ROTARY ON THE MOVE

Rotary Zone 8

Rotary Coordinators' Newsletter

September 2019

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'HOW DO YOU INVITE SOMEONE TO ROTARY? JUST ASK!'

Article by RC PDG Adrian Roach

Last weekend I attended a Rotary Australia World Community Service Ltd. (RAWCS) Eastern Region Meeting in Katoomba. What a wonderful experience to see the projects that our Rotarians are working on around the world. This was a great opportunity for Rotarians to see what happens outside their clubs and perhaps



become involved in an International project. These meetings are held regularly, usually once a quarter, not only in Eastern Region but also in other regions. https://rawcs.org.au/.

Involvement in RAWCS or other Club projects have also been shown to be a fabulous way to introduce people to the work of Rotary. Rather than asking someone to join a club, ASK them to help out with a project as a volunteer. It can be a RAWCS project, or any other project that your club is involved in within your community. People are more likely to want to be involved in Rotary after they experience what we do.

Recently I attended a Christmas in July fundraising dinner where we were raising funds for Rotary Youth Programs. We had a fantastic night with a delicious dinner prepared by club Chefs and catering experts, and entertainment from local musicians. The night was BYO, so what you saved on refreshments you could spend on fund raising balloons.

I had the privilege of sitting next to one of the musicians who told me about his local work volunteering his time and talents with youth and the disabled. After hearing his story, I asked him "are you a Rotarian? By the sounds of it you should be". He replied "No I am not. No one has ever asked me to be a Rotarian. How do you become a Rotarian, because I would love to be more involved with Rotary?" I told him, he needed to be invited and I was inviting him. I spoke with him some more about what he was doing and how this fitted in with rotary youth and disability projects. A friend of mine who is a local Rotarian is making sure he gets a personal invitation to the local club that will suit him best.

There are so many people who would love to be a part of our organisation, but they have never been ASKED. Also, so many people don't know what we do and helping them to have a Rotary experience will possibly lead them to ASK about making a more significant commitment.

It's clear, the key to membership is to ASK and provide the opportunity to be ASKED.



Check out the membership resources on Rotary.org https://my.rotary.org/en/learningreference/learn-topic/membership

B RAWCS Volunteers (left picture) preparing the Paul Tunn Dental Clinic in Minj Jiwaka Papua New Guinea from the Rotary Clubs of Greenhills- Maitland, Nondugl and Scone.

'REGIONAL MEMBERSHIP UPDATE'

Article by Barbara Mifsud, Regional Membership Officer, Membership Development, South Pacific and Philippines Office, barbara.mifsud@rotary.org, https://www.facebook.com/barbara.mifsud.1

Webinar! We Are Rotary: Advancing Women as Leaders webinar

Women account for less than 25 percent of Rotary's global membership and are underrepresented in leadership positions at every level, but Rotarians are ready to embrace change. A Rotary International webinar entitled We Are Rotary: Advancing Women as Leaders was held on 29 August, 2019 (Sydney time) and during the webinar we:



- Explored the barriers that women face when considering leadership positions
- · Challenged the institutional and personal viewpoints that may be limiting women's advancement
- · Discussed the benefits—and necessity-- of Rotary being a diverse, equitable, and inclusive organisation
- Developed specific actions to take in your clubs and communities

I hope you were able to join in, but if not you can access a recording and view the slides here.

New! Preventing Harassment Course

Rotary strives to build a diverse, equitable, and inclusive culture. Preventing and addressing harassment is everyone's responsibility. Rotary's new online course, <u>Preventing Harassment</u>, will explain how Rotary defines harassment, how we handle reports of harassment when it occurs, and what you can do to prevent it. This course is useful for district leaders, club leaders and all members so they feel better equipped at preventing and addressing harassment.

1 July 2019 Membership Start Figures

The 1 July 2019 membership figures were released mid-August and are ready for you to view online. These figures are based on the membership data that clubs submitted to Rotary through 1 July 2019. Adjustments will not be made if clubs submitted membership information after that date.

To view this information, sign into your My Rotary account, click on Rotary Club Central. To view your own district's results click or tap **My District** at the top of the page, then view the *Membership Trends* section. I also encourage you to review the reports listed below (to access them, click on **Reports** on the left-hand navigation bar and then scroll down to *District Reports*):

- **5 Year History of Membership Start Figures:** How many members did my club district or zone have at the start of each of the past five Rotary years?
- **Club Viability and Growth:** How many clubs has my district retained and lost, and how many clubs are new?
- **Membership Comparison to 1 July**: How many members were in my district last year, and how many are in my district now?
- **District Growth:** What are the start figures of each club in my district and what are the membership totals as of today?
- **Membership Termination Profile:** Why did members leave their Rotary clubs? (District leaders can access statistics for all clubs under 'District Reports', while clubs can access their own club's statistics under 'Club Reports')

Access a district by district breakdown here.

This month's shout out

Though our region has seen an overall decline in membership this Rotary last year, this month's shout out goes to all of the clubs, districts and members who are embracing diversity, equity and inclusion:

- D9800 in Melbourne, Victoria recently established a Diversity, Equity and Inclusion committee with the aim to 'increase member awareness and knowledge, support club activities, and ensure a cohesive approach to making Rotary a welcoming place for all'. Check out their flyer here.
- Rotary and Rotaract clubs in D9670 took the opportunity to challenge stereotypes and show their support for the LGBT+ community by taking part in the Newcastle Pride Festival in August. This wonderful photo was posted on social media by Sydney Gay and Lesbian Mardi Gras, a group with over 418,000 followers, which also meant more opportunities to promote Rotary as an organisation.
- Rotarian and Rotaractor Katey Halliday shared 3 ways to make you club more inclusive, when she was featured in the Rotary International membership blog, Rotary Voices. Read the article here or listen to Katey speak in the webinar Inclusion 101 The Key to Diversifying your Club, organised by Membership Voice.
- Read Past President Monica Mulholland's inspirational story, on the next page of this Newsletter, about the decision to come out as transgender to her club, the Rotary Club of Queenstown, New Zealand. As Monica says "It is hard to hold a prejudice when you understand somebody's story".
- · Check out Rotary's Diversity, Equity and Inclusion Policy here.

'HOW I FOUND SUPPORT AND ACCEPTANCE IN MY ROTARY CLUB'

By Monica Mulholland, Rotary Club of Queenstown, New Zealand, From Rotary Voices, 15 Aug 2019

When I made the decision to come out as transgender to my Rotary club, my wife and I were worried that we would be shunned by our community and lose many of our friends, including those in the Rotary club. It is common for transgender people to lose half their friends and half their family when they come out. But we couldn't have been happier with the acceptance and support we received from club members.



Like most transgender people, I realized quite early on that something was not right. I didn't quite fit where people were trying to put me. When I was three or four, my mother caught me parading around in some of her dresses. It was made clear to me that this was not a good idea. She took it as a childhood prank, but looking back, I can see it was probably a lot more than that. I took everything underground after that, but it was there all the time.

I knew my girlfriend was the one for me when I was about 21. I didn't have the words back then to tell her I was transgender, but I did alert her to the fact that I was different in that way. Later, we got married, and I always had my own stash of women's clothing and makeup at home. My wife and I sometimes travelled together in the U.S. as a female couple.

My wife and I have been members of our Rotary club for more than 15 years. She was the first female president of our club and only the second female governor in our district. We had been planning for me to come out for a year or so ... and each time the deadline approached, one of us would get cold feet and we would postpone it. We decided that I would approach the current president and the incoming president. We sat down for coffee and with much trepidation I explained the situation. There was no hesitation from either of them about supporting me.

It was decided that I would write a letter to the club explaining my situation. Soon after, the club had a barbecue. We didn't attend, but the president read the letter and at the end, instead of a stunned silence there was an outbreak of applause.

Many of our non-Rotary friends had expected club members, if not the club as a whole, to give me a hard time. I can honestly say that I have never had a negative or snide remark from any of the members. They made me exceptionally proud of them all. So much so, that when they were looking for a new incoming president; I put up my hand and was unanimously accepted. I served as president of the Queenstown Rotary Club in 2017-18.



Monica Mulholland, right, and wife

In the final stages of my presidency, I held a Rotary/LGBT Information Exchange meeting where I invited members of the LGBT community in Queenstown to come to our Rotary meeting and tell us what it is like being an LGBT person in our community and how we, as a Rotary club, could help them. This brought the whole LGBT situation out in the open and allowed members to ask questions. The meeting was a big success.

My advice on inclusion and diversity is to have a meeting where you invite the LGBT community and let members ask the questions. It is hard to hold a prejudice when you understand somebody's story!

'2021-22 RI PRESIDENT SELECTED'

From Rotary Weekly, 9 August 2019

Shekhar Mehta, of the Rotary Club of Calcutta-Mahanagar, West Bengal, India, is the selection of the Nominating Committee for President of Rotary International for 2021-22. He will be declared the president-nominee on 1 October if no challenging candidates have been suggested.

Mehta acknowledges that current membership trends are a challenge and says that membership development should be Rotary's highest priority. He believes that focusing on regional plans, successfully transitioning Rotaractors into Rotary clubs, and increasing diversity and female members could yield a 5 percent net growth in membership each year.



"A major brainstorming is needed to find effective solutions suited to different areas of the world," says Mehta. He adds that regional ethos and culture have to be taken into account to find localized solutions, as "one size does not fit all." He believes Rotary can extend to new geographical areas and countries.

'MEMBERSHIP AND RETENTION'

Opinion article by Issa Shalhoub, this Newsletter's editor and member of the Rotary Club of Milton-Ulladulla, NSW, for 37 years.

The article was published, 6 August 2019, by the author in his Club's weekly Bulletin.

Our Club is an ageing Club, our average age today is 66.51, which I believe is common with most Clubs.

In July 1993 the average was 55.39 with 47 members and in 2001 it was 57.53 with 52 members. We need to increase our membership and bring in new blood which in turn will supply the Club with new ideas and energy.

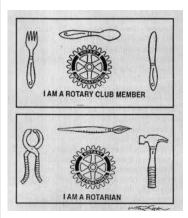
Although our Club has a current membership of 53, a few current members are, attendance and service wise, 'Missing In Action'! RI 2019-20 President Mark Maloney is asking every Rotarian to grow Rotary.



We should not assume that the young members of our community cannot afford nor have the time to join. It is up to every member to grow Rotary and not only the Club's membership Committee. By the way, ten of our current members joined Rotary when they were in their thirties and I am sure that applies to a big percentage of Clubs.

Research shows that Young community members want to do community-volunteering work, invite young community members and say: "come and see for yourself what we do". No one knows what Rotary is nor what Rotarians do until they attend a meeting or two. ASK, ASK, it is that simple, without the need to follow any particular procedure to attract new members or the need to reinvent the wheel.





Let us invite community members to a meeting with an interesting speaker, show them 'How Good Is Rotary', explain what we do, let them feel the friendship, the fun we have, our love for Rotary and then ascertain their feelings about Rotary.

Rotary is no longer an attendance Club with weekly meetings, as long as we provide Service that is counted as an attendance, Rotary is not a 'knife and fork' Club but a Service Club.

If members enjoy Rotary because of what we do and what we get back from Rotary, i.e. Service, Accomplishment, Fun, Fellowship, Friendship, Pride, Sense of Fulfilment and Networking, you need to share that enjoyment with your family, friends, colleagues, neighbours, acquaintances and members of the community.

EACH ROTARIAN: REACH ONE, KEEP ONE.

Increasing membership is every Rotarian's responsibility, every Rotarian needs to invite someone so they can see what we do and that will encourage them to join.



It is not just about increasing membership but just as important is keeping - retaining members, we have to mentor new members, help them to become active and keep them involved, happy members.

The number of Rotarians worldwide has been stuck on 1.2 million for a few decades and every ten years or so we induct one million, 'go figure'!

Members should ask themselves:

- **§** "How did I join a Rotary Club?" Because someone invited me, more than likely will be the answer.
- **§** "When was the last time I invited someone to attend a meeting?"
- **§** "When was the last time I made the effort to sit next to a new or a recently inducted member and showed interest in what they do and offered to mentor that person?"



Membership resourceful publication, Introducing new members to Rotary - an orientation guide.

Show your Rotary pride, raise awareness, by adding a <u>Proud Member frame</u> to your profile picture on Facebook, just click on the <u>link</u> and see your profile picture with a 'Proud Member – Rotary' added to your pic. Easy to do and I am sure you will feel proud and raise awareness amongst your followers.

'HOW TO PREVENT ROTARIANS LEAVING YOUR CLUB DUE TO CONFLICTS'

By Bob Wallace, Rotary Coordinator Zone 24 East, from Rotary Zones 24 & 32 Beyond Borders August Newsletter

Recently I was involved with a club who on the surface seemed to be doing quite well, some new members, some interesting projects but there was something else going on. There was some talk happening and it was clear that not everyone was happy. A few members simple started to not show



up at the Rotary events and meetings. A few members started talking to other members expressing their concerns and unhappiness. There were several separate meetings among the disgruntled group. Several voiced complaints to a couple executive members and several talked about leaving the club. It turned out to be an internal conflict between some members and the executive. A real mess to be sorted out.

The executive could have done several things:

ignore them and the problem will go away eventually

try to talk the person/s out of it by saying it is not important

tell the person to forget about it

the member was probably going to resign anyway

it's not my problem so I'm not getting involved

None of these things would work because conflict must be dealt with or it will simply get worse.

The executive decided to confront the issues and try to resolve them.

This worked by resolving the conflict so that it did not get worse. A couple of members did leave but many more than that stayed to rebuild relationships.

At the next meeting the President spoke with passion about the importance of the Rotary Four Way Test as some recent behaviour that had caused the conflict had been contrary to the fundamentals of the Four Way Test... 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?

If the Rotarians truly lived by the 4 Way Test, it is certain that none of the conflict would have taken place.

Results of the conflict resolution process: Retention of members who may otherwise leave. Happier club atmosphere, Better outcomes and mutual respect for all Rotarians.

So, if a club is losing members, try to dig deeper to try and determine if there is ongoing conflict that is causing members to simply walk away.

'PROGRESS IN ROTARY, SOME THOUGHTS'

Article by PP Damien Leach, District Youth Chair, Membership Chair of the Rotary Club of Campbelltown

The primary ingredient for progress is optimism — the unwavering belief that something can be better drives the human race forward. Simon Sinek, British-American author and motivational speaker, says as Rotarians we are inherently optimistic. We believe that the lives of others can be made better through



our actions. In our local communities, or our broader global community, every day we impact live, create change, and provide a reason for optimism, for ourselves, and others.

But sometimes we can be a be a little disenchanted with our organisation. Whether it is the cost, the people, the time, or the decision making... we can lose our mojo.

And that's fine. Because our experiences are up and down. My wife and I have been a couple for almost twenty years. Have we had our ups and downs? Absolutely (mostly about who is getting up early for the 8am Saturday morning sport shift), but we are committed to it because we are optimistic about both who we are, and for each other.

I think sometimes as Rotarians, and when it happens to enough people, clubs, we can become a bit depressed. We don't see the difference we are making, or we feel like we are "doing everything", or we feel like there is no new motivated person in our club and we are sitting next to the same person we have every week for the last thirty years... and why do they have to chew so damn loudly.

And of course, that type of environment isn't really that attractive for new members... Would anyone actually give Fawlty Towers a five-star review on TripAdvisor? Other than the Major, probably not.

We do incredibly work. Just take a moment to think about everything your club does... even the not so obvious. You are a part of that.... And for that we should all be proud.

'ONE-TO-ONE'

Article by Dr Bharat Pandya, RI Director, Zones 4 and 7, from Rotary News

Oh no! Not again. I can almost hear you say. Not another article on membership. Haven't we read and heard it all before? But let me ask you a question on the biggest issue facing Rotary in the next decade. I've heard the same question over 30 years since I joined Rotary and the answer has been Membership. Membership is not just about numbers; this growth is the momentum of our organisation. It increases our human resources, develops leaders and when we attract and retain members it's a great testimonial to the value of Rotary membership.



So why does this issue come up again and again? Maybe because we haven't done as much as we should have or should be doing. August is Membership and New Club Development Month, a time to do a little more to keep the Rotary wheel turning. I ask you to think of someone you know who is a Rotarian in deed and action, and tell that person about Rotary. The secret of Membership Growth lies in one word — **Ask**. Don't be disheartened by a 'No'. Don't wait for someone else to do the asking. Begin now and with yourself. There is an old saying "The best time to plant a tree was 20 years ago. The second-best time is Now." It applies perfectly to Membership. Today is the best time to introduce a friend to Rotary.

Retention is of prime importance; and the best time to ensure it is when a potential member is identified. The best way to retain is by engaging and involving members by focusing on their talent, not just their time. Instead of asking members to give their time, ask them to lend their talent to your Rotary club. Make it a personalised approach. We talk a lot about quality or quantity. To my mind quality means — quality induction, quality fellowship, quality assimilation, taking quality care of the family which will result in assimilation and retention. We need a quantity of quality in our clubs. And of course there is a lot of potential, many unserved areas in our zones where new clubs are needed.

Membership is the future of Rotary and that is in your hands. Let us begin the change. **Change the trend, bring a friend, retain that friend.** Enjoy Rotary, Enjoy yourself.

'GROWTH IS THE ONLY CONSTANT'

Article by Kamal Sanghvi, RI Director, Zones 5 and 6, from Rotary News

Our mantra for 2019–20 is *Grow Rotary*. So, let's allow our members to choose their own experience; a full-on engagement; or, specially for younger members, what best suits them.

Let's attract new members and ensure loyalty by providing personalised opportunities and focusing on multi-generation outreach. Let's not limit our target to only the Millennials. What about GenX, and Baby Boomers. The youngest of these are new in their 50s, and part of the workforce. But it

and Baby Boomers. The youngest of these are now in their 50s, and part of the workforce. But it's important to nurture a relationship with every age group in Rotary.

STRATEGIES TO ATTRACT THESE GROUPS:

Baby boomers respond better to traditional techniques, may not understand social media marketing and tend to respond to phone conversations and face-to-face meetings. To reach them, create live, in-person events with opportunities to network and mingle.

Generation X is more rules-oriented and appreciates an accepted set of engagement rules. They love humour. Focus on building a relationship through human interactions, via live events and emails.

Millennials appreciate the Internet and build authentic relationships through social media. They trust reviews, love supporting a cause and live on their smartphones. For them, create content that looks great on smaller screens. Offer sharable digital experiences.

Gen Z and **Rotaractors** are the masters of social media, lured to video mediums such as Snapchat, Instagram and YouTube. Like the Millennials, they are mobile-first, and expect content with a mobile viewing experience. Gen Z has short attention spans and places a premium on getting information quickly and easily. Focus on providing innovative and intuitive tech experiences.

NEW TRENDS TO ATTRACT NEW MEMBERS:

YouTube has been around for over a decade but less than 9 per cent use it. It still has over a billion or a third of Internet users. Your target members should be here; and you as well. Those who prefer Facebook to YouTube should know a video on social media generates 1,200 per cent more shares. People enjoy video because it's snackable, easy to consume, and visually-engaging. Create videos of your activities and post them on YouTube, Facebook, etc.

Start incorporating these trends now to remain competitive with other organisations, improve your member satisfaction and reduce churn.

'SUCCESS STORY FROM A FABULOUS CLUB IN DISTRICT 9980'

Article by ARC PDG Karen Purdue.

The Rotary Club of Waimate, D9980 NZ, strongly believes that involving and supporting young people as early as possible in the Rotary family and in service to their community, has many benefits for future membership of the organisation.



The first Rotakids club was chartered in Waimate in 2016, following in the steps of another very successful program that had been operating for a number of years.

That program involved the head girl and head boy prefects from the local high school being made 'honorary members' of the club.

This has been extremely beneficial to both the young leaders and the Rotarians.

As honorary members they attend the club's weekly meeting and participate in club activities.

At the monthly 'Club Night', committees present and update members with information and the honorary high school members report on local youth and high school news, activities and needs.

It has given Rotarians a lot of satisfaction and pleasure to see how the students develop confidence with their public speaking and to see how they engage with members and their community.

Many students leave Waimate to go onto tertiary education at various New Zealand Universities.

It's a highlight for the club when past 'honorary' school members are 'back in town' and they choose to attend a club meeting, sharing with members what they are now doing with their lives.

For many, a strong connection with Rotary has continued as part of the Rotaract family.

This year, the Waimate club welcomed two new Honorary Members from Waimate High School, Catherine Nichol and Campbell Shedden.

The Rotary club of Waimate has been very innovative and successful in installing the Rotary values and ideals in our future Rotarians!



Dilraj Toor (far left), along with Claire Rollinson (second from right), treasurer and secretary for the Rotaract club of Dunedin.



Zara Wilson, also a former 'honorary member' is President of the Rotaract Club Massey University.

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, a couple of captioned 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.

'NEW PROGRAM FOR YOUNG TALENT'

Article by Tony Thomas, Rotary Central Melbourne

Three early-career opera singers are the first to benefit from Victoria's District 9800 involvement in the New Generations Service Exchange (NGSE) program. It is a spin-off from RI's Dr David Kram of Melbourne Rotary.



Melbourne baritone Raphael Wong boarded with District 1950 families in Bavaria last year for three weeks and sang at the Bayreuth Young Artists Festival. The NGSE program enabled him to return to Germany in mid-2019 with another Melbourne baritone James Young.

Hannah, Raphael and James sang at several sessions at the 27,000delegate Hamburg RI Convention. The next inbound musician to D9800 is Lotta Rink, arriving next February. Lotta is a bassoonist from Hessen, Germany.

NGSE gives overseas experience for one to three months for 18-30-year olds. There are vocational and humanitarian criteria. James Young for example, likes to sing for the aged and disabled and will teach at a Rotary summer music school. If your District or club is interested, contact Alan for advice: aseale@bigpond.net.au



Melbourne baritone James Young, singing in Bayreuth Germany thanks to the new Rotary program

'INNOVATE MEMBERSHIP: **ROTARY'S CLUB MODELS'**

From Rotary Training Talk, August 2019

Educate your leaders about the various club models that Rotary clubs use to revitalize their membership and to create new clubs that attract more members. At your next meeting, discuss alternative ways that clubs can grow Rotary. Download Club Models, a new document you can use as a resource in encouraging leaders to explore how the models could work for their clubs.

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 drissa@bigpond.com

ROTARY COORDINATORS' TEAM 2019-20 ZONE 8

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