



Rotary International®

Membership Development and Extension Award

Membership development and extension are the lifeblood of Rotary. The continued health of our clubs and international association depends on our ability to bring new, qualified volunteers into our ranks. The growth of our movement depends on extending our mantle of service by creating new, effective Rotary clubs and nurturing their growth and development.

While the responsibility for Rotary extension falls to the district governor, the ongoing need to propose qualified new members is a responsibility shared by each of us. It is an obligation borne from the privilege of membership.

Nothing should be more rewarding than sharing Rotary with another; however, the RI Board is offering an additional incentive. The Board of Directors has established the RI Membership Development and Extension Award program, which includes incentives for 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 below.

Guidelines

Goals

District governors-elect are asked to work with their incoming club presidents to establish membership goals for the next Rotary year. Governors-elect are asked to schedule time during their Presidents-elect Training Seminar to discuss the importance of membership growth with their incoming club presidents and ask each of them to establish a membership goal (net percentage increase) for their club. Each governor-elect announces the collective district membership goal at the district assembly. 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.

Time Frame

The time frame for the annual RI Membership Development and Extension Award program is 1 July-15 May.

- The governors-elect are asked to report their districts' goals to RI by 1 July.
- Each district's starting membership figure is based on their clubs' July semiannual report forms received at RI by 30 September each year (in accordance with Board decision 160, November 1996).

Recognition

After 15 May, each district governor is asked to report the following information to RI:

- The club in the district with the highest growth rate (percentage)
- The club in the district that inducted the most new members
- The club in the district with the highest retention rate (percentage)
- Clubs that sponsored a new club

Each of these clubs receives a recognition certificate signed by the RI president. In addition, governors of districts that meet or exceed their membership goals by 15 May receive special district membership recognition from the RI president.

Promotion

RI promotes this award throughout the year in all RI publications, including the *Rotary World* newspaper, THE ROTARIAN magazine, the *Rotary News Basket*, and the RI Web site. District governors are asked to promote this award through their monthly letters and official club visits.

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