



RI Membership Development and Extension Award



Membership development and extension are essential to achieving Rotary's goals of providing community and international service. The continued growth of our clubs and international association depends on our ability to bring new, qualified volunteers into our ranks. Rotary's vitality and longevity depend on our success in creating new, effective Rotary clubs and nurturing their growth and development.

While the responsibility for Rotary extension falls to you, the district governor, every Rotary club member shares the responsibility of proposing qualified new members. It is an obligation born from the privilege of membership.

Few things are more rewarding than sharing Rotary with others; however, the RI Board is offering an additional incentive: the RI Membership Development and Extension Award. This program recognizes membership growth in existing clubs, retention of current club members, and the establishment of new clubs. Districts that meet or exceed their membership goal also receive recognition. The program is outlined here.

Description

The annual RI Membership Development and Extension Award is given to clubs within a district based on their achievements during the 1 July-15 May time frame in the following categories:

- **Overall growth:** club with the highest growth rate (percentage)
- **Recruitment:** club with the most new members inducted
- **Retention:** club with the highest retention rate* (percentage)
- **New clubs:** club(s) that sponsored a new club(s)

*The retention rate is the percentage of club members who joined the club on or before 1 July and are still members of the club on 15 May.

In addition, governors of districts that meet or exceed their membership goals by 15 May receive special district membership recognition from the RI president.

Guidelines

Setting Club and District Goals

As district governor-elect, work with your incoming club presidents to establish membership goals for the next Rotary year. At your presidents-elect training seminar, address the importance of membership growth and ask each incoming club president to establish a club membership goal (net percentage increase). At the district assembly, announce the collective district membership goal. This district goal represents the targeted net percentage increase in all the clubs, plus the number of new clubs to be established during the year.

Identifying Recognized Clubs

To identify the clubs in the categories of overall growth, recruitment, and retention, you should gather membership figures directly from clubs. Follow these steps:

1. **Locate 1 July start figures.** Make sure you have your district's 1 July start figures.* RI sends these to all district governors in October.

*Each district's starting membership figure is based on its clubs' July semiannual report forms received at RI by 30 September each year.

2. **Gather 15 May membership figures.** On 15 May, contact each club in your district and ask for the following information:

Overall growth: How many members are in your club?

Recruitment: How many new members have you inducted since 1 July?

Retention: How many members who joined the club on or before 1 July are still members of the club?

3. **Verify 15 May membership figures (optional).** Sign in to Member Access at www.rotary.org in order to verify the information gathered from your clubs. (Access to all of this information is restricted to district governors only.)

Overall growth: Click on "Review Club Data" to view the number of members in each club.

Recruitment and retention: Click on "View Membership Data" to view a complete membership information report for each club, including induction dates.

4. **Identify recognized clubs.** Compare the figures to your district's starting membership figures.

Reporting Recognized Clubs to RI

Based on the results of your comparison, complete the submission form on the back of this page to report the clubs recognized for each membership development category: **overall growth, recruitment, and retention.** Please specify **one club for each category**, unless there is a tie. In addition, report any club that sponsored a new club.

Each club you report will receive a recognition certificate signed by the RI president. If your district meets or exceeds its membership goal by 15 May, you will also receive special district membership recognition from the RI president.

Certificates will be shipped to you for presentation to the recognized clubs; please allow up to four weeks for processing, printing, and mailing. If you need a certificate by a specific date, note the date on the submission form.

Promoting the Membership Development and Extension Award

RI promotes this award throughout the year in all RI publications, including *Rotary World*, *The Rotarian*, and the RI Web site. As district governor, you are asked to promote this award through your monthly letters and official club visits.



RI Membership Development and Extension Award

District Governor Submission Form

PLEASE COMPLETE AND SEND TO:

E-mail: membershipdevelopment@rotary.org
Fax: 847-866-9446

Mail: Membership Development (MD110)
Rotary International
One Rotary Center
1560 Sherman Avenue
Evanston, IL 60201-3698 USA

From District Governor

District

Print name

Please print clearly in the spaces below; certificates will be printed using the information you provide.

As of 15 May, the following Rotary clubs have attained the highest achievement in the following categories:

- **Overall growth:** Highest growth rate (percentage)

Rotary Club of _____

City, State/Province, Country

Club ID number

- **Recruitment:** Most new members inducted

Rotary Club of _____

City, State/Province, Country

Club ID number

- **Retention:** Highest retention rate (percentage)

Rotary Club of _____

City, State/Province, Country

Club ID number

- **Sponsors of new club** (during the current Rotary year)

Rotary Club of _____

City, State/Province, Country

Club ID number

Rotary Club of _____

City, State/Province, Country

Club ID number

Rotary Club of _____

City, State/Province, Country

Club ID number

Rotary Club of _____

City, State/Province, Country

Club ID number

Rotary Club of _____

City, State/Province, Country

Club ID number

Yes, I have contacted the Rotary clubs in my district, and I report to RI that, as of 15 May, District _____ has achieved its membership goal for the current Rotary year.

Date certificates are needed _____

RI District Governor _____

Signature

Date