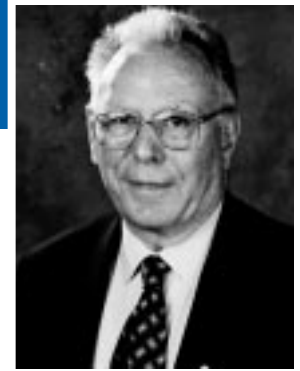


# ROTARY 2000

## Presidential Message on Membership



Carlo Ravizza  
RI President 1999-2000

ROTARY 2000: ACT WITH  
CONSISTENCY, CREDIBILITY,  
CONTINUITY

扶輪 2000 年：  
持恆、持守、  
持續的行動

ROTARY 2000: HANDEL MET  
KOERSVASTHEID,  
GELOOFWAARDIGHEID  
EN CONTINUÏTEIT

ROTARY 2000: TOIMI  
JOHDONMUKAISESTI,  
USKOTTAVASTI JA  
PITKÄJÄNTEISESTI

ROTARY 2000 :  
AGIS AVEC COHÉRENCE,  
CRÉDIBILITÉ,  
CONTINUITÉ

ROTARY 2000: HANDLE MIT  
KONSEQUENZ,  
GLAUBWÜRDIGKEIT,  
KONTINUITÄT

ROTARY 2000: AGISCI CON  
COERENZA, CREDIBILITÀ,  
CONTINUITÀ

ロータリー 2000：  
活動は一堅実、  
信望、持続

로타리 2000:  
한결같은 믿음으로  
꾸준히 봉사하자

ROTARY 2000: AJA COM  
COERÊNCIA, CONFIANÇA,  
CONTINUIDADE

ROTARY 2000: ACTÚE CON  
COHERENCIA,  
CREDIBILIDAD,  
CONTINUIDAD

ROTARY 2000: HANDLA  
MED KONSEKVENNS,  
TROVÄRDIGHET OCH  
UTHÅLLIGHET

## TRANSFORM MEMBERS INTO COMMITTED ROTARIANS

Dear Fellow Rotarians,

One of the greatest challenges Rotary will face in the 21st century is membership growth. Throughout the 1990s, Rotary International experienced a decline in membership in existing clubs. Yet we were able to maintain annual net growth because of our extension activities in Asia, Eastern Europe, and other areas. In 1997-98, however, we saw the first net decrease in membership. It was a small amount — only 1 percent — but it serves as a warning signal for the future.

The rapid extension of Rotary over the past decade has allowed us to avoid some difficult questions about the direction our organization is taking. Given the high turnover rate that is occurring in many new clubs, however, it is becoming apparent that extension is not a panacea for growth. Resolving our membership issues may force us to make some hard choices, but I am convinced that Rotary will emerge from this process a stronger and more vital organization. In the year 1999-2000, therefore, we will concentrate on strengthening existing clubs, addressing the problems that impede membership retention and growth.

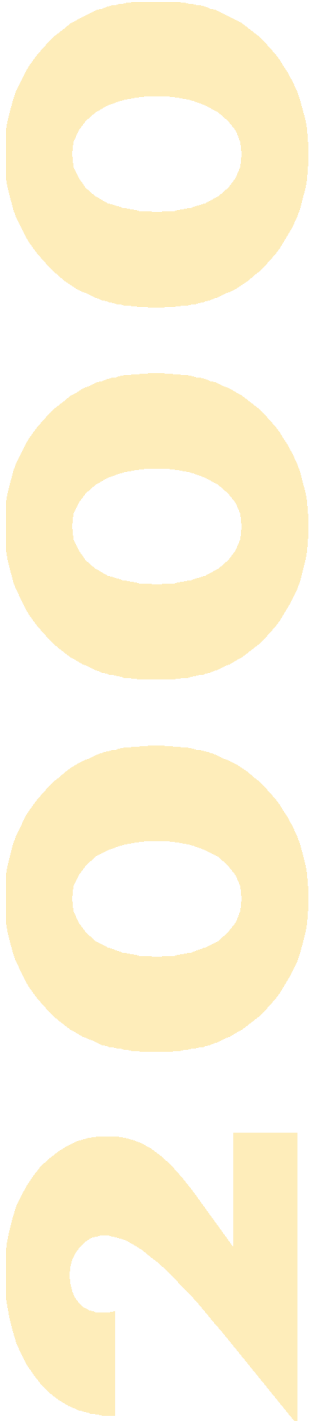
For Rotary to thrive in the new millennium, we do not simply need more dues-paying members; we need more *Rotarians* — men and women who are fully committed to serving their local communities and the world community. We also need to put more Rotary into our clubs, imbuing them with the unifying spirit of service and fellowship that has fueled our work for almost a century. I believe we can achieve these goals if we **Act with Consistency, Credibility, and Continuity.**

**CONSISTENCY** with the rules of our organization is required of all Rotarians and Rotary clubs. At the same time, we need to consider if these rules — which were adopted over time through our democratic process — are actually consistent with the realities of life at the end of the 20th century. If not, let us explore ways to propose changes to the Council on Legislation in 2001 that will enhance Rotary's ability to serve in the 21st century.

**CREDIBILITY** is key to Rotary's success. If a club is not operating according to Rotary's principles, it will not enjoy the support of its community. If Rotarians are not practicing the high ethical standards espoused by Rotary, our organization's image will suffer greatly and membership will decline. By expecting all Rotarians to live and work in accordance with the ideals of Rotary, we will significantly enhance the credibility of our organization. While these high expectations may produce a temporary loss in membership, I believe that the ultimate result will be stronger clubs and more committed Rotarians.



Rotary International



**CONTINUITY** requires clubs to promote consensus-building among their leaders and focus on projects that meet real community needs. With past, present, and incoming leaders working together to plan long-term goals, our clubs will accordingly become more stable. Concentrating on meaningful projects carried out over time will also increase the commitment of individual members. The knowledge that a club's projects will be continued beyond 30 June will promote long-term thinking among members and, most important, *keep them active*.

It has been proven time and again that informing members about Rotary and giving them an active role to play is our most successful retention tool. To this end, let us consider the following strategies:

*Implement the District Leadership Plan.* Assistant governors can play an important part in strengthening weak clubs. A key resource for club officers, assistant governors also help keep clubs better informed about Rotary and add a human touch to the written communications clubs receive.

*Involve spouses more closely in Rotary activities and make Rotary a family commitment.* In today's busy world, Rotary cannot afford to be a distraction from family life, but should instead serve as a means of bringing family members together to serve their community.

*Use district meetings, especially the district conference, as a vehicle for strengthening clubs.* In addition to being an opportunity to inform and inspire members, the district conference is the time to make concrete plans for the future, especially in terms of proposed legislation and delegate selection for the 2001 Council on Legislation. The district conference is such an important event for Rotarians that I plan to give special recognition to the best such meeting in each of the 34 zones.

*Plan more relevant programs with speakers who will interest younger members.* The needs for Rotary service will not diminish in the coming century. We cannot hope to respond to these needs, however, unless we make Rotary meaningful and attractive to the next generation.

With your commitment to consistency, credibility, and continuity, I am certain that Rotary 2000 will be a time of great progress for our organization. It will be the year that all members become true Rotarians and the spirit of service and fellowship radiates throughout all Rotary clubs.

**ROTARY 2000: ACT WITH CONSISTENCY, CREDIBILITY, CONTINUITY**

Carlo Ravizza  
RI President 1999-2000

