

Open Letter to the membership of the Henderson Rotary club

Your Membership and development committee have been working on this year's plan which was presented to the at the October Board meeting.

You may or may not understand that the membership of Rotary in New Zealand has been declining for some years. Rotary worldwide Membership has remained static for the last 10 years, despite the fact that new members joining equal those that are leaving.

The Henderson club are quite unique in district 9910 in that our membership has grown consistently every year for the last 5 years, all be it by one or two.

There is a saying - **“if you keep doing what you have always done why would you expect the outcome to be any different “**

This Year's theme encourages clubs to be innovative and proactive in membership recruitment. Henderson is a strong club and should be taking a leadership role in adopting some of the newly introduced innovations around membership.

At the 2013 Council on Legislation – new rules around forming clubs were introduced **“the Satellite Rotary club”** is a concept developed for Australian out-back communities where getting 20 potential members was a big ask to start a Rotary club. Satellite clubs are an extension of the sponsoring club and not constrained by numbers.

We are not in the out-back, but we can take advantage of these new ideas and create the bones of a new club recruiting people that would not necessarily join our present club.

In Henderson we have developed a culture that we as members a comfortable with, that's why we stay on as members. Let's not change that.

The biggest target market for new members is in the young. **“Young people join causes not clubs”**

For the young we need to create something that we don't have and that is attractive to a new generation and that is where the creation satellite club would come in.

The board agreed in principle to progress this idea and asked us to engage with the membership and discuss the proposition at that AGM early in December.

Included with this letter is a Power-point presentation outlining the concept, a frequently asked questions sheet? (FAQ). The district policy around Satellite clubs.

This is a first for us and we think we have checked all the bases; however we accept that others will have opinions and we would encourage members to ask questions that may arise in your minds ahead of the discussion at the AGM. We ask this so the committee can discuss the appropriate response.

Rob Cochran

Robert Cochran

Chair Henderson Club development

November 2014