

## ROTARY - DISTRICT 5340 - MEMBERSHIP NEWSLETTER - SEPTEMBER 2011

August just finished and was designated Membership Extension Month. Let's start this month's membership newsletter by asking "how did we do?" How did it go for you and your club in August? Were you able to implement and work on the three R's?

In the August Governor's newsletter we talked about the 3 R's.

- Reinvalidate - Let's improve our current membership's value in Rotary by making it a better Reinvigorated club.
- Retain - Work on Retaining those members!
- Recruit - Bring a new member in and Recruit a new pair of hands to help us perform "Service Above Self!"



Hopefully two months in the new Rotary year you have inducted a new member. With a typical club losing 15% of their membership annually, here is some data for you. Below is a table to show member loss per month based on various club sizes.

	Club Size				
	20	60	100	250	550
<b>Members Lost per Year</b>	3	9	15	37.5	82.5
<b>Member Loss per month</b>	0.25	0.75	1.25	3.13	6.88

I think you can see why Membership has to be a focus year round. If you wait too long, you are going to dig yourself a hole very quickly. A 100 member club loses over a member a month. RETENTION is key just to maintain you club.

September is New Generations month where Rotarians focus on youth. On a RECRUITING level this is a big opportunity to introduce Rotary to our future leaders. They will remember what Rotary did for them and, when they are ready, will seek Rotary out. The youth also have another connection that can provide new members, their parents! With all of the great programs we do, we have to consider asking their parents to check Rotary out. Consider all that you can do with parents of your Interact Club, LEAD, scholarship recipients, and RYLA youth.

You can also use New Generations Month to REINVIGORATE your club through youth. Ask young people to attend your club meeting, with their parents. Bring your membership to LEAD or to an Interact meeting. Let your members see the great energy of today's youth. Harness that energy and infuse your club.

Hello, I am Bob James, Jr. This year's District 5340 Membership Chairperson. If I can be of any assistance in your membership goals, please ask me! Your district leadership team is here to assist.