

# Rotary Membership Minute

February 2017 | Ideas for strengthening membership



## How flexible are your membership options?

Do you know Rotaractors who could bring new perspectives, ideas, and energy to your club? Have your members asked for a more flexible attendance policy or different membership types? Here are five ways to implement the new options for membership flexibility approved during the 2016 Council on Legislation.

- **Change your meeting schedule** — you can change the day and time your club meets, as long as your club meets at least twice a month.
- **Vary the meeting format** — you can meet in person or online, or have a combination of both. [Read how the Rotary Club of New York](#) is teaming with the UN to host monthly breakfast meetings online.
- **Relax attendance requirements** — while attendance is important, you can encourage members to give their time in different ways.
- **Offer different membership types** — alternative types include family, junior, or corporate memberships. These members will only be considered active and counted toward your membership total if they pay RI dues.
- [Invite Rotaractors to be members of your club](#) — you can reduce fees

or relax the attendance policy for these members, as long as your bylaws reflect this.

Visit [www.rotary.org/flexibility](http://www.rotary.org/flexibility) to learn more and to access resources to help your club start applying these changes. If you've already made changes to help your club membership become more flexible, tell your story to fellow Rotarians on the [Membership Best Practices Discussion Group](#).

## Upcoming nomination deadlines for RI awards

It's a new year with new deadlines for RI awards. The **Significant Achievement Award** recognizes clubs in your district whose project has addressed a significant problem or need in your community. You can nominate one club per district each year. Projects completed outside of the club's country are not eligible. **The deadline for nominations, made by district governors, is 15 March.**

The **Rotarian Spouse/Partner Service Award** honors spouses and partners of club members for showing commitment to Rotary through exemplary humanitarian service. **The deadline for nominations, made by district governors, is 1 March.**

Award criteria details can be found here:

- [Significant Achievement Award nomination form](#)
- [Rotarian Spouse/Partner Service Award nomination form](#)

If you have questions about earning your club's citation for 2016-17, join the conversation in our [Membership Best Practices Discussion Group](#) or contact us at [riawards@rotary.org](mailto:riawards@rotary.org).

## Keeping former Rotarians active in Rotary

The [membership leads](#) program not only connects prospective members to Rotary, but it also plays an important role in reconnecting former members with new Rotary clubs. Reinstating a monthly relocation mailing to resigned members worldwide in January 2016 resulted in a ninefold increase in [relocation and change club](#) submissions from former members, according to the program trend analysis report. This was in comparison to the previous year when the mailing was temporarily suspended.

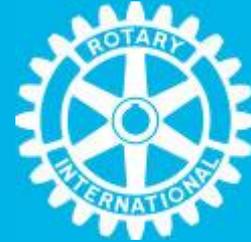
If you have members who are moving or have schedule conflicts, keep them active in Rotary by helping them rejoin or find a new club that matches their needs. The relocation and change club page is accessible to former and current members through the [Member](#)

[Center](#). Historically, the highest conversion rate for Rotarians rejoining or changing clubs is 60 percent. That makes the pool of former members a valuable resource for your club.

If you want to learn more about the membership leads program, this video explains how clubs and districts can use and benefit from the leads. The video is now available in [English](#), [French](#), [German](#), [Italian](#), [Japanese](#), [Korean](#), [Portuguese](#), and [Spanish](#).

## ATTEND PRESIDENTIAL PEACE CONFERENCE IN ATLANTA

Join us 9-10 June for the Presidential Peace Conference at the Georgia World Congress Center. We'll celebrate our work on the underlying causes of conflict and our successes in making peace a priority, while also looking ahead to opportunities to continue our commitment.



- [Learn more about the event](#)
- [Register for the conference](#)

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## LEARN MORE ABOUT THE ROTARY FOUNDATION CENTENNIAL

The Rotary Foundation turns 100 in 2016-17! Our Foundation stands at the forefront of humanitarian service, having supported thousands of projects to provide clean water, fight disease, promote peace, and provide basic education — as well as the historic project dedicated to eradicating polio worldwide.

- [Learn more about the history of The Rotary Foundation](#)
- [Find information on how to celebrate and download resources](#)
- [Purchase centennial commemorative book, "Doing Good in the World"](#)

## Presenting Rotary to prospective members

What is Rotary all about? What do Rotarians do? Why should prospective members join your club? If you are looking for a presentation on the who, what, and why of Rotary, download the [Discover Rotary](#) PowerPoint presentation. This new resource touches on Rotary's values and history, and highlights the benefits of membership. The slides can be customized to include information and images that reflect your club. This presentation, along with the [Impact Begins with You](#) brochure, is an excellent way to introduce Rotary to prospective members or at public events.

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## Resources & reference

[Rotary Club Health Check](#)

[Membership Assessment Tools](#)

[New Member Welcome Kit](#)

[Proud Member window cling](#) - now available in several languages!

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*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.

Send questions or comments to [membership.minute@rotary.org](mailto:membership.minute@rotary.org).