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## Membership Minute

June 2020

Ideas for strengthening membership

# NOW MORE THAN EVER, ROTARY CONNECTS THE WORLD: THE 2020 ROTARY VIRTUAL CONVENTION

20-26 June 2020 | [Learn more at riconvention.org](http://riconvention.org)



### The 2020 Rotary Virtual Convention

Rotary's first online convention will be a great way to connect with members around the world. [Now More Than Ever, Rotary Connects the World: The 2020 Rotary Virtual Convention](#) is happening 20-26 June. You'll find breakout sessions on new ways to engage members and be inspired by internationally known speakers during the general sessions.

Several breakout sessions focus on engaging and attracting members. Plan to attend one or all of these:

- Using Virtual Tools to Engage Members, on 22 June
- Grow Rotary Through New Club Types, on 23 June
- Digital Trends of 2021: Using Tech to Engage Millennials, on 25 June
- Engage Young Families With Service and Alternative Meetings, on 26 June

See the full list of [breakout sessions](#) and look again often for updates. We hope to see you online!

## How to stay connected when you can't meet in person

Whether it's a club meeting, awards ceremony, or new member induction, you can still connect with and recognize your members even when meeting in person isn't possible.

Watch our recent webinar, [Connect With the \(Online\) Rotary World](#), and learn how to set up online meetings, use social media to engage with members, and maintain fun traditions virtually. We asked for questions before the session and compiled a list of the ones asked most often, along with resources. You can download the [FAQ](#) from the Learning Center. (Signing in to My Rotary is required.) Or search for the webinar title.

If you're planning a virtual induction ceremony, have the [new member induction video](#) from RI President Mark Daniel Maloney ready to show. Look at the [Meeting Online](#) topic in the Learning Center for more ideas on how to connect virtually.

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## A reminder about adding new members

As club leaders prepare to complete their terms, remember that members added on or before 30 June will count as starting during the current Rotary year, 2019-20. Members added with 1 July effective dates will count toward the new Rotary year, 2020-21. Write to us at [membershipdevelopment@rotary.org](mailto:membershipdevelopment@rotary.org) if you have questions.

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## Share your story on Rotary Showcase

Rotary clubs around the world are responding to the coronavirus pandemic to help keep their communities safe and healthy. We know this because more than 1,000 service projects related to COVID-19 have been added to [Rotary Showcase](#). Be inspired, connect with others, and add your own project.



Inform Rotary International's products and services by sharing your experiences. Your input helps us to improve our offerings. Please take [this survey](#) and pass it along to other Rotarians!



## Strengthening Rotary clubs during difficult times

Jenny Stotts, membership chair of District 6690, suggests using resilience to strengthen Rotary clubs while we are coping with the COVID-19 pandemic. From helping members maintain realistic and positive perspectives to planning service projects that help people feel a sense of purpose, [read](#) how Stotts fosters resilience among members to create stronger clubs.

## How to host a virtual changeover ceremony

Changeover ceremonies are important events for clubs. It's a chance to acknowledge the great work your club accomplished during the past Rotary year, welcome new leaders, and generate excitement for the coming year. [Learn how](#) you can host this important event online. Don't miss out on having one!

### More from our blog:

- [Finding opportunity in adversity](#)
- [Do more than ever through strategic planning](#)
- [Touching lives in Lagos](#)
- [How to engage members during the coronavirus pandemic](#)

### NEW LEADERSHIP DEVELOPMENT COURSES!

Visit [rotary.org/learn](https://rotary.org/learn).

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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.

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