

# February RMO Membership Update

START A CLUB ONLINE COURSE | MEMBERSHIP LEADS  
REPORT | MEMBERSHIP RESOURCE GUIDE



## LEARN HOW TO ENSURE NEW CLUBS ARE SUCCESSFUL

As you work to create new clubs in your district, the new [Starting a Club](#) course on Rotary's Learning Center can help strengthen your efforts. In this course, you'll learn the process of starting a Rotary, Rotaract, or Satellite club, get tips for connecting with prospective members, and find out how you can maximize a new club's success. It's a great resource for new club champions, sponsor clubs, a new club advisor or anyone interested in new club development.

## EXPLORING THE BLACK EXPERIENCE IN ROTARY WEBINAR

By considering each other's experiences and perspectives, we allow our community to be not only about what we have in common but what makes us different. Join us, 25 February at 4:00 PM EST as we continue our Diversity, Equity and Inclusion (DEI) webinar series by Exploring the Black Experience in Rotary. During this webinar, attendees will hear from Black Rotarians from around the world help as they discuss race and identity, raising awareness and acknowledging our social identities, and how we can allow space for all members and participants to bring their authentic selves to Rotary. Encourage your club leaders to register and attend this webinar, and continue their discussions on how we can make Rotary inclusive for all. Register for the webinar [here](#)

# PETS TRAINING & RLI

We are in PETS season and I wanted to remind you that, similar to PETS, RLI is also virtual.

Rotary Leadership Institute (RLI) continues to be successful throughout zones 33 and 34. RLI is a great place for Rotarians in every part of their Rotary journey: newly inducted Rotarians can learn about Rotary, club officers can build on their Rotary knowledge, club presidents can expand on the skills gained at their President-Elect Training Seminar, and longtime Rotarians can re-kindle the Rotary flame.

Attendees learn about areas such as leadership, team building, planning, marketing, communication, and organization, and have an opportunity to share their experiences and ideas with other Rotarians in the region. Past attendees have said RLI enhanced their Rotary experience and they go back to their clubs energized by the knowledge and empowerment received through energetic and engaging discussions. The quality of education and meaningful discussions, led by passionate facilitators, is infectious and is open to both Rotarians and Rotaractors. This is an excellent platform to supplement your PETS curriculum, motivate, engage and energize Rotarians for life, and improve the attrition rate in your district. With the virtual option, Rotarians can re-take previous RLI courses to keep themselves informed, engaged, and energized.

Has RLI helped your members stay engaged and involved in Rotary? Remind your members about RLI and encourage them to check out the schedule and sign up. Based on the feedback from recent attendees, they won't regret it!

Mid Atlantic <http://www.rli33.org/>

Sunshine Division <https://www.rlitraining.org/>

## MEMBERSHIP LEADS REPORT

In the attached Prospective Member Progress Analysis report for each district, from **July 1, 2020** to **February 24, 2021**. You can view data on how your district is managing prospective members who express interest in joining a Rotary club through the Membership Leads program. You can view up to date information on what percentage of prospective members have or have not been followed up on, what percentage of leads are no longer interested in membership, and what prospective members have been admitted to a club.





# MEMBERSHIP RESOURCE GUIDE

I've attached the Membership Resource Guide, which includes links and descriptions about membership resources, tools, and publications, with new resources noted in red. One resource I hope you'll find useful is our updated [State of Membership PowerPoint Presentation](#), which you can download and customize to share Rotary's current membership data and trends, as well as district specific data, who's joining and who's leaving, and what opportunities exist to strengthen membership. If you have any questions about the materials listed, please let me know.



## INTERNATIONAL ASSEMBLY RECORDINGS

Rotary recently held the first virtual International Assembly. [Visit My Rotary](#) to experience some of the inspiring messaging shared throughout the assembly.



## District Membership Progress to Goal Report

Here are a few highlights from the February 2021 District Membership Progress to Goal report. View the attachment for the full report.

It is always odd to see those goals of several districts are even lower than the opening membership figures as of 01 July 2020. **District Membership Goal** is a sum of all club membership goals as reported in Rotary Club Central and hence, clubs that do not enter a membership goal directly impact the District Membership Goal figure. To assess the current and correct status of district progress, please ensure that **all Rotary clubs** in the district, report their respective membership goals through Rotary Club Central.

Let us again congratulate districts 7020, 7030 & 7620 showing net increase of 4.49%, 2.79% and 1.93% respectively.

Highest % net growth:

**7020 - 4.49%**

Highest % of female members:

**7000 - 46.89%**

Highest % of members under 40:

**7020 - 14.11%**