

## District Training Bulletin 3

*"The people who are crazy enough to think they can change the world are the ones who do."* Steve Jobs

### Training / Knowledge web site

In the last bulletin I said that I'd started working on a totally new website for district, to house all the training material, pointers, bulletins and appropriate knowledge in one place. One of my aims is to make knowledge as accessible as possible. That website is now live – however, before you leap in to look at, please bear in mind the following:

1. I am not a web designer, so don't expect a stunningly aesthetic looking site.
2. It is basically an electronic library for use by 1040 Rotarians, and not an outward facing site to the general public.
3. On the home page there is an A to Z of subjects you may want to look at – click the link and that should take you to the information you are looking for.
4. Some of the links take you material available in the Rotary GB&I Members Area on the RGBI site, so you may ask why bother giving the links when you can find the material yourself? Well, we know that a significant number of Rotarians don't look at the website, or if they do, get confused where to find things – so basically I'm just making it easier for you. (You may have to login to RGBI site to continue).
5. Other links take you to publicly available material, such as YouTube videos. Again, I'm making life easier for you so that you don't have to trawl through pages and pages of YouTube videos trying to find the right one.
6. Other material is bespoke to district, for example, recordings of training zooms, Rotarian written "how to" documents, or District specific material, such as the club health checks.
7. There are still a lot of links to add as it's "work in progress" – so don't expect a fully stocked library immediately. 😊
8. The site hasn't been optimised yet for mobile phones. Although you can still access the site through your phone it just won't look as good, but I've added that to my "to do" list. My priority though is to add more links to more material.
9. As I stated at the beginning, I'm not a web designer, so if you come across any glitches, then please drop me an email and I'll (try and) fix them.

Now that you've read all the caveats, here is the link to the new website:

<https://www.1040knowledge.net>

### Membership

Also in the last bulletin I said I'd talk about membership in this one. It's our single most important issue, as we all know that District and Rotary GBI are losing members. We not only need to stem the decline, but must reverse it, so there are two sub issues here – retention of current members and the recruitment of those who don't realise they are a Rotarian yet.

It is a huge topic, and there are no right or wrong answers. What works for one club in a specific geographic area, may not work for another, however, the district support team (DST), and specifically the membership leads (Anne Sutcliff and Caroline Murie) are here to help and support. Yes, clubs will have to do the work themselves, but we'll endeavour to give you as many tools as possible.

There is already material on the 1040knowledge website, however, here are a couple more pointers for you.

1. The last issue of the Rotary magazine was almost totally dedicated to membership. If you haven't read your copy yet, it's a very good starting place.
2. Did you know that in addition to the hard copy, you can view a digital version? This is good for those who like to read from their iPads for example. And did you know that an audio version is also available? This is good for those with sight issues, or busy people who just can't find the time to read it all but could listen to it in their cars whilst driving. You can find these here:

[Digital Audio](#)

3. One of the best ways to increase membership, whether that's a sub group within a club, starting a satellite or a totally new club is to read case studies, see what worked for others and see if you can apply those success stories to your club / geographic area. The DST and I already have some membership success stories which are on the new website. If your club has a membership growth success story, then please send it to me and I'll add it to the web site. We can learn from each

other, and sharing membership success stories is crucial.

I recall when working for ICI that the South American countries didn't care who had an idea or where it came from – if it was a good idea they wanted it, and coined the phrase “steal with pride”, so please, send me your success stories so that others may steal them.

Those who have already read their Rotary magazine, will be aware of the North Star project about to be launched. This is an ambitious RGBI initiative to grow membership to 60,000 by 2028. Almost double the members we have today. This will sound scary, however among the initiatives will be a type of corporate membership to attract large numbers of new members from the corporate world. There will also be investment in direct membership and new clubs.

Until the formal launch there are few other details available, however, as these emerge, I will ensure that we develop the appropriate training tools to make this a success.

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