

April RMO Membership Update

CLUB MODELS | ROTARACT SUCCESS STORIES | MEMBERSHIP
LEADS UPDATES | DEI WEBINAR



CLUB TYPES, FORMATS, AND MODELS GUIDE

Rotary clubs are made up of members of varying ages from different backgrounds, cultures, and professions, so it's important to provide a variety of options for them to connect and engage in Rotary. But adding flexibility can lead to questions such as, "What is a satellite club?" or "Can my club be focused on a particular cause?" Our new [Club Types, Formats and Models guide](#) provides definitions and examples to help you navigate the differences between club types, club models, and meeting formats. Share this guide with district and club leaders who are interested in creating new clubs or looking to add flexibility to their current club.

ACCOUNTABILITY AND INCLUSION WEBINAR: BUILDING STRONG INTERGENERATIONAL RELATIONSHIPS

Join us on Thurs, 29 April at 11:00AM Central for the fourth webinar in our [accountability and inclusion series](#), Building Strong Intergenerational Relationships. Very few organizations span generations and build personal connections the way Rotary does. Generational diversity is one of our advantages, but are we doing our best to cultivate meaningful relationships no matter our age? In this webinar, we'll hear from several Rotary program participants who have been empowered to act on issues they're passionate about and recognize that we all have something to learn from each other.

[Register now](#) and submit your questions to our experts. Live interpretation will be available in French, Mandarin, Spanish, and Portuguese. Afterwards, a recording of the session will be available to all registrants.

WHAT'S NEW WITH MEMBERSHIP LEADS?

Based on the feedback that you and other district leaders have shared with RI, several long-awaited enhancements to the Membership Leads tool are now live. Many of you have already noticed changes within in the platform, but for those who haven't, here is a short list of improvements to the tool that we hope will improve the user experience:

1) Rotarians can now use MyRotary to refer prospective members to their own clubs in addition to clubs in other areas

2) Districts can add membership candidates directly to their leads list

3) New candidate notification emails will provide more information about the candidate:

- Candidate notification emails will be distributed to District Membership Chairs with the District Governor copied
- Assistant Governors will receive a candidate notification email only when a candidate has been assigned to a club in their grouping
- Selecting the link in the email will take you directly to the candidate's record on the MyRotary lead list

4) Leads and membership records are reconcilable for accurate reporting by filling out a short form for our Data Services team

- District leaders can select "Club admitted Candidate" and indicate a successful conversion
- Club leaders can indicate when a candidate has become a member through a different tool (like ClubRunner) or it has been longer than 30 days

I've also have attached (in the email) the Prospective Member Progress Analysis report for each district. Here are a few notable highlights from **1 January 2020** to 26 April 2021:

3 districts with highest number of leads assigned to clubs: District 5870, District 5890, District 5910

3 districts with highest number of leads admitted to clubs: District 5910, District 5890, District 6450

DISTRICT MEMBERSHIP PROGRESS TO GOAL

Here are a few highlights from the April 2021 District Membership Progress to Goal reports. Please review the full reports attached in the email.

Zone 25B highest % net growth:

District 5870 @ 0.50%

Zone 29 highest % of net growth:

District 5650 @ 2.09%



ROTARACT TO ROTARY SUCCESS STORIES

As you look to engage younger professionals and create innovative and flexible clubs, one of the places to find real-world success stories is with Rotaract alumni. What can we learn from former Rotaractors who have successfully made the transition to Rotary membership? In some cases, they designed and chartered clubs because the club experience they were looking for didn't exist. Here are a few examples of Rotaract alumni who took the lead and created their ideal Rotary experience:

- Sabine Thiel in District 1880 is a charter member of her innovative Rotary Club Nürnberg-Connect, Germany, of which 16 of the 42 members are former Rotaractors. Learn more about their club [here](#).
- Lisa Jayne Hunter of District 1090 is a charter member of the Rotary Club of Maidenhead Bridge, England. The club, comprised of many former Rotaractors, is flexible and family-friendly and has grown to 28 members since chartering in 2012. Read more about their club [here](#).
- Jenna Buscemi in District 5890 was a charter member of the Rotary Club of Houston Energy Corridor, while remaining an active Rotaractor with the Rotaract Club of The University of Houston.

I encourage you to reach out to your District Rotaract Representative and/or District Rotaract Chair to learn more about how you can support their efforts and strengthen the Rotary-Rotaract connection.

REGIONAL HIGHLIGHT

Since last month's RMO newsletter, there has been a wave of new club development activity across Zones 25B and 29, all featuring different aspects of flexibility. Welcome and congratulations to two new Rotary clubs, three new Rotaract clubs, and one satellite club, listed below in order of charter date:

Rotary Club of El Campo Literacy Advocates, TX, USA (D5890)

Rotary Club of Austin North Metro Passport, TX, USA (D5870)

Rotaract Club of National Louis University, IL, USA (D6440)

Rotaract E-Club for the Environment, MN, USA (D5950)

Rotaract Club of Kaleidoscope, MN, USA (D5950)

Satellite Club of Monticello-Evening, MN, USA (D5950)

The Rotary Club of El Campo Literacy Advocates, a cause-based club in District 5890, launched in line with a district-wide book distribution project with ABC and Disney, serving about 12,000 community members. Meanwhile, in District 5870, the Rotary Club of Austin North Metro Passport is now providing a flexible option for Rotarians in the area who travel and/or enjoy a variety of club experiences. Up in Minnesota, the Rotaract E-Club for the Environment and the Rotaract Club of Kaleidoscope, both cause-based Rotaract clubs, speak right to the heart of people who are passionate about protecting the environment and supporting individuals with autism and their families. And of course, satellite clubs allow a Rotary club to meet the needs of current and prospective members by providing a different club experience. If someone in your district is working to form a new Rotary, Rotaract, or Rotary satellite club, the [Phoenix 223](#) team can support them in the process. Be sure to check out their upcoming workshop, moderated by DG Tom Gump, on May 6th: [Starting Alumni & Interest-Based Clubs](#). Keep up the momentum, friends!