

MINUTARIAN from DG MARK

For meetings the Week of August 17, 2020

What Is “Membership Development?”



Potential club members are everywhere. But to get them to join Rotary, clubs must use creativity and imagination, says Past RI President Cliff Dochterman.

"Rotary International leaders keep emphasizing membership growth and extension because Rotary's very survival depends on it," says Dochterman, a member of the Rotary Club of Moraga, California, and author of [The ABCs of Rotary](#), a resource for new members. "If Rotary is to grow, we all must take action."

Dochterman believes clubs can thrive by seeking new members, retaining current ones, and sponsoring new clubs in the community. He offers the following tips:

"Don't think about cloning your existing club. It's time to think about sponsoring a new kind of Rotary club." For example:

- A club composed entirely of executives and professionals under the age of 40. The nucleus could be present or former Rotaractors.
- A club in an ethnic or minority section of the community, with members who share common economic and cultural interests. Perhaps a Spanish speaking or other language club might be welcomed in your community.
- A club that meets in a shopping mall, airport, office building, golf course, or other nontraditional but convenient location.
- Perhaps there are potential qualified members in your community who would like to join Rotary, but they would prefer a meeting time that better suits their schedules or want to meet online via a Rotary e-club.
- Maybe your club can no longer accommodate growth due to limitations in meeting facility space.

Reach out to me if you are interested in exploring any of these possibilities. Let's grow Rotary!

Yours in Rotary- DG Mark