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"THE POWER OF ONE"

Article by PDG John Prendergast, Zone 7B Rotary Coordinator

Are we overcomplicating our approach to growing and strengthening Rotary's membership?



My inbox seems to get assailed on a daily basis – sometimes it feels like on an hourly basis - with email messages either exhorting us to greater efforts re membership, or providing us with a seemingly ever-increasing suite of resources that can help us grow our numbers.

We can and should use these resources and the assistance of the people within Rotary charged with leading our membership building; because it's all good stuff, developed by well-intentioned Rotarians and Rotary International staffers.

But at the same time we shouldn't forget what really is the simplest way of increasing our membership – individual Rotarians asking somebody to join.

Not rocket science, is it? But it can get us to our membership moon.

And the good news is that any and every Rotarian can do this.

You can do that.

Not only some other Rotarian. Not only a membership expert at Rotary HQ in Evanston USA. You.

The most powerful membership resource we have is our current membership. And within that the most powerful resources are individual members – because if you decide to take that simple step of asking somebody else to join, you're ensuring your own succession.

The power of one. The power of one Rotarian, multiplied 1.2 million times, can sort our membership challenges just like that.

As Past District Governor Howard Tong from D9940 used to say, "Get Off Your Ask".

"SAM OWORI IS SELECTED"

RI Website Aug 2016, by Sallyann Price

The 2016-17 Nominating Committee for President of Rotary International has unanimously nominated Samuel Frobisher Owori, of the [Rotary Club of Kampala](#), Uganda, to be the president of RI in 2018-19. He will be declared the president-nominee on 1 October if no challenging candidates have been suggested.



Owori says he sees in Rotary "an incredible passion to make a difference."

Owori's chief concerns as a Rotary leader are membership and extension. Since he served as district governor, the number of clubs in Uganda has swelled from nine to 89. He urges past, present, and future leaders to work together to engage more women, youth program participants, alumni, and community members to increase Rotary's membership in the coming years.

"There are many places which need Rotary and numerous potential members who have never been invited," he says. "The problem is Rotarians who got in and closed the doors."

"UPCOMING MEMBERSHIP WEBINARS FOR 2016-17"

Article by PDG Jessie Harman, Project Lead, Regional Membership Plan

Learn more about the ways you can strengthen Rotary by participating in these membership focused webinars. Hear how other clubs have adopted new club structures, increased membership, raised diversity, enhanced member satisfaction and raised the profile of Rotary in their communities. And understand more about the resources available to support you in your efforts to strengthen Rotary.



Each webinar features guest panellists with direct experience, as well as a host of useful ideas and tips for Rotarians. Webinars last forty minutes, and are recorded for wider distribution. No special software is required to participate in a webinar; you simply need to register via the link provided.

UPCOMING WEBINARS

Considering corporate membership?

Monday 26 September 2016, 5.15 pm (AEST)

Register: <https://attendee.gotowebinar.com/register/3940989799813652228>

Focusing on retention: Strategies to enhance member satisfaction

Tuesday, 22 November 2016, 8.15 am (AEST)

Register: <https://attendee.gotowebinar.com/register/3308538616889128707>

RI Director's Update, RI Director Noel Trevaskis

Thursday 8 December 2016, 5.00 pm (AEST)

Monday 12 December 2016, 8.15 am (AEST)

Register: <https://attendee.gotowebinar.com/rt/1913432084078720513>



Attracting the next generation of Rotarians: Re-connecting with Rotary alumni

Wednesday 22 February, 2017, 5.00 pm (AEST)

Register: <https://attendee.gotowebinar.com/register/86569325273197058>

Using technology to strengthen Rotary: online meetings, e-clubs and other things

Thursday, 27 April 2017, 5.00 pm (AEST)

Register: <https://attendee.gotowebinar.com/register/5922169015578240003>

Telling our story: Communicating about Rotary in the community

Wednesday 24 May 2017, 8.15 am (AEST)

Register: <https://attendee.gotowebinar.com/register/1455062179133675523>

Trends in volunteering: Opportunities for membership and your club

Monday 5 June 2016, 5.00 pm (AEST)

Register: <https://attendee.gotowebinar.com/register/4753329881136224258>

More information; contact Jessie Harman at j.harman@gmail.com

"HELP HATS HELP HEADS"

Friday October 7 2016 is Hat Day, an initiative of Australian Rotary Health, one of the largest not-for-profit funders of mental health research in Australia.



100% of the money raised during this year's Hat Day campaign goes directly to research helping the one in five Australians affected by depression, anxiety, schizophrenia and many other illnesses.

You can help by simply registering your Hat Day event [here on our website](#). It could be for your company, club, sport team, friends, family – whatever!

Once your Hat Day event page is set up you can share the link and let everyone know how they can help by making an online donation. You'll be able to set a 'Hat's Off' target to reach by October 7 2016 and keep track of the progress whilst you plan for a big celebration on the day.

"SOMETHING TO SMILE ABOUT! D9500 VTT VISITS VANUATU"

Article by PDG Malcolm Lindquist, Zone 8 Rotary Coordinator



Rotary has had a significant influence in Vanuatu including the provision of a mobile dental van and the exchange of a previous 'Vocational Training Team' (VTT) in 2015 providing dental training and assistance in the Port Vila area which now has a well-established dental service.

But the Presbyterian Church of Vanuatu identified the local Ni Van community and associated schools as urgently requiring additional oral hygiene support and dental treatment.

As a result, the group four Rotary clubs in D9500 (RC Elizabeth, Salisbury, Playford, Mawson Lakes) and the Rotaract club of Salisbury, working in conjunction with the RC of Vanuatu Grassroots (D9910), combined their resources to create a Vocational Training Team which travelled to Vanuatu for the period May 1 to 15 of this year.

The team consisted of two dentists Viv Valladares (leader) and Sarah Caruso along with dental hygienist Melinda Guidolin.

Their visit was a great success with the following results

- Over 1200 procedures carried out
- Screening of all students, parents and teachers at the Centreville French School
- Local dental assistant team trained
- Transport and further training in Adelaide of a local worker
- Supply and training in the use of dental equipment, autoclave and a Satele Scaler Unit (partly funded by a District Grant).



L-R Dr Sarah Caruso, dental hygienist Melinda Guidolin and Dr Viv Valladares

Other additional benefits achieved were the sharing of ideas and fellowship with locals and Rotary community and the number of people and organisations who willingly facilitated the supply, packaging and transport of the materials to ensure that this community now has better smiles.

As an aside the team, after experiencing equipment failure, became acutely aware of the sustainability aspect of their project and ensured that maintenance training was incorporated at every step. Certainly an example of Rotary Serving Humanity.

If you would like to see more about this project it can be accessed on [Facebook](#) "Rotary Dental Vocational Training Team 2016".

"PRESIDENTIAL MESSAGE"

RI President John F. Germ, August 16



The recent Council on Legislation adopted some innovative measures that allow clubs to vary their meeting times and expand their pool of prospective members. Clubs have more flexibility now to respond to the needs of their members and to clear away as many barriers to membership as they can. But there's one barrier to membership that only you can remove, **one thing that every prospective member needs to become a Rotarian: an invitation to join a Rotary club.**

Whenever I tell a group of Rotarians that we need more willing hands, more caring hearts, and more bright minds to move our work forward, everyone applauds. But those hands, hearts, and minds won't magically appear in our clubs. **We have to ask them to join.** And an invitation to Rotary is something that only you can give. An invitation is a gift. It's saying to someone, "I think you have the skills, the talent, and the character to make our community better, and I want you to join me in doing that."

I'm the president of Rotary International, but the only club I can invite someone to join is the [Rotary Club of Chattanooga](#), Tenn. I can't make your club or your community stronger. Only you can do that – by inviting the qualified people you know to join you in *Rotary Serving Humanity*.

"MEMBERSHIP AND WELCOME - ROTARY OUTBACK E-CLUB AUSTRALIA!"

From the D9550 DG Newsletter August 2016, forwarded by ARC PDG Craig Edmonston.

Extracts from the August 2016 D9550 Governor Ida Portella's message:

"Members are the backbone of our organisation; they make up our clubs; they are you and me, Rotarians, committed to making a difference in their communities and around the world, through the fellowship of Rotary.

When I was invited to join Rotary, I was given an opportunity to be part of something bigger than I could have ever imagined. It allowed me to not only make new friendships, but also gave me the opportunity to connect with business, professional and other community leaders, so that together we could make a difference in our ever-changing world.

On July 31, Rotary D9550 launched Rotary Outback E-Club Australia, previously known as Tennant Creek Rotary. We inducted eighteen members. Many of the members work shift work or live in rural and remote areas and are unable to attend regular club meetings. These members from around Australia will now connect via social media and engage through projects within their respective communities. They will also have the opportunity to partner with other Rotary Clubs and/or organisations and serve their communities through Rotary.

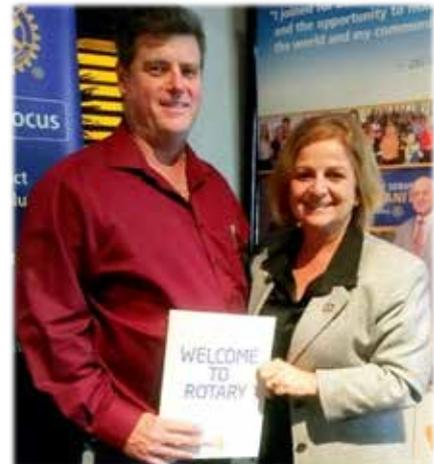
We have the most extraordinary people living in communities within our District who are waiting for an invitation from you.

My question is - when was the last time you asked or invited someone along to have breakfast, lunch or dinner with you at Rotary? I challenge you all to ask at least one person along to your club meeting and give them the same opportunity your sponsor gave you when they invited you to Rotary.

You too can grow your networks and give others the same opportunity given to you when you were invited to join Rotary. Together we are greater in numbers, and by sharing our resources and skills, imagine the impact we can make in our world and our local communities."



Members of the new Rotary Outback E-Club Australia who were present at the launch in Tennant Creek on Sunday 31 July 2016, including District Governor Nominee Greg Marlow, formerly of Tennant Creek Rotary (left), and DG Ida's husband Geoff Stockall at rear, with DG Ida (second left).



It's not often a DG has the opportunity to induct their own spouse into Rotary, but this happened at the launch of the new Outback E-Club in Tennant Creek. DG Ida had the special privilege of inducting her husband, Geoff as a member of the new club.

Comments by ARC PDG Craig Edmonston:

"D9550 has been struggling with the required 1,100 membership figure. Their membership sits on 1,000 today (4 Aug 16) but, the ratio of 1.34, is just above the Australian average of 1.32 Rotarians per 1,000 population. So the District is actually doing all right when compared with the rest of Australia.

The Tennant Creek Club was down to half a dozen members, so the conversion to the Outback E-Club and the induction of 18 new members was a great way to start the year off for DG Ida Portella. But it has that special twist in that DG Ida inducted her husband into Rotary. I think that would be quite a rare event.

I congratulate DG Ida and the D9550 team on their initiative shown in keeping Rotary alive and well in seriously Outback Australia."

"NEW APPROACH IN DISTRICT 9810 CREATES A MEMBERSHIP BUZZ"

Article by PDG Jessie Harman, Project Lead, Regional Membership Plan

District 9810 is optimistic that its recent District Membership Seminar will deliver positive results for clubs and the district, thanks to a more engaging approach, and strong participation.

According to District Governor Carol Lawson, the seminar organisers acted on feedback from Rotarians. "They told us they wanted to focus on the 'how' of increasing membership" she said. "They also wanted to exchange ideas, instead of listening to a lecture" she added.

The organising group used a mix of brief presentations and facilitated discussions. Representatives from the [Rotary Club of Frankston](#) in [District 9820](#) shared their story of membership success, whilst Rotarians Trish Symthe and Chris Prior from District 9810 shared their clubs' experiences. In the final presentation for the evening, Rotaractor Bianca Lobo and Rotarian Aleksei Bondarenko shared their thoughts about how to make Rotary more attractive to younger members.

For many in attendance, the real highlight of the evening was the table-based facilitated discussions focusing on nine important membership areas. Facilitators led discussion and recorded responses, while participants from a mix of clubs swapped ideas, strategies and best practices. Amongst the topics, Rotarians discussed increasing retention, attracting early retirees, reducing costs, introducing flexibility and engaging more actively with young people. Notes from the event have since been shared with clubs throughout the District.

The membership seminar was the first district-wide event to benefit from the District's focus on facilitated learning and development. "We've been supporting our district leaders to develop their skills as facilitators" DG Carol said. "We know it's a more effective and engaging way for adults to learn" she added.

Organisers of the membership seminar were impressed with the number of Rotarians who attended the event. More than 100 Rotarians representing 80% of clubs in the District participated, with many providing very favourable feedback afterwards. "Membership decline is a very significant challenge for Rotary in Australia, and it won't be solved by one or two individuals. We're optimistic that the level of engagement, motivation and energy demonstrated by Rotarians at the seminar means there's a collective will to really make membership growth a priority" DG Carol said. "The buzz in the room was remarkable" she added.



"WHAT ARE YOU PLANNING - OCTOBER 24?"

Article by PDG Bob Aitken, Rotary Club of Lower Blue Mountains, RI END POLIO NOW Coordinator, Zones 7B and part 8, 2016-17

Increasing public awareness of the imminent demise of the dreaded Polio virus – and raising vital dollars to fund the end of Rotary's 40 year PolioPlus campaign– must be the common goal of ALL Rotary Clubs and Districts on World Polio Day ... October 24!

Effective fund raising is always a priority, BUT projects that build public awareness and image ensure that we really connect with our respective communities!

In Great Britain, Rotarians are gearing up to sell 50,000 colourful Crocus plants and bulbs to highlight their 'go purple' for a day promotion, ie: purple clothes, decorations, hair, offices, purple cake stalls, etc on Polio Day.

In Germany, plans are in place to print one million END POLIO NOW stickers for general distribution – along with special athletic events for children.

Around New Zealand and Australia, many excellent ideas are emerging ... main street END POLIO NOW barbecues, bush dances, Battle of the Bands for schools, walkathons, family cycle days, movie nights, \$100 Centurion collection poles and jumble sales to name a few.

Clubs are being urged to link with high profile personalities, local politicians and sports men and women to help achieve media coverage.

All events must be high profile, ie: Rotarians wearing the red END POLIO NOW t-shirts and copious numbers of posters and Polio pull-up banners delivering effective messages are important.

No idea is too big or too small, but start planning NOW!



"WHAT'S YOUR PLAN?"

Article by PDG Jessie Harman, Project Lead, Regional Membership Plan

There's a saying often quoted 'that a vision without action is just a daydream', and it's never more true than in relation to our Regional Membership Plan.

The newly released regional membership plan for 2016-17 has three key goals – to strengthen clubs, attract new members, and increase member engagement. There's a focus on providing better support to clubs, increasing club numbers and diversity within clubs, and improving retention. There's also an emphasis on supporting individual Rotarians and clubs to access Rotary's digital and online resources, and to connect with other Rotary clubs and projects around the world.

GOALS/OBJECTIVES

KEY PERFORMANCE INDICATORS

A. Strengthen Clubs

- **Build Dedicated District and Club Membership Teams**
- **Utilize and Understand Rotary Club Central and other Rotary Resources**
- **Club Assessment and Strategic Planning**
- **Improve Awareness of Rotary Clubs in Communities**

- 100% of districts have a designated District Membership Committee Chair.
- Ensure 30% of clubs set and track at least 10 goals in Rotary Club Central.

B. Member Attraction

- **Club Growth**
- **Age/Gender/Ethnic Diversity**

- Each district will charter at least one new Rotary club.
- Improve the gender diversity rate of our members by at least 2 percentage points.
- Improve the age diversity rate of our members by increasing the number of Rotarians under the age of 40 by at least 2 percentage points.

C. Member Engagement

- **Member Satisfaction**
- **Retention**

- Improve the member retention rate by at least 1 percentage point.
- Increase the number of members registered in My Rotary by encouraging clubs to have 50% of their club members registered.

A pressing question in all of this is: how do we translate the plan into action and a stronger Rotary? Certainly, there's a national membership team focused on providing support and assistance to clubs and districts across Australia, New Zealand and the Pacific Islands. There's a biennial National Membership Conference, membership themed webinars, and our monthly newsletter 'Rotary on the Move'. But the real results rely on clubs adopting this plan, or developing their own, and then taking their own steps to strengthen membership.

Rotary is a wonderful service organisation, and we do great good in the world. So what's your plan – and action - to avoid the daydream, and keep us strong?

Next month: Meet the national membership team

"3 TIPS ON RETENTION"

From the [website](#) of RI Zones 21b and 27

We make Retention a mystery and hard to achieve. The truth is it is simple.

Every new member needs three (3) things:

1. **A friend** in Rotary to whom he can constantly turn, who will walk beside him, who will answer his questions, who will understand his problems.
2. **An assignment.** Activity is the genius of Rotary. It is the process by which we grow like the muscle of my arm. If I use them, they grow stronger. If I put them in a sling, they become weaker. Every member deserves a responsibility. The Club President may feel that the new member is not qualified for responsibility. Take a chance on him. Think of the risk Rotary and your Club took when they elected you. An assignment should be given **the day** they join. Any later and you will lose them.

Of course, the new members will not know everything. They likely will make some mistakes. So what? We all make mistakes. The important thing is the growth that will come of activity. They will have the fellowship of the other members. They will become one of a vast body of Rotarians throughout the world, men and women of integrity and faith who love Rotary and seek to move forward this work.

3. Every new member must be "**nourished** by the concepts of Rotary." They need to understand what it is when we say *Service Above Self*. Hold fireside chats for new Members.

"IF WE CAN DO IT ... SO CAN YOU!"

Article by Euan Miller, President, *Rotary Club of Norwood Inc*



I was moved to respond to Rosemary Castle's *Fifteen things we have learned about keeping and attracting new members* in the August issue of 'Rotary On The Move' and the **D9800** financial incentives which led to *Operation Dog Food* in the August issue of 'Rotary Down Under'. These are fantastic examples of how to create strategies to grow membership in 21st century cultures in developed countries.

My club, Norwood, D 9520, faced a challenge 12 months ago. It was a rapidly declining club, meeting at lunch time when in today's business climate nobody has time for formal hour-long lunch breaks anymore; not forgetting the time it takes to get to and from the meetings in traffic clogged cities. The bulk of the members were long-serving, aged over 70, none were under 50 and it was a challenge to find enough able-bodied members to be rostered on the club's projects.

We brought in the District membership chair to assess and address the club, followed by the Club Visioning Coordinator to facilitate a review of the club's strategic plan.

We then transformed the club.

As a result, inducted 9 new members with 5 under 50, lost none, won the district membership award and a Gold Presidential Citation in 2015-16.

- We changed to evening meetings of no more than 90 min.
- We changed from weekly to fortnightly meetings (anticipating the Council on Legislation's change)
- We elected a President for a 2-year term and appointed some of the new members to the Board so they could gain enough knowledge and experience to lead the club from 2017-18 onwards
- We lifted our profile in the community through both traditional and new media but most new members joined by being asked in the traditional way
- Like D 9800, we offered financial incentives and mentoring for any project initiatives, new members wished to develop
- We focused on 'doing good in the world' at our meetings rather than listening to guest speakers and abandoned most of the traditions of 20th century Rotary meetings
- We encouraged members to bring partners and friends to meetings and activities.

This year we have just adopted a new strategic plan

- We set a target of a net increase of a further 12 members
- We have already fulfilled, or set in place, all but two categories of this year's Presidential Citation
- We have established a 5-year leadership succession plan for club Presidencies.
- We continue to identify and add new members to leadership roles within the club
- We continue to support and mentor all our new members
- We continue to have fun.



Apart from President, all inducted in the past twelve months.
L-R Sean Tu, inducted last week; Euan Miller President;
Alyssa Morran, RYLA2015 graduate Director Social and Public Image; Di Clements, GSE to Mexico in 2004,
PE Gail Casey Director Community, and Ian Stanford

It is not as hard as you may think! Once you set the membership strategy it becomes a perpetual motion machine. New members invite other new members who invite other new members and so on ...

Go on - try it!

SHARE YOUR CLUB OR DISTRICT SERVICE PROJECT AND MEMBERSHIP BEST PRACTICES.

We would like to hear from Clubs or Districts telling us what they have done. Please include a summary, contact details, and a couple of photos, and email to **Issa Shalhoub**, this Newsletter's editor.

We also would like readers to share their experiences and stories on Best Practices in their Clubs and what has worked for their Clubs in gaining new members and also what has helped in keeping members.

"ROTARY IN ACTION"

Article by Jill Weeks, *Rotary Club of Hawthorn, Victoria*

The 'Rotary In Action' radio program is broadcast every Tuesday from 4 – 5pm on radio station 96.5 Inner FM. The program aims to inform, educate and entertain with Rotary news and information.

Co-ordinator, Greg King (President of the [Rotary Club of Doncaster](#)) says it is 'a true multi-District endeavor that is an example of Rotary co-operation'. Presenters of the popular and informative program are from three Rotary Districts: [9790](#), [9800](#) and [9810](#). 'It is an ideal way of getting the Rotary message and news about Rotary projects out to the community', he added.

The magazine style format invites guests talking about their special Rotary interests and is interspersed with musical numbers and sponsorship announcements. Many local, national and international Rotary topics and projects are covered, and the program tries to follow the Rotary monthly themes.



RI PE Ian Riseley, interviewed by Jill Weeks

Guests have also been interviewed regarding 'End Polio Now', 'Busy Feet' (a dance program for children with disabilities), LARFS (Laughing All Abilities Really Friendly Singers), a program for those with a chronic health condition, Recycled Sound (recycling hearing aids to those in need), 'Life After Stroke', Australian Rotary Health and Water and Sanitation, plus there have been District Governors and a future Rotary International President. Other guests have included supporters such as Rotary speakers Jeremy Scott, 'rode his bicycle from London to Auckland', Ian Crawford of Crawford Productions and authors.

The Rotary In Action program has a catchment audience of more than 250,000 in Melbourne. It streams live at www.innferfm.org.au and on any smartphone via 'TuneIn' and similar apps. Listeners regularly tune in from the U.S., England and Europe.

Any Rotarian interested in exploring the possibility of being involved please contact Greg King on 0416 045 157 or gregking.rotary@gmail.com

All past editions of the "Rotary on the Move" Newsletter can be accessed by clicking [HERE](#)

If you wish to receive an electronic copy of this Newsletter, or you know of someone who would like to receive one, please email the editor; Issa Shalhoub shalhoubissa@shoal.net.au

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2016 - 17

Zone 8 and 7B

Zone 8: Australia, Papua New Guinea, Solomon Islands, Timor Leste and Nauru.

Zone 7B: New Zealand, New Caledonia, Norfolk Island, Vanuatu, American Samoa, Cook Islands, Fiji, French Polynesia, Kiribati, Tonga and Samoa.

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