

Growth Through Planning

The growth of Rotary depends on more than an increase in the number of Rotary clubs throughout the world. Growth in Rotary is something that concerns every individual club, its officers, and its committees, for it is in the individual club that growth has its foundation—a foundation based on the individual Rotarian.

In every community there are men of fine calibre, who would be good Rotarians,—the kind that would help form a solid foundation for the growth of Rotary. Yet, in many communities Rotary clubs with the opportunities of membership to offer have made little or no effort to increase their membership—to fill their unfilled classifications.

Perhaps this lack of effort is a result of poor planning; perhaps it is due to no planning at all, for good planning certainly brings results.

Growth in Wartime

There are bound to be losses as members are called into military service and other essential occupations. But the gaps must be filled. The Rotary club, if it is to be of greatest service to its country in wartime, must represent the best possible cross section of the business and professional life of the community. By having this finer cross section of the community, the club will be able to render greater service with greater efficiency. There is power in numbers; but more than that, every new member means contact by the club with another business or profession, consequently a wider sphere of activity. Then, too, if the membership, which consists of the outstanding men of the community, begins to fall off, the people of the community may interpret

this as a sign of pessimism. Such attitudes reduce morale.

Special efforts will have to be made to maintain the membership, for these are critical times that require the best Rotary club that the community can support.

Who Is Responsible for Club Growth?

Occasionally a club will operate on the mistaken idea that the membership committee is directly responsible for obtaining new members. As individual members, of course, the chairman or members of the committee may and should propose men for membership in the club. As a committee, however, they are responsible only for the quality of the membership and not the quantity. The classifications committee will keep the membership posted with regard to open classifications and should urge the members to propose names for these open classifications. Thus, the club as a whole is responsible for club growth—directed, of course, by the board of directors, assisted by the classifications committee.

How the Membership Committee Can Help

Often the failure of a club to grow can be traced to the fact that the members are not thoroughly conversant with the different kinds of membership in Rotary. The membership committee should have this information, and (unless the committee is secret) can inform the membership through the medium of a club program.

The different kinds of membership are explained in Article III of the Standard Club Constitution (found in Pamphlet 12). See, also, pages 16-19, "Membership and Classifications in Rotary" (Pamphlet No. 17).