

ROTARY - DISTRICT 5340 - MEMBERSHIP NEWSLETTER – JANUARY 2012

January is Rotary Awareness Month. One could think that since you are attending a Rotary club you are aware of what Rotary does. For the most part, your members are aware of what your club does. But do your members know all that Rotary International does?

This leads me to ask you “Are you selling Rotary?” Each week we ask our members to take precious time out of their busy lives to attend a weekly meeting, attend service projects and contribute to committee meetings. Are you selling Rotary and providing value for their time?

When you have your weekly meeting, are you providing valuable information of what great things our organization does locally and globally?

Are you providing pride to your members of what being a Rotarian means?

By selling Rotary, your members are equipped to answer the question “What is Rotary?”

They can have the knowledge that we are eradicating polio from the planet. Only ONE CASE of the virus was reported in 2011 in India! Rotarians administered vaccines to 35 million children there in 2011!

They can feel good that in 2011 a \$6 million Rotary Japan 2011 Disaster Recovery Fund for long-term recovery projects was established.

They can know that Rotarians have been serving San Diego County for over 100 years. We have 63 clubs and over 3,300 Rotarians in our district serving!

If we don't sell Rotary, who will? We can all join any organization we want. We chose Rotary. Shouldn't we continue to help make our members aware of Rotary.

As you start the second half of the Rotary year, let us try and promote Rotary to ourselves and to others.

Making your members more Rotary aware will help reinvigorate your club with additional Rotary pride, retain your members as they can see the value of being a Rotarian, and also recruit new members that will be attracted by the excitement of Rotary.

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.