



# MEMBERSHIP GROWTH WORKSHOP – RC Balgowlah - Tony Butera RC UNB



Rotary Club Balgowlah, President Rick Van Brugge welcoming speaker, Tony Butera from Rotary Club Upper Northern Beaches and Vice President, Rotary Club Warringah, Ruth Vumbaca

**Tony Butera**, Membership and Public Relations Director of the **Rotary Club of Upper Northern Beaches**, gave a talk to our members **(RC Warringah)**, and those from the **RC Balgowlah** and **RC Manly** at Balgowlah RSL on Tuesday.

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Almost time, don't miss out!

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• 2023 Club program: 9 March – May

Throughout our bulletin, **bright blue** text indicates a website link.



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This came about as the Rotary Club of Upper Northern Beaches had the greatest increase in membership of any club in our District 9685 last year.

We all know the great work Rotary does and we know that having more members means we can do even more!

Here are some of his points:

**Target Market:** Consider what an ideal member looks like? There is generally something for everyone in Rotary so identify this in a person.

**Membership:** everyone helps to find members, just like they take part in any other Rotary project.

**Goals:** Consider what ideal membership growth looks like – pick a target number and break down to small bites (eg. one new member per month).

**SMART** Action Plan: **Specific Measurable Achievable Relevant Time** Bound.

To grow membership we need to firstly keep existing members and then find new members.

Ensuring all members are all members are connected is important. Every member has at least one "buddy" to talk to regularly outside Rotary meetings. Keep busy with projects/roles. Buddy could be within committees.

Member Engagement Survey: conduct, assess, act.

Tony said that RC Upper Northern Beaches looked at where their new members came from and found:

Intros from Members & Guests 7 (Members 5, Guests 2); Social Media/Internet 14. (FB 7, Next Door 4, Website 3); Rotary projects 2; Alumni 2 (5 existing member are returned Alumni includes Tony.)

He then considered other sources: 250,000 people on the northern beaches so new members can be anyone we interact with.

- Guest Speakers (2 members started as guest speakers)
- Other digital & print media / radio
- Use awesome guest speakers as draw cards as often as possible
- New member info nights
- Social media / post often. Specifically target new members, run member profiles
- Borrow messaging from other clubs, from Rotary International (from their public image page).
- Left Field don't be afraid to try something different.

To bring people on board, consider how you would handle an initial enquiry. It is important to identify what they are looking for in Rotary. *Ask questions*.

Then tell your Rotary story and the Club story. Make sure you address any concerns they may have.

Invite them to a meeting, preferably one with a great speaker and ask to put them on your mailing list. Then follow up.

If anyone is reading this and would like more information on joining Rotary, please get in touch. You will be made to fell very welcome.





#### VISIT TO THE ROTARY CLUB OF CARDIFF BAY, WALES

It was a delight to return to the Rotary Club of Cardiff Bay which I had visited in July last year.

They joined for dinner with members of the Rotary Club of Newent, Gloucestershire, England at the United Services Mess.

(I guess you could call this an international event?)

The two clubs forged a relationship in 2006 when heavy rains saw Newent flooded. Rotary Club of Cardiff Bay assisted by raising funds for a community youth initiative.

Now they take turns to visit annually and the evening made it clear that many friendships have formed over the years.

There was some fabulous entertainment with "Gerry and his Pacemakers" who played Welsh and English songs, including the Welsh National Anthem which would be familiar to any Rugby followers.

This visit coincided with St David's Day celebrations and being a small city I wasn't surprised when I ran into Gerry and his Pacemakers the next day in the St David's Day march through the city.



Gerry and an extra Pacemaker at the Welsh National parade



Gerry and His Pacemakers – note the royal photos ... the Queen still in situ, King Charles III as Prince of Wales, Elizabeth Queen Mother and Prince Andrew

Visiting clubs in other countries and always receiving a warm welcome is one of my favourite Rotary experiences.

I'll be back later this year for some more "croeso" – Welsh for welcome.

Story by District Secretary and member of the Rotary Club of Warringah, Liz McDougall



The gathering of Rotary Club of Cardiff Bay and Rotary Club of Newent









#### **HOLIDAY IN AFRICA**



Looking down on the swirling waters at the base of part of Victoria Falls

Always a keen traveller, there is always "somewhere else" I want to go just after I've been somewhere! Strangely, game parks in Africa have never been high on my list. Victoria Falls in Zimbabwe (formerly Rhodesia), certainly was.

Having been to Niagara Falls in Canada in 1966 with my husband and then Iguassu between Argentina and Brazil in 2015, Victoria Falls was on my bucket list to complete the trifecta. It was also a desire of mine to visit Capetown and sail into that city as my grandmother had done in 1908.

Precovid, I found the perfect tour - Capetown, a cruise two game parks plus Victoria Falls - for departure in 2020. This was the year that Covid changed all our lives and I saw my tour postponed, postponed and finally cancelled.

When Covid restrictions faded away eventually, the Africa tour reappeared and I rebooked on this trip of a lifetime...and it was. Story by Rosemary Allison



Rosemary on the bridge between Zimbabwe and Zambia built by the British & opened in 1905



Mothers and babies - Chobe National Park Botswana









## YOU & YOUR BUSINESS CAN HELP YOUR COMMUNITY

Have your business or employees sell B2B raffle tickets that aid our community groups.

80% of tickets sales, go to a community group or charity of your choice OR buy tickets to WIN 5 nights at the Seaview Hotel, Norfolk Island, includes airfares and a car hire.

Contact Christine on **0418 201 228** or email **brookvalebd@bigpond.com** 



#### **HAPPY DAYS ANNUAL CHARITY GOLF DAY • 26 MAY 2023**



We would love you to share with us on the 26th of May, 2023 at our annual Charity Golf Day, being held at Long Reef Golf Club, Anzac Avenue, Long Reef, to raise funds for our High School/ University Scholarship Program in Cambodia.

**CLICK HERE** or use **QR Code** for more information.

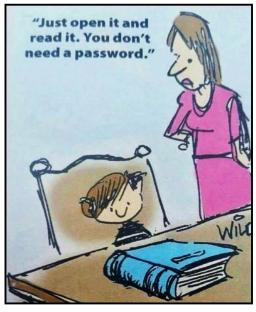


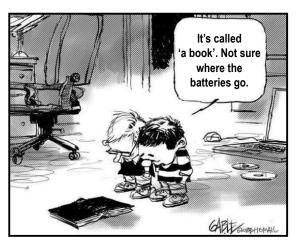




#### **JUST FOR A LAUGH...THANKS BOB**











Several Americans have been seen sneaking into Canada. Canada's Prime Minister has made the decision to build a wall.

Stay Safe,

Dick Heintz, President 2023-2024 District 9685

Email:dick@marketknowledge.com.au





		MARCH 2023		
Date	Guest Speaker/Event	Location	Time	Activity
Wednesday 1	Patrick Dunstan RCDWW 2022 RYLA Candidate	Manly Leagues Club	6pm 7pm	Dinner Meeting
Tuesday 7	Chrisy Savvides - Human Rights, Leprosy Mission Nigeria	Manly Leagues Club	6pm 7pm	Dinner Meeting
Tuesday 14	Graham Marr - new Rotarian Job Talk	Manly Leagues Club	6pm 7pm	Dinner Meeting
Tuesday 21	Away meeting at the Rotary Club of Balgowlah	Balgowlah RSL Ethel St, Seaforth	6pm 7pm	Dinner (Bistro) Meeting
Tuesday 28	Judy Charnaud - Timor Leste	Manly Leagues Club	6pm 7pm 8pm	Dinner Meeting Board Meeting
		APRIL 2023		
Saturday 1	Comedy for a Cause	Manly Leagues Club 1st Floor	Doors open at 7	Fundraising Event
Tuesday 4	Kiersten Jones Carer Gateway	Manly Leagues Club	6pm 7pm	Dinner Meeting
Tuesday 11	First Tuesday after Easter NO MEETING			
Tuesday 18	Greetings from Nepal Sandra Meihubers	Manly Leagues Club	6pm 7pm	Dinner Meeting
Tuesday 25	ТВА			
MAY 2023				
Tuesday 2	ТВА			
Tuesday 9	Martin Davies A voice beyond parliament!	Manly Leagues Club	6pm 7pm	Dinner Meeting
Tuesday 16	Guy Leech - Defibrillators	Manly Leagues Club	6pm 7pm	Dinner Meeting
Tuesday 23	TBA			
Tuesday 30	Pride of Workmanship Award Night	Manly Leagues Club 1st Floor	6:30pm for 7pm	Social Community Event (includes dinner)

Warringah Rotarians, please check our calendar weekly for updates. Thank you

