



MINUTARIAN from DG Deborah for the WEEK OF AUGUST 9, 2021

One of our goals in D6890 is **Membership and Retention.**

Membership is driven by Diversity, Community and Society:

1. Grow membership with new ideas/partnerships and skills that can build Rotary with a New appeal Each One, Bring One=**Share the Gift of ROTARY**, because we can serve more and change more.
2. Grow Rotary in various areas with the engagement and partnership of the Rotaractors. We need Rotaractors involved at all levels in the Clubs and District.
3. Interact and Rotaract should be included in the broader aspects of membership such as focus groups and/or specialty clubs.
4. Retention of members has been a Challenge for many years:
  - Rotarians should find ways to engage potential members in a positive ways such as invitations to club meetings, club activities and projects.
  - All activities do not require one to be a Rotarian to capture an interest in what we bring to the table.
5. Retain each member by opening the front door of our Rotary life and be prepared to tell and write your story about **ROTARY**. Never allow anyone to tell our story about **ROTARY** or define who we are in **ROTARY**.
6. **ROTARY** should be a way of life; we need to see and feel the vision.

Thank you.

Yours in Rotary Service,  
DG Deborah L. Williams