



MEMBERSHIP MAGIC

INSIDE THIS ISSUE:

<i>Just The Right Size—& Retake!</i>	2
<i>The Marketing Link to our Image</i>	3
<i>Rotary Growing in Zone 8A</i>	3
<i>Average Club Sizes in Zone 8A</i>	4
<i>Two Up! Timetable</i>	4
<i>Membership Figures at 30 June</i>	4

Working With Rotarians in:

- Australian Capital Territory
- New South Wales
- South Australia
- Victoria
- Tasmania

Your Team in 2006/07 is:

PDG Jenny Coburn

Regional Coordinator

Email: bph@bigpond.net.au
9690, 9700, 9710, 9750

PDG Cathy Roth

Zone Coordinator

Email: cathy.roth@bigpond.com
9790, 9800, 9820, 9830

PDG Terry Grant

Zone Coordinator

Email: tjgrant@ozemail.com.au
9680, 9780 and 9810

OUR CLUB IS THE IDEAL SIZE

BY PDG CHRIS OFFER

CHAIR—RI MEMBERSHIP DEVELOPMENT & RETENTION COMMITTEE

I often hear “our club is the ideal size.” Alas, this often means that the club is apathetic about membership growth and they mean we don’t want any outsiders to join us.

There is no ideal club size. In fact, most of us, whether our own club’s membership is 30 or 100, are sure that our club is the ideal size. Rotarians seem to prefer the status quo to the unfamiliar, even if something different might be better. Their reluctance to recruiting new members and resistance to helping their club grow is a significant obstacle to the growth of Rotary.

Perhaps what is most distressing is the Rotarian who opposes membership development in their own club, and impedes the formation of a new club. Perhaps some Rotarians are not interested in membership development because an influx of keen, energetic members bringing new life, new views, new interests, pose a challenge to what is now a comfortable place to sit at Rotary meetings.

The average size of a Rotary club worldwide is 38.5 members. In Australia the average club size is 29 members and in New Zealand, the average size is 40 members. The country with the highest average club size is Italy with 56 members. The USA has an average of 49 members.

Worldwide, 159 Rotary clubs have more than 200 members. Of the clubs of this

size, 136 are in the USA. Five clubs, all in the USA, have more than 500 members each. They are San Antonio, 695; Seattle, 678; Fort Worth, 569; San Diego, 543; and Birmingham, 550. There is one large club in Australia, Melbourne with 249 members. The members of these clubs feel that their club is the right size.

While the USA has the largest clubs, cities in other countries claim the greatest number of clubs. Seoul, leads with 159 Rotary clubs and a membership topping 4,500. Tokyo has 138 clubs with more than 9,000 Rotarians and in Taipei there are 107 clubs.

We do know that when a club is under 20 members it has difficulty operating effectively, finding a club president each year and filling all committee positions. Almost 25% of the Rotary clubs in the world could not charter because they have less than 20 members. There are more than 800 clubs with less than 10 members. The challenges of a small club are that they do not represent the classifications in their community, the types of service projects they can undertake are limited, and they frequently convey a poor image of Rotary to speakers and visitors. There is membership ‘burn out’ as all members must do every task.

Clubs under 20 members need special attention from the District Membership committee, the AG and the DG. One strategy is to ap-



point a special representative of the Governor to advise and steer the club in ways to increase their membership. This Rotarian needs to be diplomatic but candid with the club. Clubs must be told where change is needed in their meeting venue, leadership style, attitude to club fellowship and service projects.

A re-chartering celebration when the club meets their goal of 20 or 25 members can serve as an incentive to the members. The Governor can re-present the clubs charter or create a district phoenix award.

The solution for some small clubs is to amalgamate with another club. This may be the best strategy to keep the members in Rotary.

Clubs should never restrict membership growth. Rotary needs a quantity of quality members. A Rotary club is “the right size” when every person who is qualified for membership in the community has been invited to join Rotary. More members mean more hands to do more service. More members mean more support for The Rotary Foundation. More members mean new ideas, more enthusiasm and support for Rotary projects. My club is not the right size – yet!

RI Membership Zone Coordinator Cathy Roth asks us to consider the future of a club that is “Just The Right Size”.

JUST THE RIGHT SIZE

“My club is just the right size. We have forty members and all get on well together, especially the partners. We work really well together too, and the projects we have utilize us all pretty well. None of us is over the hill—we are all fiftyish and still have plenty of energy. If you were to ask me, there is absolutely no point bringing new members in. In fact, I am really sick and tired of the continual push for new members. Why don’t they just leave us alone to get on with the job!”

Fast Forward Thirty Years...

Of course, it was unfortunate that Bob, Thea and Phil transferred that very next year. Who would have expected Joe to have that massive heart attack, a year or so later. Luckily he survived, but his wife said: “No more Rotary for you!” It was surprising to see the attendance figures for Jill and David start to go down. They seemed happy enough. When the Board tackled them on it, they both said they were “too busy now for Rotary.” Somehow it wasn’t the same any more without David’s wicked sense of humour. His close mates, Dan and Mike called it quits not long after, and Anna found the juggling of work, home and Rotary too hard. She said she would come back when the kids were older, but never did. Maybe she could have been followed up, but everyone thought someone else would do that.

A membership drive **was** tried. Several “young bucks” came along to a meeting but didn’t seem to understand the important bits like toasting the Queen, and staying back and having a drink after the meeting. They said we should have more fun, and drop a whole stack of “useless” formality. They said that Rotary had to move with the times. Well, our club has existed for thirty-five years without them, and we don’t need their radical thinking!

The club has six members now. The average age is the late seventies. Sadly, the disabled childrens playground project never happened, and nor did the scented garden at the Hostel for the Blind, the Environmental Centre at the Primary School and the Careers Nights no longer happen. So much that should be done never will be, because in another couple of years, the Rotary Club will be no more.

“Of course, this wouldn’t happen to us—we are just the right size.”

JUST THE RIGHT SIZE RETAKE

“My club is just the right size. We have forty members and all get on well together, especially the partners. We work really well together too, and the projects we have utilize us pretty well. None of us is over the hill—we are all fiftyish and still have plenty of energy. Some people say there is absolutely no point in new members—but I disagree. In fact, I reckon we need to have a continual push for new members—that way we can get on with the job.”

Fast Forward Thirty Years ...

When we knew that Bob, Thea and Phil were about to be transferred, we asked them to recommend someone with their classification to take their place. It was easy to do, and kept our numbers up. Joe’s heart attack gave us all a shock, and we realized that had to have some new, younger members in the club to help us with the heavier projects. Jill and David did a great job of involving all the club members in identifying new members, and we inducted six in one session. They have become a real force in the club now and are all great friends. Dan and Mike have been terrific mentors for the group too. And Anna is so pleased to have other members of her age, even though it was tough there for a while for her, juggling the family, work and Rotary—and being able to bring her children to meetings was a great help.

Yes, there have been some changes with these “young bucks”. They do not let us rest on our laurels and are always looking out for good, new members. Every year, it is “Time for Two Up!” or “Club In A Club” now! Also, we hear “No complacency now!!” There is much more laughter and a lot more in the way of projects, and some gentle ribbing at club meetings—but we still know when a bit of dignity is needed. It was good after thirty-five years to have a bit of radical thinking—it was like a shot of adrenalin and was just what the club needed!!

The club now has sixty-seven members. The average age is in the late forties. Recently, the Council gave the club an award for the playground for disabled kids. The Scented Garden at the Hostel for the Blind has been a big hit, as has the Environmental Centre at the Primary School. The Careers Nights have expanded to three schools now.

So much has been done, because we are always determined to be a vibrant, dynamic club taking charge of its destiny.

“It seems to me that no matter what size the club is, we are always just the right size.”

“We all need to be conscious of the size of our Club. Is your club the right size?”

THE MARKETING LINK TO OUR IMAGE BY JENNIFER COBURN

What an amazing opportunity that clubs throughout the world have been provided with. It is not very often, that we in Rotary are provided with the opportunity to apply for funds specifically for our Promotion.

The Public Relations Grant is one such initiative of Rotary. If you haven't looked at this as a sensational opportunity to develop your club image in a positive manner.

Approval examples provided include:

- Billboards
- Newspaper / Magazine Supplements
- Radio & TV
- Outdoor Placements

is important to remember, however that the following are not included:

Construction Projects and Internal Rotary Club events.

The new and effective 'Pull Up Banners' look fantastic—perhaps this is something you could consider reviewing. What about the opportunity for 'Billboards' in your community—WOW!!!

Let's go and promote Rotary and your club / District to the max.

For further information—contact your District Public Image Chair or contact PDG Bob Aitken at RDU who is most enthusiastic about Clubs and Districts being

proactive in this area.

With grants of up to \$US3,000 per club available—perhaps clubs can consider working together. Consult your Governor for more information.

Remember, they close on 31 October with RI.

Decision letters will be emailed to applicants by 17 November, and

PR Grant projects must be implemented by no later than 1 June, 2007.

GOOD LUCK!

UPCOMING EDITIONS—WATCH OUT FOR...

- Rotary Alumni
- A Membership Chairs Perspective
- Club Membership Meetings - What Works?
- New Members Information Functions
- Involving New Members—the Key role of a Mentor
- Club Leadership Plan—Its impact on Membership!
- The Thoughts of RI Director Ian Riseley on Membership.
- More success stories...

2.56% MEMBERSHIP GROWTH WORLDWIDE BY JENNIFER COBURN

Rotary membership worldwide increased by 2.56% in 2005/2006—a fantastic result!

Yes – **INCREASED by 2.56%!**

I have been amazed and astonished to find that at least 70% of Rotarians in all forums I have spoken with have the perception that the membership of Rotary International worldwide is declining.

I have asked a simple question both at clubs and other forums throughout Zone 8A which goes as follows:

“If I asked you to tell me if Rotary International membership in the 12 month

period from July 2005 to June 2006:

- *Decreased by 0 to 1%*
- *Decreased by 1 to 2%*
- *Decreased by greater than 2%*
- *Increased by 0 to 1%*
- *Increased by 1% to 2%*
- *Increased by greater than 2%*

What do you think?

I then asked for a show of hands in each of the categories from a) to f). A show of hands on every single occasion has resulted in just one or two people only responding correctly with the majority – always being at least 70% with the view that membership had declined over the previous year.

And in Zone 8A—yes that's us—our clubs have contributed to an increase in membership in the past year of 139 members !

Congratulations—we are on the move upwards here in our Districts and Zone 8A.

So let us take note – **OUR STORY IS A POSITIVE ONE!**

Spread the word and invite more people to share in the great successes of Rotary and **ensure everyone knows about Rotary membership growth – most of all – OUR OWN MEMBERS!**

“And in Zone 8A—yes that's us! - our clubs have contributed to an increase in Membership in the past year of 139 members.”

“Rotary Membership worldwide increased by 2.56% in 2005/2006—a fantastic result!”

PDG Jennifer Coburn
P O Box 45
Surrey Hills Vic 3127
Australia

Phone: Business: 61 3 9830 7711
Mobile: 0407 689 777
Fax: 61 3 9836 7458
E-mail: bph@bigpond.net.au

Recruitment!
Retention!
Extension!

Official Membership Figures

At 30 June, 2006

D9680 67 clubs 2013 Rtms
D9690 36 clubs 1011 Rtms
D9700 42 clubs 1184 Rtms
D9710 48 clubs 1492 Rtms
D9750 55 clubs 1654 Rtms
D9780 61 clubs 2205 Rtms
D9790 60 clubs 1823 Rtms
D9800 70 clubs 2835 Rtms
D9810 51 clubs 1411 Rtms
D9820 51 clubs 1556 Rtms
D9830 49 clubs 1467 Rtms

Total Zone 8A

Clubs

At 1 July 2005= 593
30 June 2006= 590

Membership

At 1 July 2005 = 18,512
At 30 June 2006 = 18,651

CLUB SIZES –THROUGHOUT ZONE 8A HOW DOES YOUR DISTRICT COMPARE?

District	Members	Clubs	Average Size
9680	2,013	67	30.04
9690	1,011	36	28.08
9700	1,184	42	28.19
9710	1,492	48	31.08
9750	1,654	55	30.07
9780	2,205	61	36.14
9790	1,823	60	30.38
9800	2,835	70	40.50
9810	1,411	51	27.66
9820	1,556	51	30.50
9830	1,467	49	29.93
New Zealand Combined 6 Districts	10,333	267	38.70

FURTHER MEMBERSHIP MATTERS.....

New Club Happenings

District 9750 Sydney
The Oakes
Special Representative—PDG
John Lee
Sponsor Club—RC Camden
Contact:
Email:
jondilee@bigpond.net.au
Tel: 0403 498 092

Rotary Club of Macquarie Park Chartered

Congratulations to the Rotary Club of Macquarie Park chartered this year. District 9680 Extension Chair—PDG Greg Muldoon is pleased to announce the charter after an extensive year during 2005/06 of establishing the club. Well done to all involved.

Are you looking for a speaker on Membership?

Your Team in Zone 8A are happy to work with your District to visit clubs in your area and speak on the lat-



est ideas and aspects of Membership. Recently, I attended the Rotary Club of Belmont in District 9780 and spoke to the club on the 'Aspects of Younger Generations'. It was especially pleasing to see representatives of so many clubs present.

If you would like us to visit your District, please contact us:

Jenny Coburn (RRIMC)
—0407 689 777
Cathy Roth (RIMZC)
- 0418 593 556
Terry Grant (RIMZC)
- 0412 111 499

The World Figures:

Total Membership:
1 July 2005
1,192,286
30 June 2006
1,222,788
Increase = 30,502
% Increase = 2.56%

Two Up! Timetable:

Week 1 to 4

- Meet with Membership C'tee, share plan & gain acceptance
- Conduct training program with Memb'p C'tee. Develop listing of potential questions
- Establish classification listing
- Prepare Information Packs

- Establish classification listing
- Prepare Information Packs

Weeks 5 to 6

- Launch program with club members
- Divide club into twos and publish groupings in Club Bulletin.
- Pairs select classification.
- Pres/Memb'p Chair speak to club on Two Up!