



MEMBERSHIP MATTERS



ZONE 22 MEMBERSHIP NEWSLETTER

CLUB CONFLICT RESOLUTION

On occasion club members leave Rotary due to conflict in a Rotary club or due to interpersonal disagreements. Every effort should be made to resolve conflict before one or more members leave the club.

Whenever you get a group of individuals together, you are bound to have some sort of conflict. Whether it be a disagreement on a basic item of club business, or a major issue with people's personalities, Rotary leaders must be prepared to work as listeners, mediators, and negotiators.

Notre Dame University in Indiana suggests the following steps to be used for conflict resolution.

The most important key to dealing with conflict is to practise the art of active listening. Active listening is the concept of restating what another person says before stating your opinion. Active listening requires you to think about what the other person has said, and how their opinion impacts your paradigm. The following process has been provided to assist in dealing with issues which require conflict resolution.

Six Step Process Toward Resolving Conflicts Among Two People

1. Person A and B come to an agreement to what the conflict issue is. (i.e. "What are we disagreeing about?")
2. Person A states his/her point of view on the issue.
3. Person B states his/her point of view on the issue.
4. Person A restates B's statement, and then presents a counter statement.
5. Person B restates A's counter statement, and then presents a response.
6. Steps 4 and 5 are repeated until an agreement has been reached to resolve the conflict.

TIP: Individuals who can remain patient, while using active listening techniques, are typically the most successful negotiators in conflict situations.

Something else to keep in mind is that not all conflicts will be resolved. Many
(Continued on page 2)



Membership Matters is a newsletter for Rotary Leaders in Zone 22, Alaska, Canada, Asian Russia, St. Pierre and Miquelon

10 TIPS TO ENSURE PROSPECTIVE NEW MEMBERS FEEL WELCOME & COME BACK

1. Prepare name badges for expected guests in advance.
2. Prepay or waive meal costs for guests who are prospective members. Inform the Rotarian who is collecting meal payments that these guests should not be charged for their meal.
3. Encourage club members to arrive early to help welcome the prospective members, who should be treated like dinner guests in your home.
4. Remind members to thank guests for attending and to invite them to join or attend another meeting.
5. Provide a meaningful introduction for each guest.
6. Invite guests when there is an outstanding program. Avoid meetings when only club business is conducted.
7. Make the meeting a positive experience for each guest. Don't ask them to pay fines, purchase raffle tickets, or sing.
8. Explain to guests in advance Rotary protocol and your club's standard meeting agenda.
9. Explain or avoid Rotary jargon during club meetings (GSE, RYLA, DGE, etc.) so guests will understand what is happening at the meeting.
10. Have membership information packets available for guests and speakers after meetings and make follow-up calls to guests within a few days after the meeting.



(Continued from page 1)

times, people will have legitimate arguments which will not end in both parties agreeing. The end result of conflict resolution processes could include:

- ◆ **Win - Win**—Both sides come to an agreement (usually through compromise)
- ◆ **Win - Lose**—One side leaves satisfied with a decision, while the other person ends up losing the argument, and thus becoming dissatisfied.
- ◆ **Lose - Lose**—Both sides leave dissatisfied with the end decision.
- ◆ **No Deal**—Both sides agree to disagree, and no compromise or decision is made.



While the suggested result of conflict resolution is Win-Win, a No Deal situation may be the only alternative. If possible, avoid ending up in a Win-Lose or Lose-Lose situation, as this will leave individuals dissatisfied, and this may cause further tension or apathy within the club.

University of Notre Dame, Indiana
www.nd.edu

RECYCLE YOUR GLOBAL QUEST BANNER, *RIMC Chris Offer*

The Global Quest logo and theme will not be used in 2003-04. The retractable or pop-up banners with the Global Quest logo can be reused for a variety of purposes.

These banners are valuable promotion tools and should be recycled with a new sign or banner. I recently had one retractable banner changed to the new RI Membership Development and Retention logo, the three overlapping circles that symbolize, recruitment, retention and new clubs.

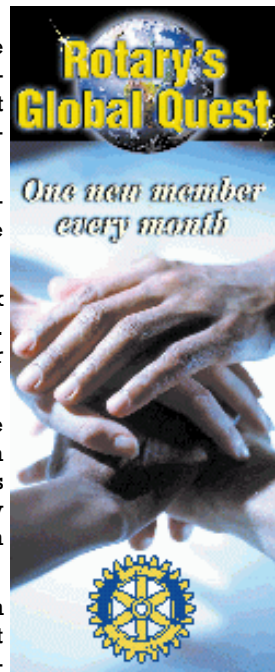
The cost of replacing the banner was C\$300 or US\$200. Anything that can be designed on your computer screen can be put on the retractable banner.

The banner is printed on a large—very large commercial ink jet printer. The sign is then laminated with a flexible material. Graphics or photos must be high resolution or they will appear blurry when enlarged.

I used a company called Fast Signs in Vancouver. There are franchises of Fast Signs across the US, Canada, UK, Australia and Brazil (www.fastsigns.com). A number of other companies can also change the roll up portion of the sign. The saving by recycling the sign is C\$200 or US\$140 compared to buying a new sign and the retractable apparatus.

Mary Watson, D5040 Governor 03-04 plans to change the sign on the retractable Global Quest banner to promote her district conference. The conference logo and details of the district conference will be printed on the banner. The sign will be displayed at all of her official club visits and at district events and seminars.

These retractable banners should last for several years and can be changed several times. Don't leave your banner unused in the closet.



Page 2

How Are We Doing? Membership data to May 1, 03.

Dist.	July 1	May 1	+/-
5010	2660	2640	-20
5020	5194	5257	63
5040	2090	2074	-16
5050	2862	2892	30
5060	2973	3059	77
5080	2986	3024	38
5360	2253	2302	49
5370	2385	2412	27
5550	1965	1967	2
5580	3400	3459	59
6290	3513	3478	-35
6330	2339	2368	29
6380	2073	2092	19
6400	1987	1994	7
7010	1871	1865	-6
7040	2365	2398	33
7070	2417	2426	9
7080	2107	2079	-28
7090	3097	3166	69
7790	2200	2209	9
7810	1357	1389	32
7820	1879	1920	41
7850	1767	1762	-5

These data are collected by RI based on reports sent by clubs in each district up to May 1, 2003. The use of the Business Portal by club secretaries ensures current and accurate data. Governors may review district and club data on the Business Portal. Clubs may correct errors and update data on the Business Portal.

Data for all districts in the world can be viewed at http://www.rotary.org/newsandinfo/downloadcenter/pdfs/memb_comparison_may03.pdf

NEW BOOK BY FRANK DEVLYN

PRIP Frank Devlyn

"Frank Talk" is a best-seller. To date it has sold over 75,000 copies and has been translated into seven different languages. The success of "Frank Talk" can be attributed to its value as an effective tool for explaining the benefits one receives by belonging to Rotary.

I am happy to announce that we will soon publish a new book which will focus on how clubs have implemented successful programs to retain members and re-energize their Rotary clubs. I agree with the leadership of Rotary that believes retention should be a major area of club focus. Our leaders are stressing the importance of retention for each and every Rotary club. Statistics show that 70% of all the members we bring into Rotary remain for less than 3 years. We must stop this trend of bringing new members in the front door while our current members exit through the back door. That will be the purpose of the new book . . . to help clubs retain their current members.

I am inviting my Amigos and the family of Rotary to visit my web site at www.frankdevlyn.org/retention-

20% OF ROTARIANS IN CANADA AND US ARE WOMEN

According to a recent RI demographic survey 20% of the members of Rotary clubs in Canada and the US are women, the highest percent in the world. The survey, sent to 10,500 Rotary clubs worldwide, had a 30 percent response rate.

Region	Club Size	Women	Largest Age Group	Rotarians 6+ years
Africa/Europe	43	7%	50-59	70%
Asia	53	6%	50-59	63%
Australia/Pacific	35	11%	50-59	67%
Britain/Ireland	35	5%	60-69	75%
Canada/US	58	20%	50-59	60%
Latin America	24	15%	40-49	55%
RI WORLD	47	13%	50-59	66%

ideas.htm and share your club's successful ideas on membership retention by completing the survey form which has been posted. Here is where you will be able to share with the entire Rotary world how your Rotary club has been re-energized and how you are retaining your members. Thousands of people will be visiting the web site as will many more when this new book is released.

Three years ago, I asked you to share your thoughts on why you became a Rotarian. Several thousand of you responded to this request and many of your comments were published in "Frank Talk". The new book will also include many of your comments so please log on and share them with us.

David Forward is once again working with me on the new book and he will be visiting the web site on a regular basis to read all of your ideas. The very best ones will be included in the new book which will be released later this year.

Diary Dates

May 30-31, 2003
International Institute
Brisbane

June 1-4, 2003
International
Convention Brisbane

June 4, 2003
Northern Lights
Breakfast Brisbane

July 19, 2003
Presidential Celebration
Vancouver
Vocational Service
Information on line at:
rotaryvancouver2003.com

July 20-27, 2003
Post Celebration Rotary
Alaska Cruise
www.cruisealaska.com/rotary/

September 9 & 10, 2003
GETS
Moncton, NB

September 11-14, 2003
Zone 22 Institute
Moncton, NB
For information
www.ridist7810.com/zone/zone.html

20 Ways to Boost Club Membership

Here are some simple, proven ideas to help your club grow.

If your Rotary Club is like most, membership growth is a constant challenge. One month, you pick up one or two new members and the next month, you may lose one. Even if your club is active and successful, some members will leave due to job transfers, career changes or for a variety of other reasons. That is why every club must be continually on the lookout for prospective new members.

Not only does increased membership add to your club's ability to conduct effective service projects, but additional new members bring fresh ideas and different perspectives. New members will expand opportunities for service both locally and internationally.

It is not always easy to attract new members. But the benefits they can provide are worth the effort. Following are 20 simple, proven methods for boosting your club's membership.

1. Take turns inviting guests. Members should take turns inviting prospective members to club meetings. At least one member should be expected to bring a guest every week. This effort could be conducted in alphabetical order, based on the members' first or last names. After the last member in the order brings a guest, go back to the member who started the order and do it again. It's a sure bet that some of those guests will want to come back and join. In addition, this consistent approach to growth helps get members in the habit of identifying prospects and asking them to join.

2. Organize teams. Organize teams of 4 or 5 club members. The goal of each team is to recruit one new member within 3 or 4 months. Each team needs one member who is active in the community, one knowledgeable about Rotary and one who is prepared to make cold calls to sell Rotary.

3. Go public. Ask one or two members to work on a public relations campaign, sending news releases about your club to local newspapers, radio and TV sta-

tions or put up a billboard or use truck ads to promote Rotary. Make sure to include a contact phone number, e-mail address or club web site address.

4. Feature great programs. Once you succeed in getting guests to a meeting, make sure they like what they see. Organize interesting club meeting programs that will make those guests want to come back for more.



5. Educate members. The more your members know about Rotary, the better they will be able to sell Rotary to prospective members. Make sure your club meetings feature regular Rotary education segments. One program every month should be on a Rotary topic.

6. Start a speaker's bureau. Just as outside speakers promote their causes to your club, your members can visit other organizations and talk about how they are helping the community, eradicating polio and sending more than 7,000 Youth Exchange Students around the world. While they're speaking, they can hand out your club brochure.

7. Look up old friends. Pull out some of your club's old membership rosters and circle the names of those who have left the club. Give those members a call, their situations may have changed since they left and they may be ready to return to your club. If for some reason they are unable to rejoin, ask them for the names of some people they think would make good members.

8. Make the most of your service projects. Every time your club conducts a service project (which is hopefully often), promote Rotary to those you're serving. If your club invites the parents

of scholarship winners or outgoing Youth Exchange Students to club meetings, give them information on Rotary and encourage them to join. If your club makes a contribution to a local charity, ask the staff members to visit your club.

9. Knock on doors. Round up a few of your members on a weekday morning and visit stores and businesses in your community, especially those near your meeting place. Drop off a club brochure or newsletter and invite the owners or managers of those businesses to an upcoming meeting.

10. Set up shop. Does your city or town have community fairs or trade shows? If so, consider renting a booth and handing out information on Rotary. Set up a television and VCR and play the "This is Rotary" video available from RI. A good video is worth several thousand words.

11. Learn from others. Scan your district bulletin and other publications for news of clubs that have recently grown. Pay those clubs a visit and find out how they increased their membership. Observe how they handle their meetings and welcome guests to the group. Also, attend the district conference, district assembly, district leadership seminar and most importantly ensure your club is well represented at the district membership seminar.

12. Sing your praises. Don't be bashful about your involvement in Rotary. Whether at work or at play, talk up Rotary. You never know when you might strike a responsive cord with someone just waiting to get involved. Always wear a Rotary pin.

13. Increase your circulation. Does your club send a bulletin to members before every meeting? Why not increase its circulation? Send copies to prospective members, to media professionals and to former members. Add a personal note on each, inviting the recipient to attend the next meeting.

(Continued on page 6)

VANCOUVER SITE OF FIRST PRESIDENTIAL CELEBRATION

RI President-elect Jonathan Majiyagbe has slated 15 one-day Presidential Celebrations for the 2003-04 Rotary year to spotlight outstanding Rotary projects and initiatives. The Celebrations will be held in various locations around the globe. Each conference will have a specific focus.

President-elect Jonathan has selected Vancouver as the location of the first Presidential Celebration. The Presidential Celebration in Vancouver will be held on July 19, 2003 at the Delta Vancouver Airport Hotel.

The theme of the Vancouver Presidential Celebration is Vocational Service. Participants will have the opportunity to share their experiences and insights on Rotary's 2nd Avenue of Service. Two table top discussion sessions are on the agenda of the conference. The discussion sessions will cover a variety of Vocational Service topics and have a Rotary leader at each table to facilitate discussion.

President-elect Jonathan selected a group of local Rotarians to organize each Presidential Celebration and coordinate registration. The local organization has kept registration

affordable. The registration for the Presidential Conference in Vancouver is only C\$125 or US\$85.00 until June 1, 2003. **After June 1st registration goes to C\$150.00 or US\$100.00.**

In addition to discussion forums there will be displays on various aspects of Vocational Service and two sessions will feature outstanding club and district Vocational Service projects. The first keynote speaker of the Celebration will be Past RI President Cliff Dochterman on Vocational Service as Rotary's first concept. Other speakers will cover Group Study Exchange Teams and Rotary's commitment to high ethical standards and the promotion of the 4-Way Test. President-elect Majiyagbe will be the keynote speaker at the closing banquet.

Friday night, July 18, 2003, President-elect Jonathan will install new club presidents in office. The keynote speaker will be RI Director 03-05 John Eberhard. John's topic is, "The Club President is Key." All Rotarians are invited to share this evening with new club presidents.

Register on line or download a registration form for the Celebration at www.rotaryvancouver2003.com. Or contact the Celebration, Chair, Chris Offer at 604-434-5774 or

offer@telus.net or Registrar Leigh Higinbotham at 604-263-0033 or leigh_higinbotham@telus.net.

Rooms at the Delta Vancouver Airport Hotel are only C\$105.00. Call 1-800-877-1133 or www.deltahotels.com.

The objectives of the Presidential Celebration are:

- A one day conference to exchange ideas on Rotary's 2nd Avenue of Service
- Assemble Rotarians from the Pacific Northwest and elsewhere to enhance communication and understanding related to Vocational Service
- Develop Vocational Service projects and find support, resources, expertise and opportunities to serve the community locally and internationally
- Expand the ways Rotarians can work together to promote high ethical standards in their community
- Identify and encourage opportunities for volunteer service using the existing programs of Rotary International and The Rotary Foundation

District 5060—2002-2003 Global Quest Winner

District 5060 (British Columbia—Washington) had the highest net membership increase in Zone 22 for the Rotary Year 2002-2003 with a net increase of 2.59%. Congratulations to DG Ken Davis and his membership development and retention team. The Global Quest will recognize 50 districts and 100 clubs as designated winners for 2002-03.

Starting figures were based on the 1 July 2002 semiannual reports received by RI World Headquarters by 30 September 2002. Final membership figures are based on figures from the semiannual reports and new member report forms received by RI World Headquarters by 1 May 2003.

District 5060 will receive US\$2,000 monetary award to cover expenses for a community or international service project.

(Continued from page 4)

14. Recognize recruiters. When a member successfully recruits a member, publicly thank and recognize him or her for a job well done. Do something special to show that member (and everyone else) just how important it is to bring in new members. You could ask both the recruiter and new member to sit at the head table, send a hand written thank you card to their home and recognize their work in the club newsletter.

15. Roll out the welcome mat. Whenever guests come to a meeting, make them feel right at home. Encourage your members to introduce themselves and talk up the club. Many clubs assign one or two longtime members to accompany the prospect and make sure he or she gets a good introduction to your Rotary Club. First impressions are important.

16. Use Rotary business cards. How many times a week do you hand out business cards? Hand out a Rotary card at the same time. Every time you hand out a card, you'll be introducing another person to Rotary. Include an invitation to attend your club on the back of the card with details of when and where your club meets.

17. Put prospects to work. If your club is planning an upcoming service project, ask several prospective members to get involved. Why wait until they join the club? Perhaps hands-on involvement in a

service project may be just the thing to prod some good prospects into making a commitment to Rotary.

18. Plan a fun event. Not sure you want to put prospects to work before they join? Then how about organizing a party or other fun event? Invite as many prospective members as possible, along with all members and their spouses or significant others. While having a good time is the main objective of the get-together, you can also work in some Rotary education and even a soft-sell invitation to join.

19. Just the fax. Ask your members to round up as many business cards from area firms as possible. (Most members probably have quite a collection in their desk drawers.) Come up with a catchy letter inviting the managers of these businesses to a free lunch at your next club meeting. Then, using the fax numbers from the cards, fax the letter to them and follow up the next day with a phone call.

20. Put your club on display. Are there any vacant storefronts on a nearby street or in a nearby shopping mall? If so, contact the owner and ask if your Rotary Club can use a front window to display a poster and other information on your Rotary Club. Make sure to provide the names and phone numbers of some club leaders who can be contacted for more information.



Lend a Hand

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2003-2004

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ZONE MEMBERSHIP SEMINAR

Zone 22 will offer for the first time a Zone Membership seminar for District Membership, Development and Retention Chairs. The seminar led by RIMC Ron Denham will be held at the Zone 22 Institute 2003 in Moncton, NB. The Institute will be held Sept. 11-14, 2003. Membership training will be held on Friday, 11:20-12:00 Noon and 3:45-5:15PM. Saturday. District Membership, Development and Retention Chairs are invited to participate in the full Institute program in addition to the membership seminar.

The seminar will cover the role of the RIMC/RIZMC, starting new clubs, retention approaches, organizing a district membership seminar and strategies for membership retention.

Details of the Institute program, registration and hotel reservations are available at www.ridist7810.com/zone/zone.html.