*Sent to all Members*

October 6, 2024

Dear {%FName%},

Rotary Minutes are provided by District 6220 Governor Roger Utnehmer (Oot-name-er). Please read at club meetings and post in newsletters and social media.

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“This is a Rotary Minute about membership growth and retention. I’m District Governor Roger Utnehmer.

Our biggest challenge is membership. We need to grow from approximately 1,120 members to 1,300. If not successful, District 6220 may be dissolved by Rotary International.

There are two ways to do that; attract new members and work diligently to keep those we have.

Matching grants of up to $400 are available through your Assistant Governor to host events to attract new Rotarians to your club. New prospects and former members provide a fertile field. Invite people with an interest in Rotary’s seven areas of focus, key community leaders who share our goals of economic growth and development. If people joined Rotary once, they may do so again if invited.

Plan a presentation highlighting options and sharing why Rotarians are proud of their membership.

After Five clubs diminish cost, often have only one meeting and one social or service project a month and give busy people flexibility.

Plan for current members to share short comments about why they are proud to be a Rotarian. These same thoughts can apply to a new member on-boarding program as well.

Prepare comments that suggest key points:

…Rotarians are people of action, working locally and internationally

…We’ve almost eradicated polio in the world by vaccinating more than 2.5 billion children

…Rotarians are providing life-sustaining services in Ukraine and to Ukraine refugees in Poland

…Children are drinking clean, safe water because Rotary provided their third world communities with wells

…More than 80 students are completing advanced degrees in Peace Studies and Conflict Resolution at Rotary Peace Centers around the world

…Most clubs have sponsored Rotary Youth Exchange Students who make our world smaller, safer, and more secure. Boast about your club’s pride in welcoming back your outbound students who return as citizens of the world and are forever changed because of the experience

Add your local projects and you’ll have an impressive program to present to potential prospects and former members of your club.

“Ask and you get. Don’t and you won’t.” Ask someone who will benefit from the good will and better friendship of Rotary to bring their expertise, passion and enthusiasm to your club.

This has been a Rotary Minute. Thank you.”

Sent from my iPad.

ROGER UTNEHMER
Rotary District 6220
District Governor 2024-25
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