

## Introduction

The Zone 8 Membership Awards recognise attraction, retention and new club development strategies that Grow Rotary. They also showcase membership best practice and other initiatives which demonstrate excellence by clubs and districts throughout Zone 8.

The Awards align with Rotary's strategic priorities: to increase our impact, expand our reach, enhance participant engagement and increase our ability to adapt.

## Awards summary

	Award	Criteria
<b>District</b>	<i>Grow our membership</i>	Awarded to the Rotary district with the highest net gain in membership numbers
	<i>Strengthen our membership</i>	Awarded to the Rotary district with the highest percentage growth in membership
	<i>New club growth</i>	Awarded to the Rotary district which has chartered the largest number of new clubs in the preceding twelve months
	<i>Retain our members</i>	Awarded to the Rotary district which has achieved the highest member retention rate over the preceding three year period
<b>Club</b>	<i>Club growth</i>	Awarded to the Rotary club with the highest net gain in membership numbers
	<i>Club builder</i>	Awarded to the Rotary club with the highest percentage growth in membership
<b>Best Practice Awards</b>  <b>(Club and District)</b>	<i>Elevate Rotaract</i>	Awarded to the Rotary club or district which has implemented the best strategy to elevate Rotaract
	<i>Nurture younger members</i>	Awarded to the Rotary club which has implemented the best strategy to attract and retain younger members (ages 18 – 40)
	<i>Engage our members</i>	Awarded to the Rotary or Rotaract club which has implemented the most effective member engagement strategy
	<i>Excellence in DEI</i>	Awarded to the Rotary club which has demonstrated excellence in promoting diversity, equity and inclusion
	<i>Club transformation</i>	Awarded to the Rotary or Rotaract club which has implemented the best club transformation initiative

## Application process and closing dates

District and club membership awards are based on official Rotary International data for the Rotary year 2021-2022. All districts and clubs throughout the zone will be automatically considered. No additional application is necessary.

To apply for best practice awards, districts and clubs should complete an online application by clicking here: [BEST PRACTICE APPLICATION](#)

Applications close on **31 July 2022**.

## **Award criteria – District and club awards**

### ***Grow our membership***

This award recognises the Rotary district with the highest net gain in membership numbers in the 2021-2022 Rotary year. All districts are automatically considered for this award.

### ***Strengthen our membership***

This award recognises the Rotary district with the highest percentage growth in membership in the 2021-2022 Rotary year. All districts are automatically considered for this award.

### ***New club growth***

This award recognises the Rotary district which has chartered the largest number of new clubs in the preceding twelve month period. All districts are automatically considered for this award.

### ***Retain our members***

This award recognises the Rotary district which has achieved the highest member retention rate over the preceding three year period. All districts are automatically considered for this award.

### ***Club growth***

This award recognises the Rotary club with the highest net gain in membership numbers in the 2021-2022 Rotary year. All clubs are automatically considered for this award.

### ***Club builder***

This award recognises the Rotary club with the highest percentage growth in membership in the 2021-2022 Rotary year. All clubs are automatically considered for this award.

## **Award Criteria – Best Practice awards**

### ***Elevate Rotaract***

This award recognises a district or club which has implemented the best strategy to elevate Rotaract. It is open to Rotary and Rotaract clubs and Rotary districts. To be eligible for consideration, strategies must clearly enhance the equal partnership between Rotaract and Rotary. Eligible activities may include, but are not limited to: joint projects, leadership opportunities, professional development or mentoring programs. This award is by application.

### ***Nurture our members***

This award recognises a Rotary club which has implemented the best strategy to attract and retain younger members (ages 18 – 40). To be eligible for consideration, strategies must clearly result in an increase in the number of younger members in the club. This award is by application.

### ***Engage our members***

This award recognises a Rotary club, Rotary satellite club or Rotaract club which has implemented the most effective member engagement strategy. To be eligible, the strategy must clearly lead to increased engagement by most or all club members and net growth in membership numbers. This award is by application.

## ***Excellence in DEI***

This award recognises a Rotary or Rotary satellite club which has demonstrated excellence in promoting diversity, equity and inclusion in the club. Eligible activities may include, but not be limited to: education or training programs, development of DEI policy and practices, mentoring programs, strategies which encourage inclusive leadership, strategies that attract members from historically under-represented groups. This award is by application.

## ***Club transformation***

This award recognises a Rotary or Rotaract club which has implanted the most effective club transformation initiative. To be eligible, the initiative must clearly involve substantial change and result in increased member engagement and growth in member numbers. This award is by application.

## **Award terms and conditions**

- Unless otherwise stated, all member counts are based on official 1 July 2021 to 1 July 2022 figures as per Rotary International database
- Only active members are included in the count
- Members and clubs must be in good financial standing
- Satellite club members are included in membership counts
- Applications for the 'Best Practice Awards' must focus on strategies which are current or recent, i.e. initiated within the past three years
- Provisional or clubs not yet chartered are ineligible
- The judges' decision will be final

## **Further information**

For further information about these awards, please contact:

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