

MEMBERSHIP MATTERS – AUGUST 2023

Firstly I would like to thank the Rotary Clubs of West Lakes and Morialta for their invitations to visit their clubs and speak about membership. Both clubs were so welcoming and friendly with a vibe of fun and connectedness. Visiting clubs is a reminder of how diverse, unique and individual our clubs are. It is always fascinating to see what life changing work our clubs are doing locally, nationally and internationally. Having the opportunity to speak with individual members is always a rewarding and enlightening experience. Learning about peoples' Rotary experiences is a great way to learn about what membership means to individuals and how this impacts their Rotary journey.



As Membership Month comes to an end it has been a busy time reflecting on what membership really means. After speaking with many people it seems that the biggest assumption is that membership is about being part of a club. Whilst this is definitely the case, it extends far beyond that. Membership begins with someone's very first Rotary experience, whether that be attending a Rotary event, buying a sausage at a market or seeing a poster or flyer. How people perceive their first contact with Rotary will determine their membership journey. With free time rapidly diminishing people have less time available and, for those who choose to join Rotary, want their time to be used effectively. This looks different for everyone and everyone joins Rotary for different reasons. Some people want to engage with projects, others are looking for fellowship, while others may want to develop leadership skills. Regardless of the reasons, if members' needs aren't being met they become disgruntled and seek out alternative options. When our clubs are vibrant, exciting and engaging retention increases. There are many ways to assess if our members' needs are being met by checking on the Rotary International website, District 9510 website or contacting myself or other District Leaders. There are training packages and surveys/assessments available to determine the areas we can focus on for development. The training packages are quick and informative ways to develop clubs and individuals. These resources are easy to access and use but, if you require support, please reach out to myself or other District Leaders. We are all here to help.

