

## Rotary District 6910: December Membership Express - - Top 5!

*{This communication is directed toward all Club Membership Chairs (CMC's), with copies to Club Presidents, AG's, District Leadership, and the District Membership Committee}*



Dear \_\_\_\_\_,

Hello, Rotary Hero! As we begin the new calendar year, we've reached the midpoint of the Rotary year. Time is flying, and your efforts are making a big impact! Here's our quick 'TOP 5' update to keep you informed and inspired as we continue focusing on maximizing the Rotary experience for our members—our best strategy for retention and growth.

Top 5

### 1. Mid-Year Membership Check-ins!

Is your mid-year membership check-in scheduled yet? Your AG will reach out to coordinate a meeting with your club's core membership team. This brief conversation will review your progress toward membership goals, identify opportunities for adjustments, and plan for the second half of the year. Meetings can be as short as 5 minutes or more in-depth, depending on your needs. Remember, the district membership team is here to help if you face any challenges—don't hesitate to ask!

### 2. Celebrating Midpoint Leaders

Congratulations to our clubs leading the way in membership growth!

#### District Net Growth Leaders

#1	<b>Rome</b>	+9
#2	<b>Bartow, Canton, &amp; Habersham</b>	+7
#3	<b>Conyers, Sugarloaf, &amp; Carpe Diem</b>	+6

#### District Net Growth Leaders By Club Size

XL	Rome	+9
L	<b>Bartow, Canton &amp; Habersham</b>	+7
M	<b>Conyers &amp; Sugarloaf</b>	+6
S	<b>Carpe Diem</b>	+6

#### District Leaders in New Members Added

#1	<b>Rome, Conyers, Jasper</b>	+14
#2	<b>Canton, Gainesville, &amp; Lanier-Forsyth</b>	+11
#3	<b>Habersham</b>	+10

Your hard work is setting the pace for the district. Keep it up!

### 3. The Membership Minute

Stay informed with Rotary's bimonthly *Membership Minute* newsletter, featuring the latest strategies, trends, and resources. If you're not subscribed, follow these steps to sign up today:

- Log in to **My.Rotary.org**.
- Click **My Account > Account Settings**.
- Scroll to **Services > Newsletters > Manage Newsletter Subscriptions**.
- Select **Membership Minute**, choose your language, and click **Submit**.

### 4. Membership Retention Tips

Do you know your club's attrition rate? Visit the Membership Success Center (MSC\*) to find out. If your attrition is higher than 14–15%, consider implementing additional retention strategies to reduce it. A small reduction can make a big difference!

**Resource:** Use Rotary's *Retention Assessment and Analysis Tool* to better understand and improve your club's retention trends. [Access the tool here](#).

\*For instructions on how/where to access the MSC, [click here](#).

### 5. Designing The Rotary Experience

Are your members' Rotary experiences living up to their expectations? Ensuring alignment between expectations and reality is key to recruitment and retention. For new members, focus on creating an engaging and personalized onboarding experience.

#### Suggestions:

- Encourage attendance at 2–3 board meetings.
- Promote participation in Rotary Leadership Institute (RLI).
- Invite them to District Assembly.

**Resource:** Share this *Design Your Rotary Experience* flyer with new members during onboarding to empower them to make the most of their Rotary journey. [View the flyer here](#).

---

#### \*\*📸 Keep Those New Member Photos Coming!\*\*

Send us pics of your new members with their sponsors by the 25th of each month. We'll showcase them across our social channels - Facebook, Instagram, and LinkedIn. Email them to [D6910Membership@gmail.com](mailto:D6910Membership@gmail.com) with names included. Let's celebrate our growing Rotary family in style!

---

## **Let the Membership Committee Send a Speaker to your Club**

Discover innovative membership models that are transforming Rotary. Our Innovative Club Advocacy Team offers an engaging presentation that will inspire your club. Email [D6910Membership@gmail.com](mailto:D6910Membership@gmail.com) to schedule your session today.

---

### **Upcoming:**

Zone 34 MAP Webinar - January 13 @ 5:30p

*-for anyone interested in learning more about membership. This month's theme: **GROWING ROTARY AND YOURSELF***

*Register at this link: [LINK](#)*

*<https://registrations.dacdb.com/Register/index.cfm?EventID=77666881&NoCaptcha>*

District 6910 Monthly Membership **Hotsheet** - January 15 (via email)

*-One-page update of YTD District-wide Membership data, goal progress, new members leads, and more.*

CMC (Club Membership Chair) Monthly Zoom Event - **January 20**...Hot topics this month include: D6910 Membership Success Stories & Mid Year Assessments.

District 6910 **Monthly Membership Express** - January 1 (via email)

*-Short bullet point update on 5 timely topics and related helpful information.*

---

### **District 6910 Membership Committee**

*Mark Valentine--Chair*

*Peter Gleichman--Co-Chair*

*Jim Klynman--Family of Rotary Chair*

*Geeth Mahagamage--Rotaract Membership Chair*

*Gerald Hulett*

*Rena Pendley*

*Ted Richardson*

*Billy Fleetwood*

*Allen Bowns*

*Steffanie Sorrells*

*Neil Azevedo*

*Ed Davis*

**District 6910 Membership Committee email Address: [d6910membership@gmail.com](mailto:d6910membership@gmail.com)**