



PDG Nijad K. Al Atassi

Message: Membership Development

It is a privilege to serve as the Chairperson of the District Membership Development Committee. This committee provides guidance and assistance to the District Governor and his team, on matters related to Membership Attraction & Engagement, New Club Development and Membership Benefit (Rotary Rewards). Hence, I focus on getting the most of an organization's assets. So at the outset, I would like to remind ourselves that **Rotary's membership is our greatest asset**. And while polio eradication remains Rotary's highest external program priority, the membership development is Rotary International's highest internal organizational priority. Along Rotary's path toward sustained membership growth, perhaps our largest challenge, and the largest opportunity for our clubs and district is retaining our existing members. For the last 10 years Rotary Clubs has increased but Rotary membership has remained stagnant. So while continuing to promote Rotary to the general public to attract new and diverse members, we must also work to actively engage our existing members, to ensure the club membership remains relevant. Part of our task as a membership development committee team is also to identify weaker clubs in the District and help them to better define, understand and deliver what their current and future members will truly value.

Attracting more women members is a major factor to ensure Rotary's future. Women have long proven their worth at the community and international level, leading in a multitude of professions and excelling at the highest professional level.

Rotary clubs can benefit from having a good balance of member ages by effectively meeting the needs of their communities, and appealing to professionals of all ages. Clubs that attract younger professionals thrive, and have an abundance of engaged members to choose relevant roles from the Club Leadership Plan.

RI Membership Goals for Clubs as per the Presidential Citation: SUPPORT AND STRENGTHEN CLUBS

- Achieve a net gain of 1 member.
- Maintain or improve your club's retention of current and new members:
 - Improve club's retention rate by 1 percentage point
 - OR**
 - If the club's retention rate was 90 percent or more in 2017-18, maintain it.
- Achieve a net gain in female members.

- Have at least 60 percent of club members report their birth dates through My Rotary.
- Sponsor or co-sponsor a new Rotary club.
- Conduct a classification study of your members' occupations, and work to align your membership with the mix of businesses and professions in your community.

District 2452 Membership Goals (as formulated by DG Michel Jazzar):

- +2 Rotary Clubs during 2018-2019.
- 60 new members: 50% of the total are young 30-40 years old, 25% of the total are female, 25% of the total are from +40 years old.
- 1 new Rotary Satellite Club.

District Membership Development Strategy (as formulated by DG Michel Jazzar):

- District Award for membership development.
- D2452 Membership Seminar: 30 September 2019, Armenia.
- RLI Training in three countries where the RLI exist: Cyprus, Jordan and Lebanon.
- Motivation during the DG Official Visits to clubs [to train new members and prospective members].
- Organize a Rotary Family Day during the month of October 2018.

“Rotary extension is a most important part of membership growth”, Paul Harris has said in 1930 RI Convention. I must tell that extension is possible only if the sponsoring club is functioning effectively and whose ideal of service is based on the **Four Avenues of Service** that supports the **Object of Rotary** and **Six Areas of Focus**. The **Club Leadership Plan** should promote the efficient administrative procedures, because extension i.e. sponsoring of a new club requires strong support of an effective Rotary club.

Please use the following resources to achieve our membership goals and support the clubs to make them vibrant and effective:

To learn by topics, please visit:

<https://my.rotary.org/en/learning-reference/learn-topic/membership>

- Assess your club
- Engage current members
- Connect with prospective members
- Follow your membership leads
- Make new members feel welcome
- Develop your club

For other important resources please visit the following links and download:

- **Strengthening your Membership, Creating your Membership Plan (417-EN-1217)** <https://my.rotary.org/en/document/strengthening-your-membership-creating-your-membership-plan>
- **RI Membership** <https://www.rotary.org/en/about-rotary/membership>
- **Lead your Club – Membership Committee 2016-2019 Edition (226B-EN-(616)** <https://my.rotary.org/en/document/lead-your-club-membership-committee>
- **Be A Vibrant Club, Middle East and North Africa, Your Club Leadership Plan (245MENAF-EN(917)** <https://my.rotary.org/en/document/be-vibrant-club-your-club-leadership-plan-middle-east-and-north-africa>

To expand Rotary's capacity for service, we need new ideas, energy and diverse perspectives, to welcome younger members that are the next generation of business and community leaders as well as we need the experience and resources of recently retired professionals of the community.

Bringing new members in order to re-energize the club with new ideas is an integral part of assuring its sustainability and future. Existing members can become more engaged through new members by being involved in their new member orientation as a mentor.

To achieve our goals, ***Be the Inspiration***, it is time to create the stronger membership for the present and future in our District 2452.

I wish you good lucks in your endeavors.

Yours in Rotary

A handwritten signature in blue ink, appearing to read 'Nijad K. Al Atassi', with a large, stylized flourish underneath.

PDG Nijad K. Al Atassi
Chairperson
District 2452 Membership Development Committee