



Reach Within to Embrace Humanity

# Trilemma of District Membership Growth

**Alex Eow**

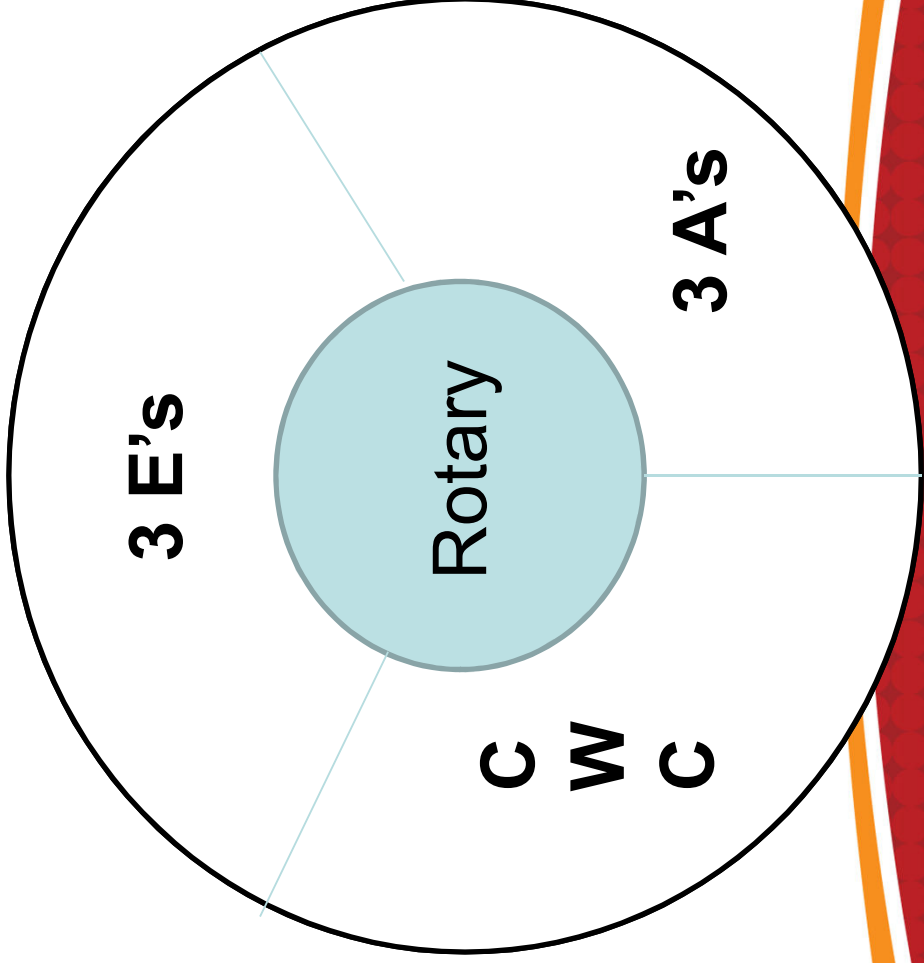
**District Chair, Membership Development  
2011-12**



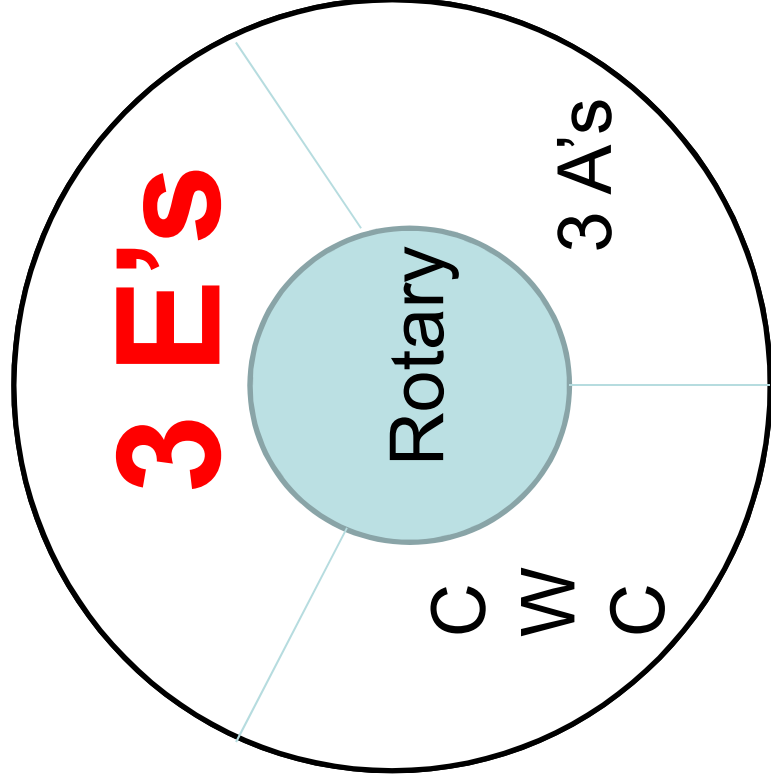
2011 District Membership Seminar | 1

R.I. District 3310

# TRILEMMA OF MEMBERSHIP GROWTH



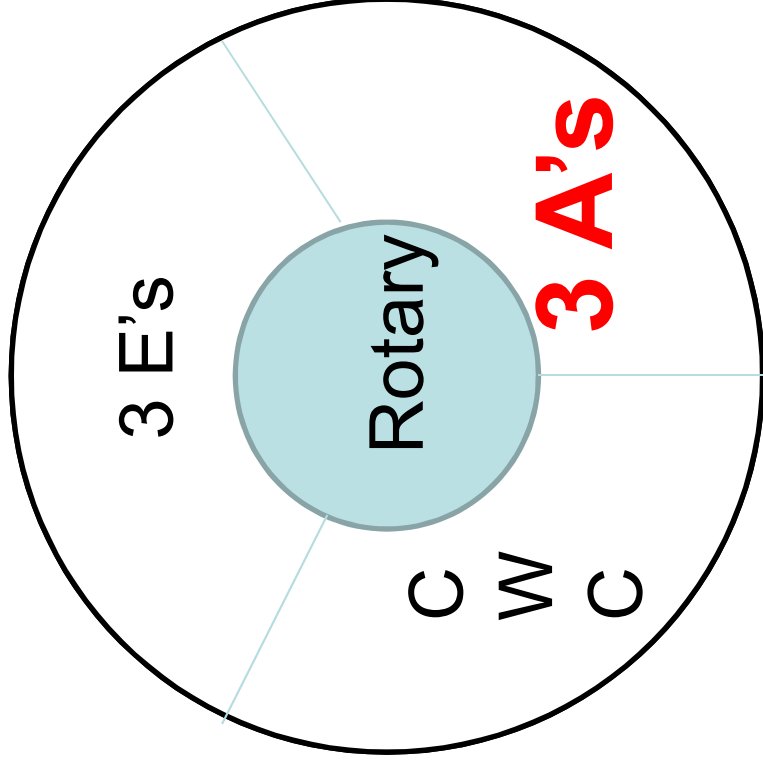
# 3E's Trilemma



- Employment
- Empathy
- Eco-Home



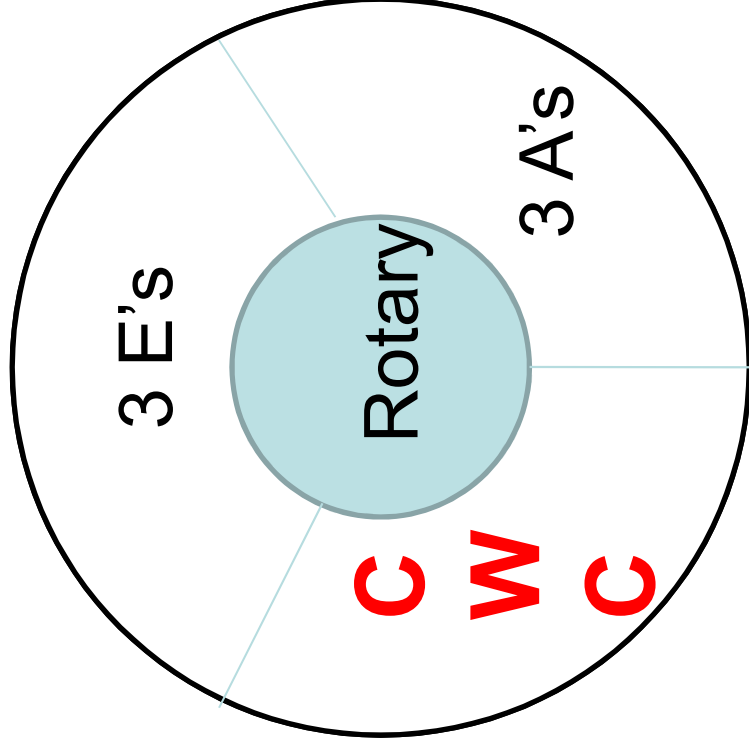
# 3A's Trilemma



- Accessible
- Available
- Acceptable



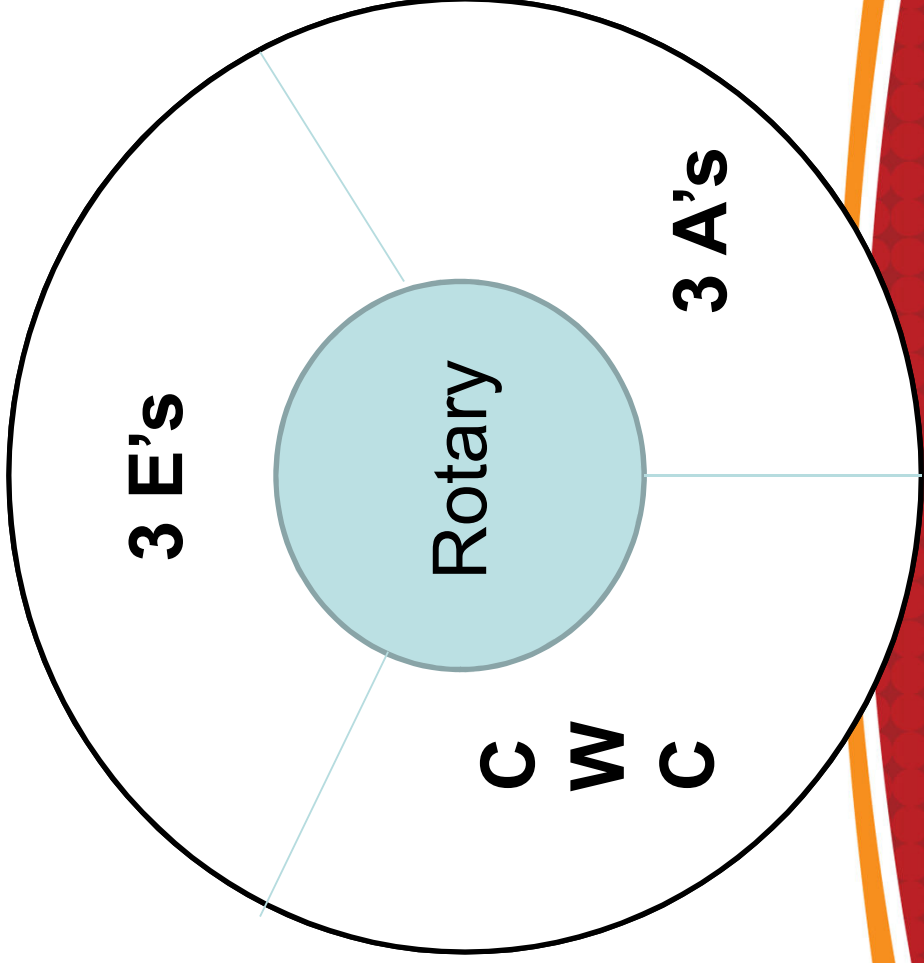
# CWC Trilemma



- Capability
- Willingness
- Commitment



# TRILEMMA OF MEMBERSHIP GROWTH

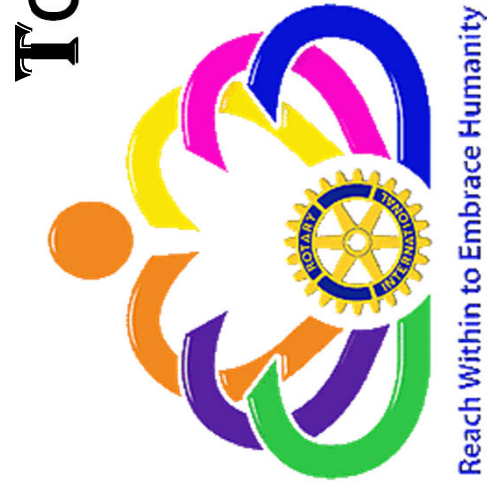


# District Goals

- To help clubs to be at least > 20
- To encourage effective clubs to grow by 10%
- **To reach and exceed 2000 members for our District Membership**
- To recognize all those contributed to these goals



# Rotary Boleh!



**T**ogether  
**E**veryone  
**A**chieve  
**M**ore

## One Team One Target



2011 District Membership Seminar | 8

R.I. District 3310