

ONE OF OUR OWN:

Ron D. Burton is the President Nominee



RI President Kalyan Banerjee officially declared Ron D. Burton the Rotary International president-nominee on 1 October. There were no challenging candidates.

The Nominating Committee for President of Rotary International in 2013-14 selected Burton, a member of the Rotary Club of Norman, Oklahoma, USA, in August. He will be formally elected at the 2012 RI Convention in Bangkok, Thailand.

DISTRICT MEMBERSHIP BAROMETER

as of 5 October 2011

district	clubs	members	women	
5730	51	1852	416	22%
5750	38	2041	472	23%
5770	34	1328	360	27%
5790	63	2911	664	23%
5810	68	2871	620	22%
5840	56	2571	640	25%
5870	66	2809	699	25%
5890	63	2835	725	26%
5910	41	2361	575	24%

5930 56 1939 520 27%

October is Vocational Service Month. Encourage your club to dedicate at least one meeting to discussing vocational service, and to plan related activities throughout the year. Find ideas in the [Vocational Service Month flier](#).

Now is also a great time for clubs to begin working toward the 2011-12 Changemaker Award. To qualify, clubs must complete activities in each of the five Avenues of Service. Vocational service options include:

- Conduct a program to recognize high ethical standards and public values in the community.
- Organize at least one professional networking event in which club members can meet other local professionals and introduce them to Rotary.
- Sponsor a career day in which club members bring young people to their places of business to inform them about career opportunities.

See the [2011-12 Changemaker Award brochure](#) for details.

BE READY FOR MEMBERSHIP TO TAKE A HIGHER PRIORITY

The Board of Directors is working on a program for membership to be even a larger focus as we move forth in the next couple of years. A select group of leaders will be meeting to discuss plans and direction. More to come once the Board has decided on the path.

Webinar:

Are you interested in increasing the effectiveness of your service projects? Interested in joining or partnering with a Rotarian Action Group (RAG)? Not sure what a RAG even is?

Join us for a free, 60-minute webinar to learn how Rotarian Action Groups help Rotary clubs and districts around the world maximize their service projects. We'll be hearing from two speakers who will share their experiences in carrying out effective international service through collaboration with RAGs.

Marion Bunch, District 6900, is the CEO of Rotarians for Fighting AIDS (RFFA), a RAG that uses advocacy and education to improve the lives of orphans and vulnerable children affected by HIV and AIDS in Africa and around the world.

Patricia Fiske, District 5450, has helped lead multiple projects with the World Health Fairs RAG to boost health awareness and medical access to rural villagers in YunNan Province, China.

Register today to attend our first RAG webinar and learn about how your club and district can benefit by partnering with a RAG. The webinars are offered over three time slots in both Spanish and English for our international Rotary community.

Work with Rotarian Action Groups to Maximize your Service Projects (Note: the following sessions are in English)

- Option 1: Tuesday, 8 November [10:00 AM - 11:00 AM CDT](#)
- Option 2: Tuesday, 8 November [18:00 PM – 19:00 PM CDT](#)

Make sure you DGE and DGN have August 4, 2012 on your calendar for the Multi District Training Institute.

This is for your District leaders: Membership, Foundation, Public Image, and Training.

Also, it's a time for the 2013-2014 DGs to meet with Director Andy Smallwood.

Budget this for your leadership team and be there.

SEE ALL OF YOU AT THE ZONE INSTITUTE: TO SEE WHO'S REGISTERED OR IF YOU HAVEN'T REGISTERED GO TO:
[HTTP://WWW.ROTARYZONES21B27.ORG/INSTITUTE1/INDEX.HTML](http://www.rotaryzones21b27.org/institute1/index.html)

**I just finished reading a newsletter from my friend and fellow Rotary Coordinator and found it to be so useful that I've copied parts and am sharing them with you. Please take the time to read these as they can be very useful. Also share with your Leadership team.
Thanks.**

“HOPE is not a strategy! ”

**Article by PDG Noel Trevaskis Rotary Coordinator,
Chairman Australian Rotary Health**

It is always interesting when I visit clubs and ask them about their membership and club strategy along with other things. Would you be surprised that a lot of clubs tell me that they hope to increase their membership? They hope to increase their fundraising, etc.

Clubs are preparing to get ready to elect their leaders of the future; they will be hoping that they elect the right people for the leadership roles in their club. Hope is not a strategy.

For clubs to be successful they need to have good strategies in place. Successful Clubs know what they are trying to achieve and how they are going to achieve it, they have plans. They know what the problems are and how they are going to solve them. They concentrate on solutions, they don't focus on problems.

What does a club have to do to be successful? Value their members, fulfil their need. Put members into roles where they will be satisfied making them feel worthwhile and that they are a big part of the club. People need to know that what they are doing in a

club is appreciated, they should be acknowledged for their efforts. Successful clubs always want to achieve success; in fact they expect to be successful. They always want to do more and are always improving and wanting to improve they are not satisfied with where they are now. They are focussed on the future. They talk about progress not change!

A club that is a successful club is a progressive club not a hopeful club, they develop their members. They have all their members involved in the club. They look forward to the future; they don't hope to have a good future, they have solutions and plans they don't just hope. Successful clubs know that hope is not a strategy.

RI President promotes technology

Want to attract young professionals to your club? Go online!

As far as young people are concerned, “a club that doesn't have a presence on the Internet simply doesn't exist,” says RI President Kalyan Banerjee. “A club's website is its public face — and it has to be a good one.”

Keep your club website updated, and take advantage of social networks like Facebook and Twitter to reach out to young men and women.

“The Rotary Club of Kununurra's membership success.”

Article provided by Jerry Pilcher RC of Kununurra, Australia D9450

Kununurra is a town of 6000 people. The Club had been an active Club with membership around 35 but by January 2009 we only had 8 active members.

- With low attendance it became embarrassing to invite new members to meetings that were not interesting.

- Taking on a board position in a small inactive club was a chore.

- A quick succession of Presidents leaving midterm meant no stability in the club.

- We had no structured membership program or Public Relations strategy in place.

Our first meeting in February 2009 saw the same six at the table again.

I shared with those men an idea of creating interest meetings to encourage groups of people to join our Rotary Club.

To put up their hand to help me! We had nothing to lose, with \$40,000 in the bank let's spend a small portion wisely to attract new member's men and women as we had been a men only club.

We had a simple strategic plan that we put into action. We used the local phone book and created a spread sheet with the names of all businesses and government departments, with their phone number and postal address. Then we set about finding who was the manager, head of department, owner or second in charge of the organization.

We did not assume we knew who would make a good Rotarian. If they were good people and in business they were on our list of people to invite to our interest meeting, we discovered we had 250 people to invite to learn about Rotary.

The interest meeting was held six weeks after we had finalised the invitees. We ran a weekly quarter page advertisement in the local newspaper, ordered promotional banners & flags and get some new Rotary Shirts. These measures raised awareness of our club before the invites went out.

Personal invitations on Rotary stationery and the pamphlet Rotary Basics were posted to people that we had identified as potential Rotarians two weeks prior to the interest meeting. We phoned every invitee four days after the invitations were sent out asking them to attend the interest meeting reiterating that we were not asking them to be a member just to learn about Rotary.

On the night of the meeting the MC kept the meeting moving along. The club provided everyone with a drink and finger food.

- Colin Thornily spoke on the International Structure of Rotary.

- One member spoke on projects the local club is involved in.

- Another spoke on how the local club functions.

- Kara Lipscombe a Youth Exchange student presented on her Rotary Youth Exchange experiences in Japan. Karas presentation was the decider for many new members.

At the first meeting we had 46 people attend and from that we signed up 16. We had only signed 16 people from 250 invites BUT we had doubled the size of our club, and now the club could serve the community. Another interest meeting was organised to cater for those who couldn't attend the first night. 35 guests attended and 6 became Rotarians.

On 2nd May 2009 we inducted 14 new members, and we increased our membership to 40 in the space of 3 months.

The Ord River Diversion Dam with Lake Kununurra. View looking southward

The interest meeting also has a bonus in that even though only 80 people showed up for the meetings 250 people now had Rotary information, creating awareness about Rotary in the community.

Advice to you if your club is in need of reinvigorating.

- 1 · Invest in Public Relations, advertise and tell people your story.

- 2 · Adopt the interest meeting concept, but only in conjunction with a whole of club change in direction, a set structured plan and willing helpers.
- 3 · You have to ask people to join, they will not walk in the door.
- 4 · Your clubs membership is low for a reason, unsuitable people for Rotary in your area is not the reason.
- 5 · If your attendance is low and meetings boring your club needs to act now.
- 6 · Seek to reduce your average age of the club by attracting 10 - 15 members below 45 in one go, these people are out there and are waiting to be asked.
- 7 · Actively seek and involve Non Rotarians in your programs and fundraising, this is a good avenue for new members. Make a rule that RYE students stay with non Rotarians; you will get new young members.
- 8 · Create a feeling of honor and prestige for people taking on board positions.
- 9 · Do not think you know what makes a good Rotarian, you will be surprised who will become active members.
- 10 · Make sure you have good meals and an interesting guest speaker at every meeting.

"Harmonizing the New Strategic Plan- The challenge for Rotary"

By RC Nick Phillips, Zone 20A South Australia

Throughout the Rotary world the concept of healthy, well balanced, Rotary clubs leading to, what President Kalyan Banerjee describes as, the 'greening' of our organization is occupying our minds.

In southern Africa we have taken this concept to clubs, districts and regional meetings in simple and understandable terms wrapped up in a little homespun African philosophy.

'Like the African concept of the three-legged cooking pot, the idea behind the three pillars of the New Strategic Plan is simple and straight forward. The cooking pot always stands firm and strong regardless of how uneven the ground.'

With this in mind we ask three questions that focus us on the core meaning of the strategy – Do you agree that your club has a greater chance of success if it is strong? Do you agree that your club has a greater chance of success if it is involved in significant humanitarian service?

Do you agree that your club has a greater chance of success if people know and respect you for what you achieve?

These questions offer no negative responses ...

So that's the new strategic plan.

‡support and strengthen clubs,‡focus and increase humanitarian service,‡enhance public image and awareness.

[Please invite your area coordinator to you District events. If we can help with Planning or Presenting let us know.](#)

[I believe we have maked presentations in every district so you know our value.](#)

[You have upcoming assemblies, conferences, and other district needs. Let us help.](#)

[Thanks.](#)

Your Rotary Coordinator Team:

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