

36 Successful Ideas to Build Membership

1. Mentally survey your club. Do you have a club that is appealing to all levels of membership or do you have a club that resembles a fraternity?
2. Do your meetings start and end on time?
3. Are your club name badges easy to read?
4. Are your meetings significant in content?
5. Does your club have worthwhile service projects?
6. Does your club have informative programs?
7. Are you regularly submitting information to your club and district newsletters?
8. Do you say yes when your president requests your help?
9. Do you invite your partner, friends or business associates to attend club meetings or functions?
10. Do you have an open classification list that is up to date?
11. Are you and your club organized for ongoing membership recruitment?
12. Do you have a plan of action to contact potential members?
13. Do you regularly schedule a membership development program?
14. Have you assembled a “New Member” talk folder?
15. Have you invited a non-Rotarian to participate in your club community projects?
16. Are you using information supplied by Rotary International to inform your community about Rotary?
17. Have you inserted “What’s Rotary” information in your community’s “Welcome Wagon” or Chamber of Commerce promotional materials?
18. At your club meetings and special occasions, give each attendee a promotional “tent card” that gives the reader a synopsis of your club’s activities.
19. At your fund raising programs, hand out RI supplied promotional materials including “What is Rotary” and “The ABC’s of Rotary. ”
20. Display an “Ask Me About Rotary” sign in your place of business.
21. Do you mention Rotary on your personal Internet website?
22. Be prepared to hand out your “Rotary” business card at the non-Rotary functions that you attend.
23. Use “The Four Way Test” for school essay contests.

24. Keep yourself informed so that you may discuss Rotary's international and district programs such as GSE, scholarships, youth exchange, vocational fund, etc.
25. Show a genuine interest in a prospective member by asking him/her about their business, trends, challenges and success stories.
26. To promote consistency, follow the instruction card "How To Propose A New Member"
27. Use a flip chart when giving a "Rotary Information" presentation.
28. Conduct a meaningful new member induction ceremony. Invite the new member's partner including family members and friends to attend the ceremony.
29. Develop a "hearty" welcome that your officers and members may use when welcoming a new members to your club.
30. E mail or call new members when they miss a meeting.
31. Accompany the new member when "making up" at a nearby club.
32. Get new members involved with your club and listen to their ideas.
33. Engage new members only when they know their work will be appreciated in costly fundraiser events.
34. Be constantly on the lookout for those members who are Rotarian in Spirit and make them a Rotarian in Fact.
35. Remind each member that it is his or her responsibility to propose a qualified person for potential membership.
36. Develop and implement a five to six part red badge new member program.
Suggested topics include:
 - a. Club Service including discussion of club traditions, weekly meetings, cost, etc.
 - b. Community Service including a listing of projects and programs.
 - c. Vocational Service containing discussions of how your vocation serves others and use of the Arizona Rotary Vocational Fund.
 - d. International Service including discussions that creates awareness of needs in your club, in your community and the world.