

Message From Executive Director Michael Chrisley



Make a Plan and Execute it Now!

Welcome to a new year. It always surprises me how fast a year goes by. It seems like we just get started and the end of the year is upon us. The message in this for us all is, don't wait. Make a plan now and start to execute it. Before you know it, summer will be here and all of the things that go along with it like vacations, kids ball games, family reunions. Now is one of the best times of the year to engage new members in planning for service projects, reaching out to new members, and reaching back to members that were once a part of your club but had to leave for some reason.

Did you know that the Member Management System (MMS) has a list of everyone that has ever been a member of your club? You should periodically review that list to see if there are previous members there that couldn't actively serve in the past but may be able to come back now. Things change all the time. In fact change is constant. Just because they had to leave then...doesn't mean they can't come back now. They may just be waiting for the invitation. Look at all your past members and see if there are some that you could contact and extend an invitation to become active in your club again.

President Larry has a plan. He genuinely believes that Ruritan is the best community service organization in the business. He wants us all to have a passion that causes us to recruit new members, keep the members that we have, and reclaim members that we have lost. Let's support the recruit, retain, reclaim program this year to make Ruritan the best it can be.

We also have a plan to make sure that we are connected and relevant to the communities that we serve. Sometimes we get caught up in our own successes and continue to do the things that we have always done because it worked. Key word here may be worked. We need to continuously look to our communities to make sure that we are providing the service that the community needs. Again, change is constant. Take a look at your community and make sure that the projects you have planned are still relevant to the needs of the people you are serving. Everything works, nothing works forever. I have found that the best way to find out what people need is to ask. Consider having an open house or a community appreciation event and invite non-members to come. Show appreciation for their support and ask them to identify projects in the community that your club might be able to support.

*Don't wait. Make a plan and execute it now!
Have a great Ruritan year!*

Recent Ruritan National Board Action

In August 2018 the Ruritan National Board voted to amend the **Ruritan Club Bylaws** (Article IV Fees and Dues, Section E). The section previously stated "Except for club dues and applicable district dues, members shall not be assessed for contributions for any sole purpose. Proceeds from club fundraising should not be used for meals and dues." The board's motion changed "should not" to "shall not" making the section end with "Proceeds from club fundraising shall not be used for meals and dues."

The **Ruritan Club Bylaws** were also amended by the Board at its January 2019 meeting (Article IV Attendance, Section B). The section previously stated, in part, "... attendance made up in accordance with the rules set forth above, must have been within one (1) calendar month immediately before or following the day of absence." After the Board action that section now reads "... attendance made up in accordance with the rules set forth above, must have been within the entire calendar month before or the entire calendar month after a missed meeting to make up the meeting missed."

WANTED Program Updated

At the January 2019 meeting the Ruritan National Board also altered the WANTED program slightly. Instead of the "Me Minus Five" program granting extra drawing chances for members five years younger than the recruiter - the program will now grant five extra chances for any member brought into the organization who is between the ages of 35 and 55, establishing a target market for Ruritan recruiting. The new WANTED coupons (available on the Ruritan.org website) now ask for only the new member's year of birth.