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"MEMBERSHIP – RAY'S TIPS"

Article from RDU, May 2016 edition.

One of the ideas suggested by PRIP - Trustees Chair Ray Klingensmith at the recent South Pacific president elect training seminar to restore our membership numbers was a "Five for One" plan that many clubs have successfully implemented in the past.

While some clubs love to run membership drives and work at gaining new members in a group as it builds excitement in the club, others prefer to introduce new members on a gradual basis so the dynamics of the club are not changed.

If your club falls into the latter group, the Five for One plan may be of benefit to you.



THE WAY IT WORKS IS:

- The members of a club are divided into groups of approximately five members.
- Each team is asked to identify several prospective members who share the values of Rotary - remember it's not a numbers game, we want good people in Rotary who want to do good in the world and share the values of our founders.
- The team decides the best person or persons to make the initial contact with the prospective member. Many invite them for a coffee to introduce them to Rotary with one or two of the team attending, while others bring them to a club meeting as a guest. That decision is up to you and your club.
- After time spent getting to know the prospective member, normally two members of the team would invite them to become a Rotarian if they are suitable.

The Five for One plan works well because many Rotarians don't feel comfortable asking someone to join Rotary on their own, but if working with a group, they feel at ease. The aim is for each team to introduce one new member per year, which if achieved equals an increase of 20 per cent in membership.

There is always some attrition, but imagine if we had this system working everywhere, and we managed to have one new member, who shares our values, for every five existing members join Rotary every year. How much more could Rotary achieve?

"A WEBINAR WITH INCOMING RI DIRECTOR NOEL TREVASKIS"

Article by RC PDG Jessie Harman

Rotarians from zones 7 and 8 are invited to join incoming RI Director Noel Trevaskis in our next webinar in the 'Strengthening Rotary' series.

As Noel prepares to take up his new position on the board of Rotary International, he will share his hopes and plans for Rotary in our region. Noel's presentation will cover topics at the heart of many Rotarians, including membership, Rotary Foundation grants, public image, and of particular interest recent changes approved by the Council on Legislation. Noel will also share some of his recent experiences preparing for his new role as Director for the period 2017 – 2019.

There are two opportunities to join this forty minute webinar with Noel:

Monday 6 June 2016 at 5.00 pm (AEST) - Friday 10 June 2016 at 8.00 am (AEST)

To register for the webinar click [HERE](#) and choose your preferred day.

Alternatively, contact Jessie Harman at j.harman@federation.edu.au.

This is definitely a not-to-be missed event.



"JOHN PRENDERGAST TO BE NEW ROTARY CO-ORDINATOR FOR ZONE 7B"

Article by RC PDG Jessie Harman

Past District Governor John Prendergast will take over the reigns as Rotary Co-ordinator for Zone 7B replacing Jessie Harman, who finishes her three year term on 30 June.



John is a member of the [Rotary Club of Invercargill South](#) on the Southern Island of New Zealand. He joined Rotary in 1994, and since that time has held many club and District roles. John was District Governor of District 9980 in 2012-13. He has been District Trainer, and continues to be a member of his District's training team. He is also a regular Master of Ceremonies at Rotary Conferences and Institutes and South Pacific Presidents Elect Training Seminars in New Zealand.

John has a keen interest in strengthening Rotary. He is currently an Assistant Rotary Co-ordinator, supporting clubs and Districts throughout New Zealand and the Pacific Islands. As Governor, John promoted membership extensively throughout this District.

In his professional life, John is CEO of Southland Community Trust, a position he has held since 1998. Outside work, John is a former Chair of Philanthropy New Zealand and Camp Quality New Zealand, Trustee of the Ngai Tahu Fund, Trustee of the Catholic Diocese of Dunedin Board of Management, Chair of the Verdon College Board of Trustees. He is also a Justice of the Peace.



Zone 7B takes in the Districts of New Zealand and Pacific Islands and districts in Tasmania, Victoria, and parts of eastern South Australia and southern New South Wales.

"JESSIE TO LEAD REGIONAL MEMBERSHIP PLAN IN AUSTRALIA"

By incoming RI Director Noel Trevaskis

After three years in the role of Rotary Co-ordinator, Jessie Harman will move to the role of Project Lead for the Regional Membership Plan for Australia. She will be joined in the role by John Prendergast, who will oversee implementation of the plan in New Zealand.

In the role of project lead, Jessie and John will support districts and clubs throughout the region to strengthen their membership. The plan has three basic priorities: to strengthen clubs, attract new members, and increase member satisfaction with Rotary.

Jessie and John are available to district and club leadership to provide presentations, facilitate development of membership plans, share best practice, and to connect Rotarians with the range of membership related resources. Jessie can be contacted by email at: jessieharman@gmail.com, or by telephone on 0407 835 954. John's contact details are included on the final page of 'Rotary on the Move'.

"THE JAM ON INSTAGRAM: WHY YOUR CLUB SHOULD USE IT"

Article by Evan Burrell, appeared on Rotary Voices; Posted on May 13, 2016

About the author: Evan Burrell is a member of the [Rotary Club of Turrumurra, NSW](#), and a former member of Rotaract. He has been involved with Rotary since he was 18. He currently manages social media for [Rotary Down Under](#). Follow Evan on [Facebook](#).



The most engaging posts on social media are the ones that include images. That isn't a statement, it's a fact!

Out of all of the social media networks, I have to say Instagram is my favorite. Why? Because photos equal fun!

Although Facebook is currently the most popular social network, other platforms have been gaining ground, especially visual platforms like Instagram, which allows users to share photos after applying edits and digital filters. After uploading your photo, you can share it on your club's social networking sites like Twitter and Facebook. Instagram is awesome when it comes to showing your creativity and it has 300 million active users.

So why should your club be on Instagram? Because "a picture is worth a thousand words." There are so many things you can do with photos to showcase your vibrant club and promote Rotary.



Before you jump in:

1. **Make sure you own a smartphone with a camera:** An Apple iPhone or Samsung Galaxy will suffice.
2. **Download the Instagram app:** You can't get started unless you start using it. Download the app from Google Play for Android or Apple App Store for iPhone and iPad.
3. **Use hashtags:** They are how you reach new audiences and gain more followers. Mix them up. Use some that are general (#barbecue), some that are trending, and some that are Rotary specific (#Rotary, #RotaryStory, #ricon16). But make sure they are relevant to what you are posting about.
4. **Engage with your audience:** Respond to comments you get on your photos. Follow others who are passionate about Rotary or about helping the community. Like and comment on their photos.
5. **Use captions:** Keep text to a minimum, because it is a visual platform. But make sure you have some kind of caption for every post to give viewers context. Don't just leave the caption field blank.
6. **Plan your photos.** Just like the old days of film photography, capturing good photos for Instagram with your smartphone requires planning. Occasionally there are happy accidents, but it's about putting yourself in a position to get a good photo. Experiment with different angles and plan around your source of light. Keep your eye out for that key moment or winning facial expression.
7. **Take a lot of photos:** Professional photographers shoot hundreds of images to get that one good shot. The same is true for Instagram. And in the days of digital photography, this is easier than ever, and you don't have to blow a fortune on film. Take 10, 20, or more photos of the same subject and use the one that turns out best. Remember, Ansel Adams said, "There are no rules for good photographs, there are only good photographs."

So go forth and start capturing those beautiful Rotary moments.

Once you're on Instagram, follow us [@rotarydownunder](#), and follow Rotary [@rotaryinternational](#).

"Presidential Message"

K.R. Ravindran, RI website May 2016

We have had women in Rotary for only the last quarter of our history, and it is no coincidence that those years have been by far our most productive. In 1995, only 1 in 20 Rotarians were women; today, that number has risen to 1 in 5. It is progress, but it is not enough. It is only common sense that if we want to represent our communities, we must reflect our communities, and if we want to serve our communities fully, we must be sure that our communities are fully represented in Rotary.

Rotary's policy on gender equality is absolutely clear. Yet nearly one-fifth of our clubs still refuse to admit women, usually by claiming that they simply cannot find women who are qualified for membership. I would say that any Rotarian who makes this argument, or believes it, himself lacks the two most basic qualifications for Rotary membership: honesty and good sense.

A club that shuts out women shuts out much more than half the talent, half the ability, and half the connections it should have. It closes out the perspectives that are essential to serving families and communities effectively. It damages not only its own service but our entire organization, by reinforcing the stereotypes that limit us the most. It leads our partners to take us less seriously, and it makes all of Rotary less attractive to potential members, especially the young people who are so crucial to our future.

To tolerate discrimination against women is to doom our organization to irrelevance. We cannot pretend that we still live in Paul Harris' time, nor would he ever want us to. For, as he said, "The story of Rotary will have to be written again and again." Let us see to it that the story we write in Rotary is one of which he would be proud.

"2016 COUNCIL GRANTS CLUBS GREATER FLEXIBILITY"

Introduction by John Hewko, RI General Secretary

The 2016 Council on Legislation was by all accounts a great success, thanks to the strong commitment, diligence and hard work of its delegates in carrying out the Council's critical role in Rotary's governance. The Council adopted a number of forward looking enactments, including several that provide greater membership and meeting flexibility. These approved changes in policy will give those clubs that so desire more freedom to determine the categories of membership they offer and when, where, and how a club chooses to meet.



Over the past 15 years, Rotary has carried out pilot programs that have explored new definitions of membership, classifications, and the club experience. We have consistently found that when clubs are given the freedom to determine how to hold their meetings, the composition of their membership, and what defines engagement, the club is more vibrant and better able to grow.

Representatives from Rotary districts around the world met in Chicago in April to revise Rotary policies. They approved changes that give clubs greater flexibility in when, where, and how they meet and the types of membership they offer.

Why are these changes needed?

In some parts of the world, Rotary continues to grow at a rapid rate. In others, membership has been declining and the average age of members is increasing.

Over the past 15 years, Rotary has carried out pilot programs that have explored innovations in membership, classification, and the club experience. Consistently, in research and in the experiences of members, we have found that when clubs have more freedom to determine how they hold their meetings, who they invite to membership, and what defines engagement, the club is more vibrant and more able to grow.

All Rotary clubs will now be able to adopt the new options the Council approved by amending their bylaws. Clubs that wish to continue to follow their traditional requirements for meetings, attendance, structure, and categories of membership may do so.

Flexibility in meeting frequency, format, and attendance

Council on Legislation representatives voted overwhelmingly to eliminate limitations on how Rotary clubs conduct their meetings. They also recognize that club health is not determined by attendance alone. The RI Board and Council representatives agree that individual clubs should be able to:

- Determine the best day and time for their meetings
- Change or cancel a meeting, if the need arises
- Count service projects or social events as meetings
- Choose whether to gather in person, meet online, alternate between online and in-person meetings, or even use both formats at the same time (for example, a member could participate in an in-person meeting online through video chat)
- Amend their bylaws to either relax or tighten attendance requirements and policies of terminating members for poor attendance

Rotary clubs now have the option of reducing their meeting frequency as long as they meet in some way at least twice per month. They are still expected to forward attendance reports to the district governor within 15 days of the last meeting of each month.

The recent Council on Legislation decisions do not modify the current rules of the Standard Rotary Club Constitution. Clubs that want to adopt these changes will need to amend their bylaws. Clubs that wish to continue to adhere to the traditional requirements regarding meetings, attendance, structure, or categories of membership may do so.

E-clubs and Rotary clubs

Having decided to give all Rotary clubs greater flexibility as to how they meet, the 2016 Council concluded that it was no longer necessary to label them as either e-clubs or traditional clubs. For that reason, references to e-clubs have been removed from Rotary's Bylaws and the Standard Rotary Club Constitution, but e-clubs may continue to name and brand themselves as e-clubs to emphasize that they meet exclusively or primarily online.

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Flexibility in Membership Types

The RI Bylaws and Standard Rotary Club Constitution provide for two types of membership: active and honorary. By amending their bylaws, clubs may offer additional membership types that are desired in the community, such as associate, corporate, family membership or others.

- Rotary International will continue to record, and grant all of the benefits of membership to, active members only who pay RI dues
- Clubs that offer additional membership categories should report these members to Rotary International as active and are responsible for paying said members' RI dues
- Clubs and districts set their own policies about these members' other financial obligations (club and district dues, meal costs, etc.), attendance requirements, and service expectations and reflect these policies in their bylaws
- Clubs determine how they accept former or transferring members, including whether they allow current Rotaractors to join

Dual Membership for Rotaractors

The Council amended the Rotary International Bylaws to permit Rotaractors who meet the qualifications of membership to join a Rotary club while remaining Rotaract members.

We hope that giving qualified young leaders a way to maintain their involvement in Rotaract, along with giving Rotary clubs greater flexibility in the format and frequency of meetings, will facilitate Rotaractors' transition to Rotary clubs. As members of the family of Rotary, Rotaractors are committed to the world community and share Rotary's goals of furthering service, world understanding, and peace.

With all of this change, is Rotary putting its reputation and brand at risk?

While the enactments adopted by the 2016 Council increase clubs' flexibility in meetings and membership categories, they don't permit clubs to deviate from Rotary's essential elements:

- We are still business, professional, and community leaders. Our qualifications for membership have not changed.
- The Object of Rotary, our basic tenets, have not changed.
- Our essence statement — join leaders, exchange ideas, and take action — have not changed.
- Our values of fellowship, integrity, diversity, service, and leadership have not changed.
- The Four-Way Test, one of our most important distinguishing features, has not changed.

The changes the Council did make are not a threat to the quality of Rotary's membership. Instead, they empower clubs to adapt to a changing environment to remain relevant in our second century of service.

When do these changes take effect?

Changes take effect 1 July 2016. Now is the time to begin discussing what changes, if any, your club might pursue to make them more relevant to current members and the business, professional, and community leaders you seek to attract.

"A HOW-TO MEMBERSHIP LEADS VIDEO"

Rotary Membership Minute

April 2016 | Ideas for strengthening membership

A new video, available online, helps district and club leaders make the most of the recently enhanced Membership Leads resource.

It shows how to track a prospective member from the initial membership leads submission all the way to connection with a local club.

It also outlines the role of club and district leaders in the redesigned process, highlighting how their participation will help strengthen membership, and features the new Rotary resources available to support them.

Join the conversation in the [Membership Best Practices discussion group](#) to tell us how you're using the new Membership Leads resource to grow and diversify membership.



"FOR THE COST OF A CUP OF COFFEE: HOW TO WIN WITH FACEBOOK ADVERTISING"

Article from Rotary Down Under, May 2016, by Evan Burrell



There are only a few things five bucks will buy now days: an overpriced cup of coffee at your local cafe? Maybe a six-inch sub from that sandwich shop? Or it could buy some advertising that could revamp your entire Rotary club's PR game plan and help you dominate social media!

Facebook ads and boosting your posts isn't just good for the exposure of your club, it represents a fantastic opportunity to attract people who would be unreachable through the traditional channels.

You can use it to promote your membership recruitment efforts or attract more people to attend your club events like the fun runs, the sausage sizzles or the community markets.

You can specifically target your ads or a post with a wide range of criteria, including location, age, sex, education, work history and interests. Your campaign can be as specific as targeting only men over 50 who have an interest in golf near the Birdsville track or as broad as anyone living in Australia or New Zealand who "likes" music and graduated from university.

The Facebook advertising platform charges only on a pay-per-click basis, so you're not throwing money out the window on uninterested people. You'll only be charged if someone takes the initiative to click on your post or responds to your ad to explore the opportunity further.

One of the most powerful functions of having a Facebook ad or boosting a post is to drive traffic to your club's Facebook page. If met with engaging and relevant content this traffic can be converted into those beautiful page likes. In turn, those individual page likes become your own Rotary club fan community.

As fans, they will receive updates from your club page, including notifications of what your club is up to in the community, making them the ideal promoters for your club.

The gist is that advertising with Facebook gives your club the chance to put the world's largest social network to work for you!

Want to know more? Rotary Down Under's next social media course will be held on July 24. Email digitalenquiries@rotarydownunder.com.au with your interest.

"MAKE THE MOST OF IMPROVED MEMBERSHIP RESOURCES"

Rotary Training Talk

April 2016 | Training Rotary leaders around the world

Rotary offers an extensive array of membership resources. Take full advantage of them when you plan your next district membership seminar and you'll get club leaders and members excited about growing your membership.

- Share strategies for attracting and engaging members, set bold membership goals, and use the new [Membership Assessment Tools](#), formerly Club Assessment Tools, to cover the essential elements of membership engagement.
- Teach club and district leaders how to manage their [Membership Leads](#) in My Rotary, which enables them to receive and screen leads and to connect prospective members with a club that fits their needs.

Also, familiarize yourself with the [District Membership Seminar Leader's Guide](#) and [Strengthening Your Membership: Creating Your Membership Development Plan](#).

And find [more resources](#) on Rotary's website.

"PRESIDENTIAL MESSAGE"

K.R. RAVINDRAN, PRESIDENT 2015-16, April 2016

... the opportunity that Rotary gives us. We might not do what Mother Teresa did – give up our lives, our homes, our families. But for 20 minutes, 20 hours, 20 days of the year, we can be like her.

We can do the work that others will not with our hands, and our hearts, and our sweat, and our devotion – knowing that what we do is the most important work in the world.

“ HOPES ARE HIGH IN DISTRICT 9910 ”

Article by RC PDG Jessie Harman



After successive years of declining membership, hopes are high in District 9910 that things may have turned a corner.

District Governor Peter Garnett attributes much of the District's recent membership growth to the development of satellite clubs. The District currently has three satellite clubs, with two more in the planning.

The existing satellite clubs are providing innovative opportunities for new people to engage with Rotary. **Rotalite**, the satellite club chartered by the **Rotary Club of Henderson**, comprises mainly young people, keen to make a difference in their communities. The satellite club of **Helensville**, also started by Henderson, is bringing Rotary to a growing community in this area. The satellite club of **Orewa**, supported by the **Rotary Clubs of Orewa and Whangaparaoa**, already has 24 new younger members. Planned initially to attract members from large new community development on the Hibiscus Coast north of Auckland, the satellite club has grown to include younger community-minded people in the wider Orewa area.



Members of the Rotalite satellite club working on their Ranui community garden project

According to DG Peter, the new satellite clubs have created great momentum. “We were lucky that the first satellite club has been so active. Rotalite have been generous in sharing their documentation, including promotional material, throughout the District. They’ve spoken of their experience of getting started at various district events, and they’ve provided a really positive example” he said. “That’s given other clubs a sense that it can work” he added.

Peter identifies a number of other factors underpinning the District's recent membership growth. “We’ve made membership our number one internal priority in the District. We’ve developed a district membership plan, and promoted the importance of membership widely throughout our clubs. District cannot achieve membership growth in isolation, so getting club buy-in has been essential” he stated. Peter has also encouraged clubs to look carefully at their operations and activities, to ensure these are making Rotary attractive to future Rotarians. At the same time, he has encouraged clubs and members to have their own succession plan. “We’ve also appointed a very active District Membership Chair, PDG Neil Read, who’s been a great resource and support for clubs” he added.

District leadership is hopeful that the current membership momentum will result in a stronger Rotary in New Zealand. “Our district has such a proud record of service, and we have initiated some wonderful global projects, particularly in recent years. However, our declining numbers and aging membership threaten to undermine those efforts. Yet, we are determined to build a stronger Rotary; and we will work in a focused, supportive and encouraging ways with club and district leaders to make this happen” Mr Garnett said.

SHARE YOUR CLUB OR DISTRICT SERVICE PROJECT AND MEMBERSHIP BEST PRACTICES.

We would like to hear from Clubs or Districts telling us what they have done. Please include a summary, contact details, and a couple of photos, and email to **Issa Shalhoub**, this Newsletter's editor.

We also would like readers to share their experiences and stories on Best Practices in their Clubs and what has worked for their Clubs in gaining new members and also what has helped in keeping members.

"5 STEPS TO INSTANTLY IMPROVE YOUR ROTARY WEBSITE"

Excerpts of an article by **Katie Coard**, 9 Aug 2015, from **Katie's Blog Rethink Rotary**. **Katie is co-president and founder of the RC of Downtown Victoria in British Columbia, Canada.**



These easy steps will help you look at your club website critically and give you ways to move forward to make your club website the best it can be.

Imagine you have a guest from out of town coming to stay with you at your house. What would you normally do before they arrive? Vacuum, clean, shove random items in closets? We want our home to be a good representation of us. Your Rotary club's website is no different. For many prospective members, your club website will be their first glimpse at your club. You want them to get a good impression of you and want to come to a meeting.

I've put together 5 easy steps anyone can take to do a quick check on your website just to make sure your 'house' is looking the best it can.

1- 404 Syndrome

There is nothing worse than finding something you really want to read about, clicking the link only to find the link is dead. What message is this sending to potential members? That no-one has spent the time to do basic housekeeping on your site and clear out the cobwebs. Error messages happen but you have to stay on top of them.

2- Is Anybody Here?

Imagine a potential member looks you up online and finds your club. Congratulations, you have someone on your site and they are actively seeking out your content. He/she wants to see what you have been up to, so they click on your calendar... hang on it's empty. No events, no meetings, no socials, absolutely nothing. Does this leave the best message to a potential member? Probably not. The solution is really simple either fill it with content or remove it.

3- What Year is This?

"Umm, their last photo is from 2013, I guess they aren't doing much anymore". This is one of the easiest things to keep on top of and makes such a difference as prospective members will think your club is out of date!

4- Members Needed Over Here!

There is a high chance that a potential member will probably look for information on how to join your club from your website. They may be looking for criteria, prices, procedure for application and how they can come to a meeting. Is this information clear on your website? Do not expect a potential member to spend 15/20 minutes searching the dark recesses of your website looking for the membership information.

5- This Club is Mobile Friendly

Recent [mobile marketing statistics](#) are showing that the majority of online browsing is done using mobile devices. Does your website have built in intuition to respond to the device the viewer is using? Here's an exercise: view your club website on a mobile or iPad. Does it adapt and make the site fit into the size of the viewing platform? As you don't want to lose all those potential members using mobile devices.

There you go! Simply being online isn't enough you have to make the effort. It's your club's responsibility to make a good first impression.

All past editions of the "Rotary on the Move" Newsletter can be accessed by clicking [HERE](#)

If you wish to receive an electronic copy of this Newsletter, or you know of someone who would like to receive one, please email the editor; Issa Shalhoub shalhoubissa@shoal.net.au

ROTARY COORDINATOR TEAM

2015 - 16
Zone 8 and 7B

Zone 8; Australia, Papua New Guinea, Solomon Islands, Timor Leste and Nauru.

Zone 7B; New Zealand, New Caledonia, Norfolk Island, Vanuatu, American Samoa, Cook Islands, Fiji, French Polynesia, Kiribati, Tonga and Samoa.

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