



To: Presidents, President-Elects and Membership Chairs

In early June, your leadership team consisting of District Governor Charles Allen, District Governor-Elect Mike Conrad, District Governor-Nominee Wes Patterson, District Membership Chair Abby Donnelly, and Past District Governor Bob Newton had the privilege to represent our district at the Zone 33-34 Membership Seminar at Rotary International Headquarters in Evanston, Illinois. We learned that while Rotary membership continues nominal growth worldwide, Rotary membership in North America continues to decline. District 7690 reflects this trend in that our membership has decline by 245 members or 7.5% since June 30, 2004.

With this in mind, your district leadership team has pledged to work with you to reverse this trend. We have developed a District 7690 Membership Strategic Plan 2008 - 2013 to inspire, encourage, and equip your clubs to set long term membership development goals over the next five years with short term benchmarks (District plan is attached). Our district's vision and mission are as follows:

Vision - We are a vibrant and growing district of active and retired business professionals engaged in making a difference in the community and the world through a commitment to service above self.

Mission – Recruit, induct, engage and retain a diverse group of new members from the available market of active and retired business professionals in District 7690 to embrace the Four Objects of Rotary: Acquaintance, Ethics, Peace & Service.

Rotary's outstanding accomplishments only happen at the club level. With this in mind, we are asking your leadership team to develop a Membership Strategic Plan for your club. Attached is a Club Membership Plan template to help your club's leadership team build your plan. We are fortunate to have Abby Donnelly as our District Membership Chair and she is willing to assist you in developing your plan. Please carefully build your plan and send it to Abby by September 1. You will note that this is a one month extension from the August 1 date required for "Gold Club Achievement" recognition, but developing a well thought out plan is the key to your club's success in recruiting and retaining vibrant members to do Rotary's good works. Your club plan should not only focus on attracting new members, it should also address retaining existing members. Ideas for recruitment and retention are included in the Club Membership Plan template.

"Make Dreams Real" is our Rotary theme this year. Recruiting and retaining new Rotary members provides more hands to "Make Dreams Real" for those less fortunate than us. Your leadership team is committed to this most important initiative and we are available to help you in any way we can.

Sincerely,

Charles Allen
District Governor 2008-09

Mike Conrad
District Governor 2009-10

Wes Patterson
District Governor 2010-11