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## "GET OFF YOUR ASK!"

**Article by RC PDG Tim Moore**



Just recently one of our seniors, well respected Rotarian, reminded me of this adage – why don't we just get off our ASK and ASK people to join our clubs? This has worked surprisingly well in the past and present-day Rotarians have all sorts of reasons not to ask others to join us.

I am too old, I have no business contacts anymore, I have asked all my friends – everything except the dog ate my homework. Sorry that last one was from a previous life.

Yet, most likely, that is how we were introduced to Rotary. We all still have contacts – the local pharmacist, our family members, our children's friends, the GP – the list goes on. It seems so simple, why don't we do it? Ask your club who has introduced a new member in the last 20 years, how about the last 2 years? Why not, whose job is it if it's not each of us? Have you been through your alumni – past Foundation recipients, Group Study Exchange team members, Youth Exchange students (Rotary Club Central can get you reports on these), teachers from local schools that your club has helped, aging out Rotaractors, recent retirees, corporate partners – I am sure you can now think of many.

Does your club have a plan to help all members recruit, an informational and fun night planned that tells them about Rotary and your Club, a night that shows how they can connect with the community? Ideally a project to engage them now? No? Get your club talking about it then.

Next step, how are you going to keep these members interested enough to stay? Importantly, please don't ask them to marry you on the first date! i.e. don't poke a membership form at them straight away, get them to know you and your club and its valuable work, engage them – after all the best way to attract new members is to have a vibrant, friendly and active club. Does your club need to be more flexible in attendance, traditions, meeting format (or a meeting at all), review its projects and costs?

I look forward to your stories on how you can make this happen.

## "HOST A ROTARY DAY"

**From Rotary Service and Engagement, Feb 2019.**



**To highlight Rotary's inspiring work and attract new members**, RI President Barry Rassin is encouraging clubs and districts to organize fun, informal community events called Rotary Days. Any club, big or small, can host a Rotary Day.

Neighbouring clubs can combine their resources to host an event, and entire districts can come together for a large-scale Rotary Day.

The events can take any form, as long as they are engaging, involve young people, and are open to all.

Read [these tips](#) for planning your event or download the Rotary Days [brochure](#).

# "REGIONAL MEMBERSHIP OFFICER UPDATE"

Article by Barbara Mifsud, Regional Membership Officer, Membership Development, South Pacific and Philippines Office, [barbara.mifsud@rotary.org](mailto:barbara.mifsud@rotary.org), <https://www.facebook.com/barbara.mifsud.1>



## Courageous Leadership webinar

Forty percent of club leaders say that attracting new members is the biggest challenge their clubs face. But is recruitment the issue? Or is it creating a vibrant membership experience, one that is irresistible to both current and prospective members? Using stories of transformation from Rotary and their professional careers, trainers Louisa Horne and Doug Logan ([District 7820](#) in Eastern Canada) outline [one strategy](#) (article also available in French) for making necessary changes to the club experience while bringing members along with you.

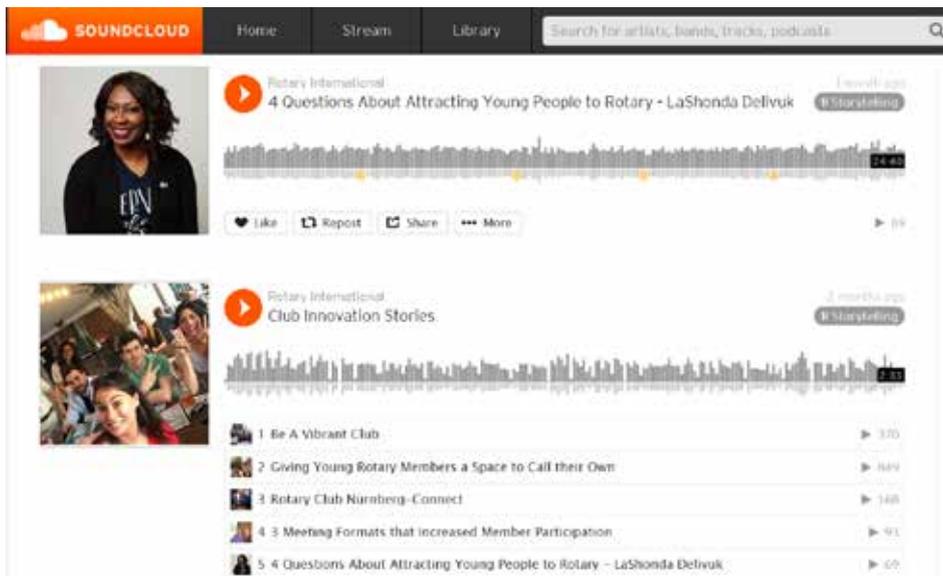
Join the webinar 'Courageous Leadership' on **Wednesday, 27 March at 2:00 PM Chicago time (UTC-6)**. [Register and see when the webinar is in your time zone](#). For some of us in this part of the world, it might be a little too early! Even if you are unable attend, all registrants will receive the recording and slides after the webinar.

## New! Rotary Basics online course – now available

Statistics show that members who receive an official new member orientation are Rotarians longer than those who do not. Not sure where to start with new member orientation? **Rotary Basics** is now an [online course in the Learning Center](#) that covers all things Rotary in an interactive, multimedia format. You'll be able to meet members around the world, watch videos, and interact with the course to deepen your understanding of Rotary. The Rotary Basics online course was designed for new members, but it can also be a great refresher for current members or even nonmembers who simply want to know what Rotary is all about.

## New! Membership Soundcloud clips

Have a listen to these [Soundcloud](#) clips - short audio recordings on a range of membership topics such as attracting young people to Rotary, club innovation, being a vibrant club, women in Rotary, meeting formats that increased member participation



## Membership statistics

- Comparison to 1 July 2019 as at 31 January 2019: [Australia](#) and [New Zealand and Pacific Islands](#)
- Detailed demographic information as at 31 January 2019 (such as under 40s, gender, retention, alumni): [Australia](#) and [New Zealand and Pacific Islands](#)
- Membership Leads as at 31 January 2019 – see how many prospective, relocating and referred members came to your district via the on-line tool and the status of the lead. Remember to follow these up!: [Australia](#) and [New Zealand and Pacific Islands](#)

## Shout out!

This month's shout out goes to D9910 in New Zealand/Pacific Islands with the highest percentage of clubs that reported a 2017-2018 membership goal, at **71%**. As we head into the season where our incoming club presidents learn about their role we should encourage them to set membership goals and to report them in Rotary Club Central. You'll see that setting goals can help with better membership outcomes: D9910 also has the highest net increase out of the six New Zealand districts with +6 members since 1 July.

# "TO CORPORATE OR NOT TO CORPORATE"

**Article by ARC PDG Stephen Lamont**



In discussion with clubs in some of our outer rural areas, the word corporate membership brings up a blank look because “we have no corporates here “. But to borrow a term from Shakespeare – to be or not to be – surely the word corporate could be substituted with the word business or organisation. Every town or city has businesses that provide services to the community, so why not look at the so-called Corporate Membership Model simply as a template for another form of membership for your club. Many clubs use this model for successfully introducing people into the world of Rotary – a try before you buy if you like – it is then up to the club to meet the expectations of a business member to successfully transfer them to individual membership. I have borrowed some successful guidelines as examples.

## **Guidelines for Corporate or Business Membership**

The Aim of Corporate or Business Membership is to increase the membership of the Rotary club by offering a Corporate or Business Membership to businesses in and around local communities. Businesses would then cover the cost of this type of membership.

A maximum of two people per corporate (business) can be proposed by the business for Corporate or Business Membership, the two nominees are subject to approval by the Rotary Board. These members are responsible for all other costs e.g. meals, fines, apparel, etc.

Membership is available for businesses, professional organisations families and community organisations.

The cost for Corporate or Business membership will be determined by the club board but could be \$120 per member as an example.

## **Corporate or Business Membership guidelines could include:**

- Membership is limited to a maximum of five corporate or business members at any one-time i.e. ten people. If a corporate or business nominated member ceases to be a member of the nominated corporate or business they will no longer be classed as a corporate member and their membership will cease. They can apply for full membership of the Rotary club in their own name.
- Membership is for a period of twelve months. However, if the corporate or business becomes a member between July 1st and December 31st their membership will expire on December 31st the following year. If the corporate or business becomes a member between 1st January and 30th June their membership will expire on June 30th the following year.
- Each corporate or business nominated member will be asked to join the Rotary club as an individual Rotarian prior to their membership as a Corporate or business expires.
- A corporate or business can be asked to nominate two new members after the initial membership has expired. The two members cannot have been prior corporate or business membership nominees.

The Membership process would then follow the normal club procedure, however it is important to note that the corporate or business should be included in the membership discussion process. It is also an opportunity to strengthen business and club links and inform them of the benefits of being recognised as part of the wider Rotary family.

1. Proposals for Corporate or Business Membership will be discussed and nominated by the Membership committee. The nomination will be advised to the Board for approval of the proposed corporate or business membership and approval given to proceed.
2. If approved by the committee two Members of the Membership committee will meet with the corporate or business to discuss the proposal and seek their approval to proceed. The Proposal Form is completed for both nominees becoming Rotarians as Corporate or Business Membership in the normal manner.
3. The corporate or business and the candidates are advised of the financial arrangements and their responsibilities. (This is to be done by two members of the Membership committee)

Both members of the corporate or business are to be encouraged to attend a minimum of one meeting per month. They will also be encouraged to participate in other club projects and fund raising.

It is the responsibility of the Club to make sure our meetings are welcoming, interesting and worthwhile attending. This will help encourage corporate or business members to become members in their own right.

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Rotary information – education needs to be shared at each meeting so that corporate members and other members can learn more about Rotary and its programmes. Vocational visits to the members businesses where appropriate is to be encouraged. Corporate or Business members are also to be invited to be involved and included in all social activities of the Club as well as being invited to attend District Conferences.

### **So, what are some of the benefits of this type of membership?**

The Rotary club recognises that there are many businesses and organisations in their local community that would value the opportunity for their staff to participate in the benefits of Rotary membership. The objective in this initiative is to provide local business and organisations with an avenue for their staff, who may otherwise find it difficult, to participate in Rotary.

Rotary membership offers the business or organisation the opportunity to:

- “ Network with business people in the community;
- “ Forge ongoing business and personal relationships with individuals from a wide variety of backgrounds and commercial endeavours;
- “ Become more involved in the community through Rotary support of worthy community initiatives.

Rotary membership offers the business or organisation the opportunity to:

- “ Participate in the activities of the community in a manner that ‘spreads the load’ both financially and from a resource perspective;
- “ Increase the business profile in the community;
- “ Offer a benefit to achieving staff – regardless of age and gender

It is also helpful to look at some participation protocols during membership discussions. This would provide a framework for an understanding on behalf of the business or organisation and the club of the expectations of membership. For example:

On Part of the Business or Organisation:

- “ commitment to attendance of at least one corporate member at Rotary meetings in accordance with Rotary attendance criteria
- “ commitment to at least one corporate member’s representation at fundraising and other Rotary initiatives
- “ timely payment of all fees and charges for employee participation
- “ business in-kind support where appropriate for Rotary initiatives

On the Part of the Rotary club:

- “ commitment to monitor attendance and fee payment requirements of business representatives
- “ commitment to communicate as agreed with the business
- “ commitment to treat the business as an individual for meeting attendance purposes
- “ acknowledgement of support from the business entity, where appropriate

I am aware that in larger cities some clubs are using this model to create new clubs and satellite clubs – but that does not mean that rural clubs cannot adapt such a model to meet the need and expectations of their local communities.

We just need to be brave and bold enough to give it a try.

## **“ROTARY TERMS”**

**Article by ARC PDG Doug St Clair**

Sometimes we confuse our new members (and many of our ‘older’ members) with the multitude of Rotary acronyms such as DG, AG, RYLA, RYPEN, COL and the list goes on. It’s good practice to avoid these in speech and when writing to at least use the full name in the first instance; for example, District Governor (DG), Assistant Governor (AG), Rotary Youth Leadership Award (RYLA), Rotary Youth Program of Enrichment (RYPEN), Council on Legislation (COL) and so on.



Another way which can lead to confusion is in trying to describe what Rotary is all about. In most cases a simple ‘elevator speech’ will start the process but if you then attempt to delve further you come across terms such as Core Values, Strategic Priorities and Objectives, Four-Way Test, Mission Statement, Motto, Vision Statement, Rotary Themes, Avenues of Service, Objects of Rotary and more. Ouch!

At a recent RLI (oops Rotary Leadership Institute) I played a mix-and-match game with the participants which you might like to use to help demystify what Rotary is about. I have included the two slides (the second has the answers colour-coded) in this [public dropbox link](#) if you’d like to try it. Outstanding work if you get 100% but my message to them and to you is that these terms are probably not that critical to our purpose and that we need to simplify what Rotary is all about and focus on fun, fellowship and service.

## "MEMBERSHIP VIDEOS"

**By Lawrence Furbish, ARC Zone 32**

Two parts videos on the importance of inviting someone to join Rotary and some of the things to keep in mind when doing so.

### THE ASK, Part 1

**From *Beyond Borders*, Newsletter of Rotary Zones 24 & 32, Dec 2018**



Click [here](#) to view part 1

### THE ASK, Part 2

**From *Beyond Borders*, Newsletter of Rotary Zones 24 & 32, Jan 2019**



Click [here](#) to view part 2

## "CONNECTING THE WORLD"

**From *Rotary News***

RIPE Mark Maloney, a member of [RC Decatur](#), Alabama, USA, unveiled the 2019–20 presidential theme, *Rotary Connects the World*, to incoming district governors at the International Assembly in San Diego, California, USA.

"The first emphasis is to grow Rotary — grow our service, grow the impact of our projects, but most importantly, grow our membership so that we can achieve more," Maloney said.

He urged leaders to offer alternative meeting experiences and service opportunities to make it easier for busy professionals and people with many family obligations to serve in leadership roles. "We need to foster a culture where Rotary does not compete with the family, but rather complements it," Maloney said. "That means taking real, practical steps to change the existing culture: being realistic in our expectations, considerate in our scheduling and welcoming of children at Rotary events on every level."

He said many of the barriers that prevent people from serving as leaders in Rotary are based on expectations that are no longer relevant. "It is time to adapt, to change our culture, and to convey the message that you can be a great district governor without visiting every club individually, and a great president without doing everything yourself."



## "THE STATE OF ROTARY MEMBERSHIP — 2018-19 MIDYEAR UPDATE"

**From *Rotary Membership Minute*, Feb 2019**

No two clubs in the Rotary world are the same, and yet many of them share similar membership challenges. The [State of Membership Midyear Update](#) reports on how we are doing halfway through 2018-19 and suggests ways to address some common membership challenges so we can finish the year strong.



The 15-slide PowerPoint presentation can be shown as it is, or you can easily regionalize it to create a custom presentation for your members. Consider sharing it at PETS or other in-person training events.

## "BACK SEAT OF A 1950 CHEVY"

**Extracts from an article by Jeffrey Cadorette RI Director 2018-20, from *Beyond Borders*, the Newsletter of Rotary Zones 24 & 32, Dec 2018**

... The solution to the membership challenge facing us lies with each of us. In far too many cases we're selling potential members a brand-new Mercedes and then putting them into the back seat of a 1950 Chevy with the door open on the other side so that they can easily slide across and out. Ugh!

Go to [Rotary.org](#) and [My Rotary](#) and look at all the NEW resources available to you regarding membership. New online courses. New webinars. New written resources.



# "BETTER LIVES FROM RECYCLED HEARING AIDS"

Article by Tony Thomas, Rotary Central Melbourne

Plenty of Rotary clubs recycle spectacles for needy people. But the 20-member of the [Rotary Club of Toorak](#) in Melbourne runs a more ambitious "Recycled Sound" program – recycling and fitting used hearing aids. The model can be replicated anywhere in Australia, says club President Gail Wallman.



People aged 25-65 get little or no Government funding towards hearing aids. Many immigrants, refugee claimants, indigenes, victims of domestic violence and the financially disadvantaged have no hope of paying thousands for hearing aids. Poor hearing keeps them out of the workforce and into lives of welfare isolation and unhappiness.

But countless people have just thrown their costly hearing aids into a drawer, because they no longer suit or they've 'traded up'. Recycled, these aids give independence and community participation to others in need.

Toorak club for several years ran Recycled Sound as a collection-only project for hearing aids, re-directing them to a third-party audiology organization. But it now provides the entire service.

The program involves:

- Collecting unwanted aids from clubs, audiology clinics and the public
- Cleaning, testing and re-programming the aids, using equipment bought by Recycled Sound with a grant from the Deafness Foundation
- Alerting organisations to refer-in financially disadvantaged clients with diminished hearing
- Using volunteer audiologists to test, match and fit aids to clients
- Providing follow up support to clients after they have been fitted.

Gail says, "Our clients accept that they are not getting state of the art aids but a big improvement anyway."

An audiology clinic with Rotary connections provides two audiology volunteers one day a month. Success stories include:

- Ø Michael 35, was initially on disability-support but now has a job as a rural security guard. He could have lost the job except for his recycled aids
- Ø Mother of three Amanda has hearing loss. Using her improved aids, she can now help her hearing-impaired daughter learn to speak.

The first client day this year at the Prahran RSL saw two clients tested and matched with aids. They will return in a month to be fitted with their new reprogrammed aids, and new clients will be tested.

See [www.recycledsound.org.au](http://www.recycledsound.org.au). Contact: [gwallman@bigpond.net.au](mailto:gwallman@bigpond.net.au)



University student Kim (left) gets tested for a recycled hearing aid by a volunteer audiologist

## "RETURN AND EARN"

From Rotary International South Pacific And Philippines Office, January 2019

For Rotary Clubs in NSW, there's a new way to raise funds – and make a difference to the environment.

The NSW State Government operates a program called [Return and Earn](#). The idea is that when someone returns a can or bottle to one of the government's 'reverse vending machines' (located in towns and suburbs around the state) the person can choose a charity to receive a 10c donation (here's a [video](#) showing how to do it).

There are two ways for clubs to participate:

1. [Apply to have Rotary appear on the screen](#) of the reverse vending machine, so that people can choose us as the beneficiary when returning their containers (here's the [Application Form](#))
2. [Apply for a barcode](#) that can then be printed on cards for members of the local community to scan when returning their containers.

A couple of requirements are that the club:

- ✓ promote the *Return and Earn* program to their network in their local community
- ✓ set up a PayPal account to accept payments.

It would be great if clubs could direct funds raised to The Rotary Foundation!

The government contracts the operation of the program to [TOMRA Cleanaway](#).

For details, go to <https://returnandearn.org.au/> or contact Remi Duracher, Partnerships Officer, TOMRA Collection Solutions Australia, 02 8855 1631 or 0417 989 959, [donations.nsw@tomra.com](mailto:donations.nsw@tomra.com)



# “SATELLITE CLUB FILLS COMMUNITY NEED IN MACKAY”

*Article by Barbara Mifsud, Regional Membership Officer and PP Larry Slattery.*

Back in 2017, the [Rotary Club of Mackay North](#), which is the only club that meets north of the Pioneer River, noted that there were over 20,000 people outside the geographic reach of any club in the Mackay region. The 48-year old club with more than 40 members is a vibrant club and happy with its culture, but recognised the opportunity to form another club in the rapidly developing area of Northern Beaches, and they decided to form a satellite club aimed at a different demographic. Now over a year old, the [Rotary Satellite Club of Mackay North-Northern Beaches](#) has 21 members and continues to grow.



***‘Tonight, we inducted 3 members and now have 21 members. In addition, 2 more submitted applications. Once we complete and approve the By-laws in 2 weeks, we’ll submit the application to charter. Only 2 members were missing and as you can see, one member attended via Zoom. We had 4 children at various times, but were missing for the photo’, said PP Larry Slattery.***

Past President Larry Slattery – the club’s mentor and instrumental in the club’s formation – says that over 57% of members are female and the club has past Rotarians, Rotaractors, Interactors and partners of Rotarians. ‘The range of ages is 31 to 69, which is much younger than the host club’.

The club meets twice a month and meals are optional. ‘Members arrive early and order a meal or a drink if they want to. There’s a play-ground outside so several members bring their children’, says Past President Larry.

While the first meeting of the month is a business meeting, the second one is a short business meeting with a guest speaker. The members have selected mental health as an area they would like to concentrate efforts.

‘As the club’s mentor, I’ve been trying to let the satellite club members create their own club culture’, says Larry, who recognises that a satellite club is like a Rotary club with ‘training wheels’.

‘The relationship between the satellite club and the host club is good’ says Larry. The satellite club chair (satellite clubs have a ‘chair’ rather than a president) attends the host club’s board meeting and submits a report on the club’s activities, while the host club handles the annual audit report. In addition, various satellite club members get involved in the host club’s events and vice versa.

The club looks forward to chartering as a fully-fledged Rotary club in the coming months.

## 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.

# "WORLD'S YOUNGEST ROTARY PRESIDENT?" THE CHANGING FACE OF ROTARY

*Adapted from an article by James Bolton, appeared in the **Club's website**.*

**Manchester Trailblazers Rotary Club** is certainly living up to its name when they named 22-year-old Martin Judd as their new President for the year 2017-18.

He is also among the youngest in Rotary's history, and for Martin, having the chance to lead the way is something he is relishing.

"Rotary is often thought of as a club for older men but this is just not true," Martin explained. "The idea of breaking the mould and helping to change the image appeals to me a lot."

That goes for Martin's 18-year old girlfriend Nicole Harris too. She is the newest Trailblazers recruit, along with becoming the youngest female Rotarian among the Great Britain and Ireland's 47,500 members.

"Age has become a big issue in Rotary," Martin added, "the pressure is on to generate the next generation who can take our international network into the future. Without younger members the proud history of this great humanitarian voluntary organisation could grind to a halt."

Martin, son of a racehorse trainer, was born in Tokoroa on North Island, New Zealand, but moved to the UK in 2012.

It was in New Zealand that he became interested in Rotary when school friends joined a sponsored youth exchange group to Brazil. So, in 2014, he joined the newly formed Manchester Trailblazers and was elected President Nominee within a year.

Martin currently lives in Oldham, works in customer services at Manchester Piccadilly's Waitrose branch and is studying for an Open University degree in economics and mathematical sciences.

His targets for the club during his presidential year were to raise membership, boost the charity fundraising programme and launch his own personal education and literacy projects.



## "TIME TO TAKE STOCK" ROTARY CLUB HEALTH CHECK

*From Rotary International South Pacific And Philippines Office, January 2019*

What went well? What surprised you? What needs to be left behind? We often ask ourselves these types of questions and we can also ask this of our club and our members.

Download and take the [Rotary Health Check](#) or check out the [Is Your Club Healthy?](#) course in the Learning Centre (login required). Use these to start thinking about a membership plan for the coming Rotary year.

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](mailto:drissa@bigpond.com)

## ROTARY COORDINATORS TEAM 2018 - 19 ZONES 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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