**MEMBERSHIP STATUS HI-LITES TO BOARD OF DIRECTORS (8/1/2024)**

**23/24 Rotary Year summary**

While the gain in new members last year (9) was very outstanding, the net membership loss (negative 1) was disappointing because of the high loss of existing members (10). Most of the reason for the large loss was follow-up on overdue accounts and members that had not been significantly engaged in the Club.

**Current Status of New Membership efforts for 24/25**

Last year’s rate of loss is not expected to repeat this year because the present level of engagement of members is better than it was in 23/24. Although this is an encouraging item, it was disappointing that as of July 1 there were no potential members in the “pipeline” that could be inducted in July or into early August.

Since July 1, the New Membership efforts have improved significantly and there are now several potential members in the pipeline with a possibility that we will have 3 new member proposals to consider at the August Board meeting.

In the coming months and throughout the year it is very important that the Club members and the Board identify new member prospects and begin the New Member Process with the membership committee. It is also very important that after new prospects are identified that the process be implemented actively without a loss of momentum.

All Board members should take it upon themselves to help identify new potential members and to encourage other Rotarians to do the same.

**Total membership status: See attached “Membership Status” and “New Member Process”**