



# ROTARY GRIQUA

OFFICIAL BULLETIN OF THE ROTARY CLUB OF KIMBELEY

14 NOVEMBER 2016

<http://rotarykimberley.org.za/>

## 6 Ingredients for Membership Growth

**About the author:** Quentin Wodon is a lead economist at the World Bank. He holds PhDs in economics and in theology and religious studies, and has taught at universities in Europe and the U.S. He is currently President of the Rotary Club of Capitol Hill, in Washington, D.C. He is also author of the Rotarian Economist blog at [www.rotarianeconomist.com](http://www.rotarianeconomist.com).

Let's admit it: achieving a high growth rate (negative or positive) is easier with a small club. Still, after more than five years of almost continuous decline in membership, my club was excited to report a 60 percent growth in membership from July to October. We had 18 members on 1 July. Now we have 29, with 11 new members inducted in the first trimester of the new Rotary year.

How did we do it? Let me share our recipe:

**Ingredient 1: Less meetings, more service and public events.** Rotary's Council on Legislation has given a lot of freedom to clubs on how they organize their meetings. So we decided to reduce our regular meetings from four to two per month, which gives us more time for service work and organizing public events.

**Ingredient 2: Better service opportunities.** Many Rotarians are professionals and business leaders, yet most do not use their skills when they volunteer with their club. We changed that in our club by creating teams of Rotarians and non-Rotarians combining their skills to provide free advice to local nonprofits on the strategic issues they face. This is not only more interesting in terms of volunteer work, but it is also more impactful to create positive change in the community.

**Ingredient 3: Lower cost.** By the standards of Washington D.C., our membership dues are not very high, at \$600 per year. But this is too much for many. So we created two new membership types – a membership at half the regular dues for young professionals under 35 years of age, and a spouse/partner membership at one third of the dues.

**Ingredient 4: Stronger public image.** We are organizing better and more regular public events. One of our recent events was a seminar at the World Bank with great speakers on education for peace and social change. That same week we also had a stand at the main festival in our neighborhood. In addition, we have been writing articles for a local blog, the local magazine for our neighborhood in Washington, D.C., and a free newspaper.

**Ingredient 5: Strategic planning.** We now have a strategic plan, our first since the club's creation in 2003. The plan gives us a vision, and clear milestones and targets that we are trying to achieve.

**Ingredient 6: Luck.** Part of our gain in membership was just luck, as two new members transferred from other clubs due to changes in jobs and the location of their workplace. What's great is that they bring with them a lot of experience in Rotary.

It remains to be seen whether we will continue on the path of membership growth for the rest of the year. We expect some members to relocate, so we will need to recruit more members to compensate. But we are making progress, and we have exciting initiatives coming up that should help us become better known in the community, make a larger difference for the less fortunate, and hopefully continue to grow.

### ROTARY CLUB OF KIMBERLEY

Chartered 20 August 1951

Rotary District 9370

RI President: John F. Germ

District Gov: Bruce Steele-Gray

Ass Gov: André Oberholzer

Club Pres: Dwayne Evans

#### Club Board:

Luzan Hoffman  
André Oberholzer  
Barry Downs  
Colleen Fairweather  
Ken Quinn  
Peter Thomas  
Amanda van Zyl  
Pete van Zyl

Bulletin Editor: Peter Thomas

#### Club Meetings:

Kimberley Club  
Mondays 12:45 for 13:00

INFO: 072 236 8658

## DIARISE... 21 Nov (Next Monday): BOARD MEETING



# CALENDAR & DUTIES

## NOVEMBER

### Foundation Month

- 14 Nov: Club Meeting 12:45 for 13:00  
21 Nov: CLUB BOARD MEETING 12:45 for 13:00  
28 Nov: Club Meeting 12:45 for 13:00

Management is doing  
things right; leadership  
is doing the right things.

Peter Drucker

## DECEMBER

### Family Month

- 5 Dec: Club Meeting 12:45 for 13:00  
12 Dec: Club Meeting 12:45 for 13:00  
16 Dec: DAY OF RECONCILIATION  
19 Dec: Club Meeting 12:45 for 13:00  
25 Dec: CHRISTMAS  
26 Dec: DAY OF GOODWILL  
26 Dec: No Club Meeting  
27 Dec: PUBLIC HOLIDAY

## DUTIES

*If you are unable to do a duty, please  
make arrangements for a substitute.*

### WEEK OF 14 NOVEMBER

FELLOWSHIP: Clayton D. & Barry Downs  
CORPORAL: Clayton Daubermann  
TUES COFFEE CLUB: Clayton Daubermann

### WEEK OF 21 NOVEMBER

FELLOWSHIP: Board Meeting – No Duty  
CORPORAL: Board Meeting – No Duty  
TUES COFFEE CLUB: Barry Downs

### WEEK OF 28 NOVEMBER

FELLOWSHIP: Colleen F. & Luzaan H.  
CORPORAL: Barry Downs  
TUES COFFEE CLUB: Dwayne Evans

SUBMISSIONS FOR THE ROTARY GRIQUA  
ARE WELCOMED. PLEASE E-MAIL TO:  
[petertee@vodamail.co.za](mailto:petertee@vodamail.co.za)



**Disclaimer:** The views expressed in this newsletter are those of the editor and the contributors. They do not necessarily reflect the views of the Rotary Club of Kimberley, of Rotary District 9370 or of Rotary International.

## CELEBRATIONS

### BIRTHDAYS

- 17 Nov Charlene Daubney (Honorary)  
18 Nov Lawrie Shuttleworth  
26 Nov Peter Daubney (Honorary)  
06 Dec Jannie Jacobs  
09 Dec Shirley Maritz  
27 Dec Nikki Stewart-Hohne (Honorary)

### WEDDING ANNIVERSARIES

- 06 Dec Luzan & JJ Hoffman

### INDUCTION ANNIVERSARIES

- 14 Nov 1991 Peter Thomas  
02 Dec 1982 Barry Downs

### COFFEE CLUB BIRTHDAYS

- 15 Nov Derek Henning  
20 Nov Brian Lloyd  
21 Nov Danie Theron  
20 Dec Alec Woodrow  
27 Dec Chris Marnitz

## MEME OF THE WEEK

**WITH MY LUCK,  
IF I FOUND A PILL  
FOR IMMORTALITY,  
I'D PROBABLY  
CHOKE ON IT & DIE!**

