

THINGS YOU CAN CUT AND PASTE FOR YOUR DISTRICT NEWSLETTER, some for fun, and some for whatever.

Value of older members:

- Many joined while they were young and they are still finding value in their membership after all these years---THERE IS NO BETTER TESTIMONIAL
 - Many have the best connections to the business community than anyone in the city.
 - Most like to mentor younger business and professional people.
 - They have time to help.
 - Many have financial resources to be help too.
 - THEY NEED TO BE ASKED TO HELP.
 - Get to know them better, you will astounded by their past.
- For many Rotary is a social outlet and fulfills a real need in their lives. Appreciate them!

If Barbie is so popular, why do you have to buy her friends?

Answers for those who express money is a reason for not joining or leaving Rotary.

You are eating somewhere (take the normal cost of the meal out of the cost to be part of Rotary)

Many clubs have a non-eater price.

Even though you bill dues yearly, semi-annually, quarterly, or even monthly, don't express your cost in those terms but in a weekly cost. It's much easier for them to equate.

An example below.

RI and district dues are probably around \$100 or a little more. Divide it by 50 business weeks in a year and it's only \$2+ a week. Very affordable! Add in your club dues to

get more of a true cost. Even take the difference in a “normal” meal and your meal at your meetings. You have all the prices to express the “true cost” of Rotary.

I would suggest that if that number whatever your cost is or \$15 or less is too much they may not be a good prospect for Rotary.

Some existing member may be on fixed income and may struggle. In these cases your club might have to be creative in offering a solution that works for them. We don't want to have a long time member lost due to costs.

Benefits of Rotary often not expressed to those who are seeking to become a qualified member

The education value of great speakers.

The opportunities for people interested in advancing into a leadership role to have Leadership positions in their Rotary Club. And, to have the great leaders within the club mentor them.

The great instant connections when visiting or doing business outside your community or the US.

Half the people you know are below average.

Great training/info from RI webinars when you want them:

examples:

Social media to promote your club or district

New Generation

Meet John Hewko, General Secretary

Developing a website

Closing the back door on membership retention

Maximize your service projects

District grants best practices

others

<http://www.rotary.org/en/MediaAndNews/Multimedia/webinars/Pages/ridefault.aspx>

MORE FROM THE AUSTRALIANS

[Pieta VanDyke](#) •On another discussion thread there is a post from the Crawley (Australia) club. They have established corporate funding to offset the membership costs of younger members. This seems to have worked, and they have a 20 something member who took on a project that raised \$150,000 (!!!!!) and their incoming prez. is a 21 year old...!

OK, so what's the speed of dark?

Budget and Planning:

Have you **DGEs** put money in your budget for the Multi District Training Institute on August 4th 2012 in Round Rock?

Plan on sending your district leadership chairs of membership, training, PR, and your Foundation team. If the chairs follow them are known send them too.

Oh yes, don't forget to budget for the DG following you and the one after that.

THIS IS AN IMPORTANT TRAINING AND NETWORKING MEETING.

This is the committee chair's "GETS", "PET" or whatever you want to label it.

It's the only time these lane chairs will gather as a group. They will be able to connect and share useful ideas.



Let your Rotary Coordinator team be of help:

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Also, let me know if this type of info is helpful to you.

Thanks,

Barry