

**AUGUST 2012 NEWSLETTER TOPICS**

- IGNITE membership program begins!
- September 8th - MEMBERSHIP Seminar 8:00 a.m. to noon!!!
- August Is Membership and Extension Month!!

This is the August newsletter for District 5340. The newsletter will try to present to you some ideas and tools to extend your club membership.

Hopefully, your first month as Club President and Membership chairperson has started off smoothly. Now that some meetings are under your belt I thought this would be a great time to start delivery of the Membership Newsletter.

*This is an important newsletter to read as there is much detail and some tasks for you to complete right away.*

To strengthen membership is more than having an increase in your total membership. It is also retaining the members you have and simply reinvigorating your club meeting so it is attractive to current and future members.

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## **IGNITE**

This year starts an exciting new program to focus on membership called Ignite.

Ignite is rolled out in our district and zones 25 and 26 for the next three years. This is a big deal!

Hopefully you heard about Ignite at P.E.T.S. or your club president has contacted you about the Ignite program. Since this is brand new, I am going to assume you don't know a thing about it. This newsletter will try to provide you a summary of the program and how you need it to grow your club!

The Ignite program is a Focus on membership program where every member has a role commits to participate.

Purpose of Ignite: To reverse the 10-year downward trend of membership in Rotary!

Rationale: Everyone has something to contribute toward the success of their Club; therefore, every person has the power to make a difference.

The primary thing **YOU NEED TO DO NOW** is promote this to your club and keep the Ignite Fire burning all year long.



There are 17 things you and your fellow Rotarians can do to STRENGTHEN your club membership:

1. Bring in New Member
2. New Member Brings in a New Member (Bonus in addition to #1)
3. Establish a club Membership Goal
4. Develop a Membership Committee of 4 or More
5. Select & Complete 4 or more of the "15+ Tips for Successful Clubs" ([Download Now](#))
6. Assign a Mentor for Each New Member
7. Give Committee Assignment to New Member in First Week
8. Hold Firesides (Training) for New Members
9. New Member Participates in Service Project
10. Potential Member gets involved in Service Project
11. Invite a District Membership Committee member to be the Speaker to Your Club
12. Develop an Attractive Website
13. Hold A Club Assembly focused on Membership
14. Bring a Visitor to a Club Meeting
15. Propose a New Member
16. Assign a Member to Keep Track of Points
17. Attend the District Membership Seminar

These 17 items are all ways to focus your club on membership. We have created a report form with these 17 things listed so you can easily track each member's participation in the Ignite Program.

An Ignite Score Sheet for Clubs is available for download at the district website under the [Membership Resources](#) section ([click on this link to download](#)).

There are points assigned to each of these 17 items. The goal for each club is to earn by year end 10 points for each member of the club. (For example, 55 members x 10 points = 550 points.) When you hit your goal your club will be designated a **Premier Club**. Every Premier Club will receive the Ignite emblem shown above to sew onto their banner. Finally, a District Award will be made to the best Club on percentage basis.



*To start, we would like you to fill in your club's member names on the Excel Spreadsheet and email it by the 10<sup>th</sup> of August to me at: [IGNITE5340@gmail.com](mailto:IGNITE5340@gmail.com). Instructions on completing this report is also available on the [Membership Resources](#) page. Feel free to put some points in if you already have completed some of the tasks. Then by the 10<sup>th</sup> day of each month please send me your updated Score Sheet.*

Status reports will be a part of the District Governor's newsletter so you can see how you stack up to the rest of our district.

A detailed presentation on Ignite will be made at the District Membership Seminar on September 8<sup>th</sup>.

*See next page.....*

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## District Membership Seminar

Saturday, September 8, 2012

[Market Creek Event Center](#)

404 Euclid Avenue, San Diego, CA 92114  
8 a.m. to Noon



Please come and attend the District Membership Seminar!

Learn about ways to attract and increase your club's membership!

Get tools to help you retain your members!

Hear all about the new IGNITE membership program.

Share your successes and challenges with other Rotarians!

**Membership chairs, Presidents, President-elects are suggested to attend.**

Includes continental Breakfast.

Price: \$25

Registration Deadline: 5-Sep-12



[REGISTER NOW!!! CLICK HERE TO GO TO REGISTRATION PAGE](#)

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**August is membership and extension month.** This an ideal time to discuss membership strategies for the year. Increase your current membership's enjoyment in Rotary by making it a better Reinvigorated club. Retain those current and new members! Let us extend a hand to our community and Recruit a new pair of hands to help us perform "Service Above Self!" Make sure you talk about membership every chance you get!



I am Bob James, Jr. the 2011-2013 District Membership Chairperson. Please look for my upcoming Membership Tips Newsletter coming out soon. If I can be of any assistance in your membership goals, please ask me! Your district leadership is here to assist.

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