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“CREATING YOUR CLUB MEMBERSHIP DEVELOPMENT PLAN”

Articles by RC PDG Jessie Harman

Rotary International has released a new resource for clubs entitled 'Strengthening Your Membership: Creating Your Membership Development Plan'.



Formerly known as the Membership Development Resource Guide, the new resource is intended for club presidents, district membership chairs and club membership committees.

The guide explains the process of creating a membership development plan, and provides tips and tools to attract and engage new members. It also includes information about sponsoring new clubs, as well as the membership resources available through Rotary.

The new resource is particularly user-friendly, and for those with membership responsibilities, definitely worth a read. The guide can be downloaded from www.rotary.org

“ENCOURAGE YOUR ALUMNI TO STAY CONNECTED”

Rotary program alumni now have an easy way to stay connected to the organisation which has invested in their development.

At the recent Rotary Leaders Institute in Chicago, delegates were reminded that Rotary program alumni can now stay in touch with Rotary, and communicate with other Rotary program alumni, via a My Rotary account. Alumni can engage in a Rotary discussion group, subscribe to Reconnect, Rotary's alumni newsletter, attend a Rotary International Convention, taking advantage of the special alumni registration rate, and share their alumni story with the Rotary community, simply by setting up an account at www.rotary.org.

Delegates at the Leaders Institute were encouraged to promote to clubs and districts in their zones the benefits of staying connected to their Rotary program alumni.

This new service for alumni also has great benefit for Rotary clubs and districts, which can now access reports of Rotary program alumni in their area. These reports give details of registered alumni from a range of Rotary programs including Interact, Rotaract, Rotary Youth Exchange, New Generations Service Exchange, Rotary Youth Leadership Awards (RYLA), Rotary Peace Fellowships, Rotary Scholarships (funded by global grants or district grants), vocational training teams (members and leaders), Ambassadorial Scholarships, Grants for University Teachers, and Group Study Exchange (members and leaders).

The Rotary alumni reports represent a wonderful resource for clubs and districts wishing to strengthen their membership.

Clubs and districts wishing to access their alumni reports can do so by visiting www.rotary.org and searching for 'alumni reports'. Alternatively they can email alumni@rotary.org for further assistance.

"CLUBS EMBRACE DISTRICT 9780 PR GRANTS TO STRENGTHEN MEMBERSHIP"

Article by RC PDG Jessie Harman



Clubs in **District 9780** have embraced a recent District public relations initiative to raise community awareness of Rotary and support and strengthen clubs.

Thirty three clubs applied for a total of \$30,000 made available by the District to support club-based PR activities.

According to Pauline Stewart, Chair of the District 9780 Public Relations and Communications committee, interest in the grants was strong. "We were absolutely oversubscribed. We received applications totalling more than \$60,000, so it was definitely a competitive selection process. In the end, we selected projects which would clearly lead to better community awareness of Rotary, and which were closely linked to the club's strategic plan for membership" she said.



Motor Show Banner Torquay



**Maryborough
#SayNO2familyviolence**

moveable display stands which can be placed in the window of vacant shops, promoting Rotary to visitors to the town.

Funds used to support the PR initiatives came from surplus District 9780 reserves which had accumulated over time. "Clubs need to raise awareness of the work of Rotary in their local communities, and the work of Rotary internationally, but often lack the funds to do so.



Wendouree Breakfast's Seat

District 9780 decided to assist its clubs by providing funding to support their PR plans, so that clubs could invest in the PR resources they need to lift the profile of Rotary and the work of their own Club" Mrs Stewart said.

District 9780 is monitoring the outcome of the grants initiative, with expectations that the initiatives will result in increased community awareness and stronger clubs.

"WEBINAR - STARTING NEW CLUBS"

Article supplied by RC PDG Jessie Harman

For those Rotarians thinking about starting a new club, the next membership webinar is a must.

Entitled 'Everything you ever wanted to know about: Starting new clubs' the webinar will cover tips and hints about starting new clubs, new eClubs and satellite clubs. It will cover the Rotary requirements, resources available to assist clubs, and recommended best practices.

The webinar will feature District Governor Julie Mason who will share her district's experiences of starting new clubs. She'll explore some of the challenges associated with getting started, and reveal the strategies that have worked well in District 9800.

The webinar will be held on Wednesday 13 April 2016 at 6.30 pm (AEST). To register, click on the following link: <https://attendee.gotowebinar.com/register/204016954471064835>

Alternatively, please email Jessie Harman @ j.harman@ballarat.edu.au.



"JOHN GERM ON MEMBERSHIP"

Excerpts from an article by John Rezek, The Rotarian, 1-Mar-2016

When John Germ takes office as Rotary International's president in July, it will mark his 40th year in Rotary. He became a member of the Rotary Club of Chattanooga, Tenn., in 1976. "I wasn't involved, other than going to meetings, until 1983 when I was asked to be club secretary," he says. "Then I was asked to participate as district co-chair for the polio fundraising campaign." After that, he was hooked. "The more active I became, and the more good that I saw being done, the more I wanted to do," he says.

The Rotarian: What are Rotary's most existential challenges? What can individual Rotarians do to meet them?

GERM: Rotary's biggest challenge is membership. We need to expand our membership so we can do more work. We need to attract younger people, like Rotary youth program alumni. Recently retired individuals are another group to engage. We are an organization with high ethical standards and a classification system. These standards should be maintained and our current members educated on why each one of them should be sponsoring other qualified individuals to become Rotarians.

The Rotarian: Why is it so hard for the public to understand what Rotary is and does? How would you remedy that?

GERM: For many years, Rotarians worked both locally and globally without seeking publicity or recognition. When a survey was conducted a few years ago, it was no surprise to me that the general public was unaware of Rotary and the work we do. We need to wear our Rotary pin with pride. We need to enhance Rotary's public image by successfully and enthusiastically marketing who we are and the amazing things we are doing and have done locally and globally. No one should ever have to ask, "What is Rotary?"



Photo Credit: RI / Alyce Henson

"WOMEN IN ROTARY BREAKFAST RAISES \$50,000"

By Tony Thomas, RC Central Melbourne-Sunrise

A capacity crowd of 1,200 made the [Rotary Club of Albert Park's](#) 5th annual Women in Rotary breakfast at Southbank, Melbourne on March 10 a \$50,000 fund-raiser. Organiser Kerry Kornhauser said that the breakfast, at \$70 per ticket, involved a 15-person organising committee from five clubs. They are Albert Park, [Melbourne](#), [Brighton North](#), [Chadstone/East Malvern](#) and [Malvern](#).

Beneficiaries include Violence Free Families with its men's Online Change behavioural program, Women in Science fellowships, Interplast, the Butterfly Foundation (eating disorders), Early Learning for Autism, and Albert Park RC community projects.



Antonio Pajovic and Stella Avramopolous

To mark International Women's Day and its 2016 theme "Pledge for Parity", the breakfasts were held widely in countries including Australia, Sweden, France, Germany, UK & USA.

New awards titled Royce Abbey Rotary Champions of Change were presented by District Governor Julie Mason to Stella Avramopolous of RC Central Melbourne-Sunrise and Antonio Pajovic, RC of Melbourne (pictured).

Messages of support came from Victorian State Governor Linda Dessau and Chief Commissioner, Greater Sydney Commission, Lucy Turnbull.

Governor Dessau said, "In 2014, the World Economic Forum predicted global gender parity could be achieved by 2095. Only a year later, the prediction changed by over 30 years, to 2133. And in Australia, women overall are paid 17.9% less than men. These statistics reflect an alarming contraction in the progress towards gender parity."

Lucy Turnbull said that Women in Rotary is a perfect example of the ways in which all organisations benefit from the inclusion of women.

Women in Rotary's 2016 goals are 30% female membership in Australasia (current Australia ratio, about 25.10%; District 9800 is on 25.3%); gender balance in 20% of clubs; and 40% of District Board positions to be held by women.

"6 SOCIAL MEDIA RESOLUTIONS TO GET YOUR CLUB NOTICED"

Article by **Evan Burrell**, Evan is a member of the RC of Turrumurra, NSW and a former member of Rotaract. He currently manages social media for RDU. Posted on **February 4, 2016**, on **Rotary Voices**



Maybe you spent much of last year banging away on social media to gain exposure for your club (because everyone says you should), but you felt like you were getting nowhere fast. It's still early in the year. Why not take a step back, make an honest assessment of your approach, and determine what you could do better.

Here are six social media resolutions I think you should make this year to elevate your club's social media exposure.

1. Be consistent – Post regularly and often. You won't build a solid social media presence by posting every once and a while. If you are using Facebook, Instagram, Flickr, or Pinterest, post at least once a week. For Twitter, every one to two days is key.

2. Develop a social media schedule – Manage your time by planning your club social media activity in advance. Since you can schedule your Facebook posts days or weeks ahead of time, take advantage of this ability. You will quickly find managing your club Facebook page will become a lot easier and feel less ad hoc.

3. Mix it up – Look at how you can use new and different social media platforms, or different types of content, to engage your audience and promote the good things your club is doing. Why not shoot an enticing video for membership recruitment? Or pose a question, such as "What was one thing you found interesting about this week's speaker?"

4. Develop a strategy – If your club is still using social media without a strategy, stop! A strategy will give your social media exposure purpose and identify the benefits to your club. Each social network has its own features, strengths, and best practices. But you want to make sure people are getting a cohesive message of what your club is about across all platforms. Start by defining goals and objectives. That will help you define your audience, choose the right platform, and determine your message.

Do you want increased event participation?

New members?

Increased traffic to your website?

To build an online community?

What will success look like? What can you measure?



5. Establish guidelines – Dealing with the do's and don't of social media can be a minefield, so chart a path through it by creating a social media policy. Decide who can and will share online, who has password and login information, and who can be a backup if the main person is on holiday. Set clear boundaries for what you are going to share. If in doubt, get ideas from social media policies of other organizations. And make a crisis plan: what happens in the event of a PR emergency?

6. Have FUN – This is the most important resolution and one you should try to stick to. Use your social media platforms to let a little bit of personality shine through and share with your audience a mix of interesting, entertaining, humorous, or helpful content relevant to your club and community.

While it can seem overwhelming, social media is the best Rotary promotional tool for building strong relationships and engaging with your community. If you set yourself some achievable goals this year, you and your club will reap the rewards.

"MELBOURNE RC ADDS EVENING MEETINGS"

By **Tony Thomas**, **RC Central Melbourne-Sunrise**



The 250-member **Rotary Club of Melbourne** has become a multi meeting club. President Peter Rogers says, "We hold monthly evening meetings at the Old Treasury Building, in addition to regular weekly meetings at the Windsor Hotel. This is to provide convenience for those who cannot get away for an hour and a half at lunchtime, who travel a lot, or who want an opportunity for a less formal meeting style. It is about providing options."



Melbourne RC's innovation, which began a year ago, runs counter to the trial at the **Rotary Club of Glenferrie** to hold fortnightly rather than weekly formal meetings. The Melbourne RC evening meetings are youth-oriented and involve drinks and canapés rather than a meal.

The club has been inducting a member a week during 2016, lowering its age profile and increasing women membership - women now total 50 members.

Monash University is a corporate member of the club and Monash students are active on Melbourne projects. The latest evening meeting featured Monash student speakers on adolescent arthritis.

The club received a \$1,000 District **9800** membership-booster grant for the evening meetings initiative, and a \$2,500 grant for adolescent arthritis.

"A NEW CLUB KNOWS THE IMPORTANCE OF FAMILY VALUES"

By Diane Chantler, Charter President and D-6330 Governor-elect

Article appeared in 'Beyond Borders', the Newsletter of Zones 24 & 32 - Bermuda, Canada, France, Russia, United States -November 2015



Chartered on May 30, 2014 in St. Thomas, Ontario, a city known for its rich railroad history, the St. Thomas [Railway City Rotary Club](#) began with a Club motto, "Community Volunteers Steaming Ahead," and an emphasis on fun.

The Railway City Rotary Club is an after hour's club that meets from 5:30pm to 6:30pm at a local restaurant. There is no meal served, but drinks are available, and members are encouraged to stay for fellowship after meetings. Railway City Rotary Club currently has 24 members, ranging in age from 37 to 83, and including both brand-new and seasoned Rotarians.



The St. Thomas Railway City Club, the newest Club in District 6330, always includes their family in Rotary.

The Rotary "kids" participate in hands-on service projects including cooking meals for the homeless shelter, packing boxes for Christmas Care and helping at the Railway City Road Races for the local hospital. They also participated in the Club's recent talent show and are always welcome at Club meetings. In September, the kids performed the Village People hit "YMCA" in full costumes at a Rotary picnic.

Special thanks to club member Eleanor Robson for her choreography on this dance number.

These are our future Rotarians!

In the Club's first 18 months, members came together to find the fun and fellowship that drives everything that Railway City Rotary does. Club members, volunteers, and their families have gathered to assist the local community with projects including preparing and serving meals at a homeless shelter, providing a Christmas meal for single mothers, assisting the local hospital via volunteering at the Railway City Road Races, staffing craft booths for children to raise funds for charities like Easter Seals, holding a "purple pinky" meeting, a community Christmas event, talent night, providing dictionaries for ESL students, and more. Whew!

Club members have involved their children in Rotary and have created an informal Railway City Rotary Kids Division that actively participates in both "hands on" service projects, and fundraising (see photo above).

Let's not forget about The Rotary Foundation. In its first official year, the club achieved Every Rotarian Every Year recognition. It also earned the Presidential Citation and the RI Significant Achievement Award.

DID YOU KNOW?

From 'Rotary Leader', March 2016 edition

Of an estimated 200,000 Rotaract members, fewer than 70,000 are counted in Rotary's online database. Urge Rotaract clubs you sponsor to have their members [Stand Up and Be Counted](#), and help us show the world the power of Rotaract.



"2016 COUNCIL ON LEGISLATION OF ROTARY INTERNATIONAL"

The Council on Legislation, an essential part of Rotary's governance, will meet 10-15 April in Chicago. Every three years, representatives from Rotary districts across the globe gather to review and vote on proposed legislation.

Learn more about the [Council on Legislation process](#), review [proposed legislation](#), and visit [Rotary.org](#) in April for Council updates.

"PRESIDENTIAL MESSAGE"

RI President K.R. Ravindran, March 2016

All of us in Rotary are leaders, in one way or another, in our communities. All of us bear the responsibility that comes with that. Our Rotary values, our Rotary ideals, cannot be left within the confines of our Rotary clubs. They must be carried with us every day. Wherever we are, whoever we are with, whether we are involved in Rotary work – we are always representing Rotary. We must conduct ourselves accordingly: in what we think, what we say, what we do, and how we do it. Our communities, and our children, deserve no less.

"DISTRICT 9820's USE OF "GO TO MEETING" SOFTWARE OVER THE INTERNET"

Article by PDG ARC Tim Moore, District IT and Membership Chair

I'm sure many of you use Skype or Facetime to have those video talks with children and friends abroad and you would be aware of using similar programs in business and in your Rotary life.



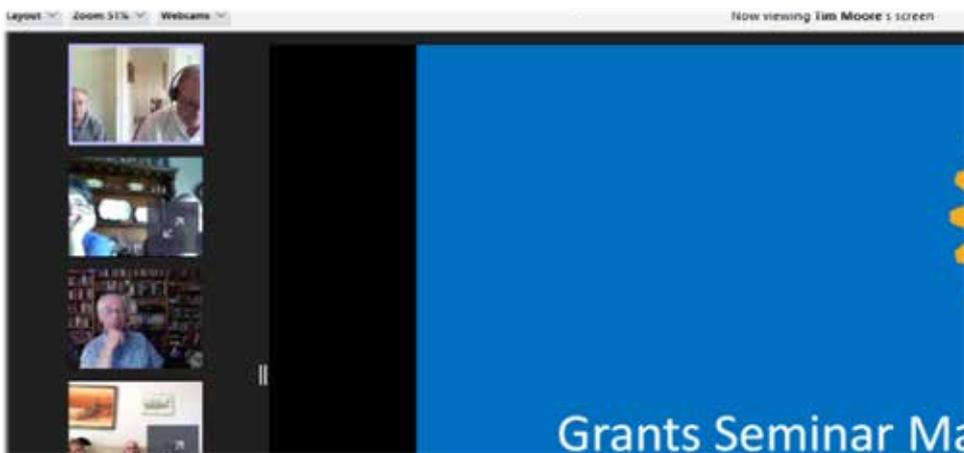
District 9820 has had a license for Go To Meeting for 3 years now (up to 25 users) and it is really getting a workout these days. With a deal from Citrix for Rotary use it is affordable and user friendly. For a District like 9820 it is truly time and money saving. Not for every meeting, but interspersed with face to face meetings.

District 9820 extends from Dandenong, SE Melbourne, to Sorrento on the Mornington Peninsula to Orbost on the eastern tip of Victoria. Anything to save committees and club members cost of travelling is a good thing – plus they are keener to participate!

Go To Meeting is widely used for our provisional E Club meetings, District Finance, Foundation, Membership and IT committee meetings and more recently for Club certification seminars for Foundation grants.



This is a first for us and involved most clubs, using 4 timeslots over a Sunday, to learn of the requisites and methods of applying for District Grants in 9820. The Foundation Chairman and some members of the committee presented via PowerPoint a successful webinar with time to answer participant's questions. This was really well received by members.



Screen shot of a computer during a GoToMeeting session

We are now planning similar sessions on topics to help Clubs develop a membership plan, using social media for public relations, setting up a Club Facebook site, logging into Rotary.org and others.

Members are being supported around the district by IT helpers and considerable effort has gone into providing help and documentation. What could go wrong? Well a lot can, and it is at the will of internet quality – but from the privacy of your own home!

"YOUTH EXCHANGE TAUGHT JOEL JACKSON RESPONSIBILITY"

Article by Anne Ford, from the [March 2016 issue of The Rotarian](#)

Actor Joel Jackson grew up amid the red dirt and 100-degree-plus temperatures of sparsely populated Western Australia, a talented kid in a harsh land. Head of his class at school, soccer star, promising musician – it was all nice, but at age 17, he felt no particular pull in any direction. Until Rotary came along.

A conversation with a Rotarian during a break in a performance at a birthday party launched him to Brazil through Rotary Youth Exchange, where he stayed in the southern city of Londrina hosted by Rotary District 4710 (Brazil, part of Parana) and sponsored by District [9455](#) (part of Western Australia). Soon after Jackson got home, his mother suggested he audition for Australia's top acting school, though he had never been on the stage. "I went, 'I've just got to do what I did in Brazil – jump in and trust that I'll be able to handle myself,'" he says.

Now 24, Jackson has appeared in two acclaimed television miniseries, *Deadline Gallipoli* and *Peter Allen: Not the Boy Next Door*. For the latter, he learned to tap-dance in order to star as entertainer Peter Allen, who – like himself – started out as a rural Australian who found fame. "It was incredible to be in the leading-man role, where you had to be counted on," Jackson says. "I learned that responsibility from Rotary. During my year in Brazil, I was a representative of Australia, of my family, and of Rotary. Doing something bigger than yourself, it humbles you." So, he says, does his work with the Australian cancer charity Redkite and Sydney Children's Hospital.



Photo Credit:
Amelia J. Dowd

"HUGE GAINS IN MALARIA CONTROL"

By Tony Thomas, *RC Central Melbourne-Sunrise*



Massive progress is being made in the global fight against malaria, with Rotary making a strong contribution. The facts below were compiled for a 5-minute presentation to RC Central Melbourne-Sunrise last month.

Malaria is a preventable and treatable disease but half the world population (3.2b) is still at risk from it. Because of improved campaigning and a 20-fold funding increase this century, new cases have plummeted. They fell 40% last year to 214m. Deaths fell even more sharply, by 60%, but still run at 500,000 p.a.

Anti-malaria successes are estimated to be contributing about 20% to the global gains in infant mortality.

Malaria kills a child every 60 seconds. Its lethal effects hit strongest against pregnant women and children under 5. Fifteen African countries comprise 80-90% of the malaria reservoir.

A billion people are infected but 80% of them don't know it – and from them the infection spreads by mosquitos to others. Identifying carriers is improving from cost-effective technologies such as 50c tests, that can be resolved on-the-spot.

A particular peril is a region in Cambodia where strains have developed with resistance to the best new drugs. If those strains were to 'escape' and get into Africa, humanity would incur a devastating setback.

Medical science (e.g. one-shot super-drugs) and modern approaches offer big advances in the coming half-decade, compared to past efforts involving long-lasting treated bednets and sprays.

Malaria 'hot-spots' are now being identified and tackled at source, with mapping of travels of infected (but unknowing) carrier groups by use of mobile phone data, for example. This limits the multiplying of new 'hot-spots' while the primary hot-spot is tackled. As with polio, the battle is to eradicate the disease – merely controlling it is not enough.



A health worker documents her visit to a PNG family and checks their insecticided bendrs

Global targets, via the World Health Organisation and the Gates' foundations, are to triple funding to \$US9b annually. The cost-benefit ratio is estimated at about 36 times. Cases and deaths are to fall by a further 90% by 2030 with no resurgences. Bill Gates himself, who is funding around \$US250m annually, sees elimination of malaria by 2040.

From Australian Rotary's point of view, the front line is PNG where gains have been strong in recent years. In 1997 malaria was PNG's biggest killer; now it is only 8th ranked.

Cases per 1,000 people are 38, down 75% since 2009.

More than 9m treated bednets have been distributed, with current cost per net at about \$10. The successes in PNG have led to a significant fall in global aid, since the donors have re-focused onto worse-hit nations. Hence innovative approaches are needed.

In our other neighbour Timor Leste, cases have fallen to only 1 per 1,000 people, and elimination of malaria there is possible.

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](mailto: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.

"DUTCH VISITOR DROPS IN"

Opinion article by Tony Thomas, RC Central Melbourne-Sunrise

Bart Polder 55, from the [Rotary Club of Emmeloord](#), Holland, was a novel drop-in to Melbourne clubs in mid-March. His club, with 55 members, is 80km east of Amsterdam, in a region 4.5m below sea level. The land in 1942 was pumped out of Zuiderzee (a sea now turned into IJsselmeer Lake) and became a world export centre for seed potatoes. "Our district was also known during World War II as the perfect escape area for British bomber pilots, because they could bail out and stay hidden," he says.

Bart is an orthodontist and dental implant specialist in a practice with 5 dentists and 25 employees. He also works with complex hospital cases. He's in Australia to address orthodontic conferences in Sydney and Melbourne and train post-grads with a California-based global academic program.



His club, founded in 1952 and with an average age of 55, admitted women from 1994, the first being a batch of four so they would feel less isolated. It now has 12 females. The club has the typical problem of finding younger people with time to spare to join.

Its main charities are Sabatia Eye Hospital in Kenya and horse-riding for the handicapped. An unusual funding was getting all members to grow and sell tulip bulbs, which raised 20,000 Euros in one year. It

was a one-off because it depended on goodwill of many participants, firms and farmers to sponsor and 'lend' materials, and servicing.

He is adamant that moving to fortnightly meetings (as now trialled by the [Rotary Club of Glenferrie](#)) is a bad idea. "Members lose contact and fellowship. If they miss a single meeting, they lose a month," he says. "I don't know of any Dutch clubs that have tried it."

Bart says, "I really enjoyed the warm hospitality of your clubs. At one breakfast club, in one hour, we had breakfast served, all club affairs properly addressed and two excellent presentations. It was an honour and pleasure to join you."

"MAXIMIZING PARTICIPANT ENGAGEMENT"

From Rotary Training Talk, March 16 edition

How do you maintain interest and keep participants engaged? Depending on the training topic, it can be difficult to continually harness energy in the classroom. One technique is to vary the types of activities in a session, and throughout your training event, to keep participants involved. Here are [five rules](#) for keeping your participants engaged.

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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2015 - 16
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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