



Mark's Membership Memo

August, 2010 Edition



...And Away We Go!

I would like to welcome all of you to the very first edition of "*Mark's Membership Memo*". Not sure if the title is going to stick? My illustrious predecessor, Carl Kruse, had it so easy with *Kruse's Muses*. I mean, come on! So, for now, I am going to call my monthly correspondence to you *Mark's Membership Memo*. I welcome anyone and everyone to send me an email with a suggestion for a good title. Hopefully, by the end of the Rotary year we will settle on something!

August is "Membership and Extension Month"

Who have you shared Rotary with this week? It goes without saying that without new membership in our clubs, we cannot thrive and grow. I have asked many Rotarians throughout the District that question. Answers range from "no one" to "I talked to a business associate yesterday about Rotary." A basic question that can yield surprising answers. It is important to remember that **every** Rotarian is part of your Membership Committee. As a Club Membership Chair, it is important to remind the membership base of the role they play in the success and growth of your Club.

Membership Development and Extension are essential to achieving Rotary's goals of providing community and international service. Every Rotary club member shares the responsibility of proposing qualified new members. Have you introduced a new member to Rotary yet? So if not, here's your chance – as the Rotary Month of Membership and Extension takes place all through the month of August!

By the way, the following link is a GREAT source of information for you, the Club Membership Chair. The Rotary International website is chock full of interesting and useful tools and information, all designed to make your life easier. Check it out at: <http://www.rotary.org/en/members/generalinformation/membershipresources/>

REMINDER: Your District Membership Team is Here For You!

For a lot of you, being the Club Membership Chair is uncharted waters. Getting through the frenzy of the first Rotary month of the new year can be daunting, hectic, frustrating and terrifying (and somewhat nauseating). Take heart. The District Membership Team is here to help you. The Membership Team assists clubs in ongoing recruitment, education and retention of a Rotary Club's membership. Our ongoing mission is to support the Club Membership Chair in ways that ensure every Rotary Club has the tools necessary to maintain a growing and thriving club and to sustain its membership.

The District Membership Team is here to share knowledge, experience and best practices with clubs that are experiencing membership growth issues. Do not hesitate to call on us when you have a question or want to share ideas that might help other clubs. Remember, we are here to serve you!

I believe that each of you, as Club Membership Chair, have the **most** important position in a Club. Membership development and retention is critical to our ongoing success. Take advantage of this month's theme, and really kick start your Club's membership drive.

In Closing...

This promises to be an exciting year for our District. We had a *fantastic* month of July, and it will only get **bigger, better and bolder!** I look forward to working with each of you. Please don't hesitate to drop me an email if you have any questions at mallyn@ncfsystems.com or a phone call at 760.419.6237.

Yours In Rotary Service,
Mark



Mark Allyn

District 5340 Membership Chair
Encinitas Rotary Club

