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Membership Minute

December 2019

Ideas for strengthening membership



HAPPY HOLIDAYS!

from the RI Membership Team

New year, new starts

Whether it's by giving back to the community, learning a new skill, or expanding your circle of friends, a new year is the perfect time to spark positive change.

Every January, we see a sharp increase in inquiries about [joining Rotary](#). District and club leaders, make it a goal to [follow up](#) with prospective members in 2020. And remember that you may get more responses if you consider generational or other cultural communication preferences. Some groups may prefer phone calls, while others might be more likely to reply to a text message.

Rotary Foundation Distinguished Service Award

The Distinguished Service Award honors individual Rotarians who have demonstrated exemplary service to the Foundation and received the Citation for Meritorious Service at least

four years prior. If you know someone who fits this description, tell your district governor. District governors can [nominate](#) candidates between 2 January and 8 February. Contact us at riawards@rotary.org if you have any questions.

Give back while you shop

Enjoy year-end shopping with Rotary Global Rewards. Many of its offers give a portion of your purchase back to Rotary. To find offers in your area, visit rotary.org/globalrewards or get the [Rotary Global Rewards app](#).

Diversity and Inclusion

A top priority for Rotary is not just growing our membership but also diversifying it to make sure we reflect the communities we serve. [Find out](#) how to create an inclusive club experience and [learn more](#) about Rotary's efforts to diversify its membership and leadership.

Helping people find their voices

Terry Beard was instrumental in establishing a Toastmasters club within the Rotary Club of Portland, Oregon, USA. Beard says they started a Toastmasters club to help members develop their voices and their leadership skills but ended up with much more. [Read about](#) the club's success.

Why a satellite club was right for me

Heather Macdonald, 29, joined the Satellite Club of London, Ontario, Canada, because it was affordable and flexible. Her parents, also Rotarians, paid her Rotary dues as a birthday present. [Learn why](#) a satellite club was right for Macdonald and others in her age range.

From our blog:

- [How we created five new clubs in under a year](#)
- [Want to grow your club? Have a clear mission](#)
- [Selma Rotary Club thrives on diversity](#)



TAKE YOUR CLUB IN A NEW DIRECTION

LEARN MORE ABOUT YOUR OPTIONS AT
[ROTARY.ORG/FLEXIBILITY](https://rotary.org/flexibility)



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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