

10 Easy Ways to Promote, Attract and Retain Rotary Members

1. Promote “positive” community issues as a means of attracting new members that want to identify with programs that have a significant impact on improving the quality of life.
2. Encourage community organizations to link to your Rotary district web site.
3. Encourage organizations to endorse Rotary projects.
4. Ask the beneficiaries of Rotary service to speak to and on behalf of the club or district.
5. Encourage members to publicize their club and district Rotary involvement in their business and or trade periodicals.
6. Arrange for Rotary displays in local libraries, banks, city halls, and community weekly newspapers, etc.
7. Produce a video of club and district activities.
8. Promote Rotary’s work with and for young people
9. Seek opportunities for Rotarians to speak at community events in schools.
10. Speak to a local press club