participate in a pilot project to experiment with alternatives to weekly meetings. Changes approved by the COL take effect July, 1 2007.”



What is the status of Rotary in Africa?

An extract from a Report on Membership given at the 34TH District Assembly and Conference Praia, Cabo Verde (D9100)– April 2007 by PDG and RIMZC Alain Bambara

“To date, Africa has never constituted a zone of its own. The Africa region has rather been part of another grouping (ANZO, CEEMA, Zone 10). This is the result of our weakness in terms of clubs and members. Zone 10 is made up of two sub-zones:

Zone 10A includes Sub-Sahara Africa

Zone 10B covers Northern Africa, Egypt and Sudan, Southern Portugal; Southern Spain; Greece; the Middle East; Turkey and some countries in Central Asia like Azerbaijan.

However, in the following write-up, by Africa we mean Sub-Sahara Africa.

Africa has 860 million people and only 14 Rotary Districts with little less than 20,000 Rotarians.

Several Districts, particularly in Southern Africa and

Nigeria, have less than 400 members. Over one hundred Rotary clubs have less than 10 members.

The weight of Africa within RI is insignificant and all conclusions of the various African Affairs Committees I served on before and during the year of PRIP Jonathan Majiyagbe, indicated that they had trouble with our low membership. This committee was mandated to make recommendations to RI in respect of the ways and means to bring closer together the services of the RI Secretariat for Rotarians in Africa. Meanwhile, one service of the Secretariat requires a minimum of between 30,000 and 35,000 members in the zone.

However, the good news is that the RI Board of Directors, upon recommendation from RIPE Wilfrid Wilkinson, decided that the Convention in Los Angeles in June 2008 will place emphasis on the future of Rotary in Africa. The ball is now in our court for us to convince the Rotary leadership.”

WHY WE NEED TO GROW ROTARY- BECAUSE WORLDWIDE ,

- 4 billion people survive on \$2 a day
- 600 – 1000 million people suffer from malnutrition
- One half of the people in the developing world suffer from disease caused by contaminated water
- 1/6 of the world’s population live in slums
- 880 million adults are illiterate
- 42 million people live with HIV/AIDS

WE NEED MORE HANDS, MORE HANDS TO DO MORE PROJECTS TO CONTINUE ROTARY’S MISSION OF SERVICE



Rotary International ~Core Values

Rotary’s core values represent the guiding principles of the organization’s culture, including what drives members’ priorities and how they truly act. Values are also increasingly important in a Rotary club’s strategic planning with membership growth as its highest priority. Values drive the intent and direction of the club’s and the organization’s leaders.

◆ Service

We believe that our service activities and programs bring about greater world understanding and peace. Service is a major element of our mission. Through the planning and action of individual clubs we create a culture of service throughout our organization providing unparalleled satisfaction for those who serve.

◆ Fellowship

We believe that individual efforts turn to individual needs, but combined efforts serve mankind. The power of combined efforts knows no limitation, multiplies resources and broadens our lives and perspectives. Fellowship leads to tolerance and the transcending of national and other boundaries.

◆ Diversity

We believe Rotary unifies all people internationally behind the ideal of service. We encourage diversity of vocations within our membership and activities and service work. A club that reflects its business and professional community is a club with a key to its future.

◆ Integrity

We are committed to and expect accountability from our leaders and fellow members, both in the results of our efforts and in the processes we use to accomplish our goals. We adhere to high ethical and professional standards in our work and personal relationships. We are fair and respectful in our interactions, and we conscientiously steward the resources entrusted to us.

◆ Leadership

Rotary is a global fellowship of individuals who are leaders in their fields of endeavor. We believe in the importance of leadership development and in leadership as a quality of its members. As Rotarians we are leaders in implementing our Core Values.

All of these Core Values are reflected in the Four Way Test, which we use in our daily lives. It has been an inspiration to foster and support the application of the ideal of service for the development and maintenance of high ethical standards in human relations.

Of the things we think, say, or do . . .

**Is it the Truth?
Is it Fair to all concerned?
Will it build Goodwill and better Friendships?
Will it be Beneficial to all concerned?**

STRATEGIES FOR MEMBERSHIP RECRUITMENT

- ◆ Have a clear Club membership goal and plan for achieving for achieving it that can be communicated to each Club member.
- ◆ Hold a Club Assembly to discuss sources of new members.
- ◆ Conduct information sessions in which Club members explain the benefits and responsibilities of membership to potential members.
- ◆ Bring in Rotarians who represent the diversity of your community (egg different professions, ages, gender, ethnicities). Establish a peer group for these new members by inviting them to join the Club in groups of three.
- ◆ Click on Membership at www.rotary.org to find successful strategies that other Clubs have used.
- ◆ Use your Community Service projects to identify and invite potential members. (Such projects are also essential in developing effective public relations and enhancing the image of Rotary in your community.
- ◆ Become acquainted with new business and community leaders.
- ◆ Make it a point to present new members. Recognise the presenter in your Club's bulletin or at the weekly meeting.
- ◆ Lead by example. Encourage Club Leaders, particularly those responsible for membership, to bring one new member during the first month of the Rotary year.
- ◆ Invite spouses, partners and family members of Rotarians in your Club to be members

STRATEGIES FOR MEMBERSHIP RETENTION

- ◆ Invite every Rotarian to become personally involved in Club projects and activities.
- ◆ Encourage Club-wide participation in Community Service and Rotary Foundation programs.
- ◆ Conduct weekly programs that are relevant and meaningful to members.
- ◆ Explain to members how projects are relevant and effective.
- ◆ Use surveys such as Membership Satisfaction Questionnaire to identify what is important to your membership and give a voice to every Rotarian in your Club.
- ◆ Conduct a minimum of four Club programs per year that address issues to continuing education.
- ◆ Take part in multi-Club meetings for the purpose of addressing continuing education.
- ◆ Participate in District meetings and events.
- ◆ Encourage Rotarians to read items related to continuing education, such as the Governor's Monthly Letter and Rotary magazines.
- ◆ Offer to temporarily waive fees of members who have encountered financial difficulties.
- ◆ Include membership items in your Club bulletin.

Please share your good news stories like that of Helderberg Sunrise RC with us. Send contributions to RRIMC June Webber—e-mail corpcon@global.co.za.

A charter success story!

Helderberg Sunrise RC received their Charter on 6 June 2006. They had 31 Charter members. Over the next 12 months they have increased their membership to 46. How has this been achieved? To ensure that every member in the club was involved in membership development/recruitment, Charter President Casper Kruger devised a scheme whereby on every member's badge was a red strip. Members were then told that a replacement badge without the red strip would be given to any member who introduced a successful candidate for membership of the club. Members are constantly reminded of the importance of having no red strip on their badge and the success of this innovative idea, is provided by a membership increase in excess of 40% over a period of 12 months. Bravo Helderberg Sunrise in District 9350!

Helderberg Sunrise
D9350

