

Subject: Membership Minute: Membership and new club development month

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Date Sent: Thursday, August 2, 2018 5:52:42 AM GMT+12:00

Date Received: Thursday, August 2, 2018 5:52:43 AM GMT+12:00



Membership Minute

August 2018

Ideas for strengthening membership

Obrigado **Tack** Grazie
Merci 谢谢 고맙습니다
Thank You Gracias
ありがとうございました Danke

Membership and new club development month

August is Membership and New Club Development Month, and that's the perfect time to celebrate you — the pillar of Rotary. You continue to show the world that Rotary members are people of action — people who are doing good in communities all over the world. For that, we thank you.

Show your passion for Rotary by adding a [Proud Member frame](#) on Facebook. [Watch RI President Barry Rassin](#) speak about strengthening our public image and diversifying our membership. We hope you'll show his short membership video at your next club meeting.

Club and district leaders, an array of membership resources can help you [engage current members](#), [connect with prospective members](#), [make new members feel welcome](#), and [assess](#) and [develop](#) your club.

Rotary's [club brochure template](#), available on the Brand Center, is a great way to show prospective members what you're about. The customizable brochure allows you to upload photos of your club in action to show your community its projects and events.

Welcome new members to your club with the [New Member Welcome Kit](#). [Rotary Basics](#), a guide to all things Rotary, and [Connect for Good](#), which explains all kinds of ways to get involved, are included in the kit.

Help your club stay relevant by conducting an annual [Club Health Check](#). The health check helps you identify problem areas and suggests remedies. Find tips for

boosting your membership in [Strengthening Your Membership: Creating Your Membership Plan](#).

Younger professionals can bring new ideas and energy to a club. Explore [Engaging Younger Professionals](#), a new online toolkit that will help you understand this audience, enhance your club's culture, and engage emerging leaders.

Finally, Rotary has a series of membership courses available in the new Learning Center. From building a diverse club to practicing flexibility and innovation, each course includes a variety of materials, including self-guided learning modules that allow you to explore real-life scenarios similar to those you may experience in your club. Visit the [Learning Center](#) today! All membership courses are highlighted in purple.

All these resources and more can be found at rotary.org/membership.

Webinar: Building New Clubs Together

Join us for the webinar Building New Clubs Together on Thursday, 9 August, 15:00-16:00 Chicago time (UTC-5). [Register and see the webinar in your time zone](#).

When you charter a new club, you increase Rotary's capacity to improve lives in communities around the world. Chartering new clubs allows you to attract a more diverse membership, explore new ways to incorporate flexibility, pursue new project possibilities, hear ideas from new leaders, and grow Rotary.

During this webinar, you will learn:

- How to determine when a new club is needed
- Ideas for recruiting charter members
- The importance of celebrating every achievement
- Why new club development requires a strong team

All registrants will receive a copy of the recording and slides.

Call for breakout proposals: 2019 Hamburg convention

Do you have an idea or project that you want to share with your Rotary family? Breakout sessions can inspire attendees, help them polish their leadership skills, or give them ideas for designing projects, raising funds, strengthening membership, and more.

Help us build a breakout program for the 2019 Hamburg convention that celebrates Rotary's diversity! We're seeking sessions in English, French, German, Italian, Portuguese, and Spanish. [Submit your proposal online](#) by Sunday, 30 September.

If you have any questions, contact us at conventionbreakouts@rotary.org.

How to *Be the Inspiration* this year

President Barry Rassin has challenged clubs and Rotarians to *Be the Inspiration* in 2018-19. Here are a **few ways** you can do that.

What is your club's value proposition for young professionals?

The key to attracting and retaining young professional "customers" is presenting a value proposition that is appealing. **Read about** what young professionals value.

Membership Minute is a bimonthly newsletter that provides the latest membership trends, strategies, best practices, and resources to help strengthen membership in your clubs. The newsletter is sent to Rotary coordinators, district governors, district membership chairs, club membership chairs, club presidents and subscribers. Please forward this to anyone who may be interested.

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