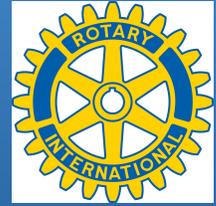


Club Builder



Tips, Ideas, and Success Stories for Attracting and Retaining Members

Getting a jump on membership as we start the new year.

Article on page 2

It's a New Rotary Year!

We all love new beginnings. Starting something new refreshes us. It gives us energy and hope for what's to come.

And so, once again we begin a new year of Rotary. At the start of the year our members are excited and ready to tackle new challenges. So right now, this month is the best time to kick off your membership efforts. Don't wait until fall. Do it now.

Last year at this time, the District introduced this monthly newsletter devoted to providing ideas to help you grow your club. This year we're continuing with Club Builder, hoping that the quick-read format will keep you energized throughout the year in your membership efforts. You may see us repeat material from the past year. I think that's OK. Each year as club leadership changes, we have new people that may not have seen the older material. So, we'll be repeating.

As always, we look forward to your feedback, your own success stories that we can share, and contributions for future articles.

Best in Rotary,

Terry L. Reed
District Membership Chair

Events

Coming in October

Membership Workshops

3 multi-area sessions at different locations around the District.

The workshops will offer interactive discussions and practical ideas on attracting new members.

Stay tuned for details.

A Novel Membership Idea

Just Ask!!!

Coming in August

Ideas from clubs around the Rotary world.

Some Ideas to Get You Off to a Good Beginning for the New Year

- Have a clear club goal & a strategic plan. What would you like to accomplish this year in terms of membership? How do you plan to do it?
- Hold a club assembly devoted to membership.
- Give your membership chair one minute at every club meeting to talk about membership.
- Make your membership chair a club director.
- Send club members to a District Membership Workshop.
- Write personal letters or make personal contact with local businesses.
- Contact the local Chamber of Commerce. Ask them for names of prospective Rotarians.
- Set up a booth or table at your local festivals and other community events.
- Place pamphlets in doctors' offices, hospitals, cafeterias, and libraries.
- Advertise in newspapers & on cable TV.
- Put a lot of attention into your website.
- Use group email to promote your club.
- Print club business cards with club meeting location and time.
- Set a goal of having your Facebook page up and operating by the first of August, no later than September 1. Then assign someone to maintain your Facebook page, adding content once a week.

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Joint Meetings

Have you thought about having joint meetings with neighboring Rotary clubs?

How about joint fundraisers, community service projects, and international projects?

Rotary clubs come in a variety of shapes, sizes, and traditions. Why not work together? It just may strengthen each of your clubs.

Talk Membership Every Week

Why not give your Membership Chair 1 minute at each meeting to talk about something related to attracting new members.

A Job for Everyone

Every member in your club needs a job! That's everyone! There should be no exceptions to the rule. Don't allow your members to be casual, occasional Rotarians.

Make sure that there is at least one person in the club whose job it is to watch out for every member from a participation standpoint. Develop a system to track it. Review it once a month, and keep an eye out for those who are absent from regular involvement. Nobody can be left behind.

Involved, engaged Rotarians are the most effective Rotarians.

You may find that it is necessary to make individual assignments. If a member isn't participating on a regular basis, it's only a matter of time until meeting attendance will drop, and then the member will be on a slippery slope to leaving the club.

It's too hard to get new members into your club. Once members, we as club leaders shouldn't allow them to leave because we were not looking out for their welfare as a Rotarian.

... Ideas (Continued from page 2)

- Put together guest information packets.
- Circulate the club newsletter widely.
- Design a new club brochure.
- Hold high-profile meetings with noted speakers to attract prospects.
- Invite the media to cover well-known speakers.
- Make some of your meetings social events.
- Hold wine and cheese receptions for prospective members. Or, host a happy hour meeting just for something different and ask your members to bring a guest.
- Make prospective members feel important at your meetings.
- Follow up with guests.
- Design a rewards program for those who bring in new members.
- Ask corporations and employers to sponsor or subsidize membership.
- Create more fun at your weekly meetings. Who would want to join a group that isn't fun?
- Have members give talks at other organizations.
- Provide guests with free meals.
- Provide brochures for new employee packets in members' companies.
- Advertise at sports events.
- Hold joint meetings with other groups.
- Share your club experience with others.
- Participate in community events.
- Write letters to the newspaper about the campaigns your club is working on.
- If a prospect can't attend your meeting due to time, suggest another club.
- Develop a welcome letter from the president for all new members.
- Contact all members who have resigned in the past 3 years.
- Recognize new members in newsletters.

A Radical Approach

Give a money back guarantee—if after 3 months a new member does not want to be a club member, return their fees.

- Update your clubs classification survey.
- Select a missing classification and work on filling it.
- Look for members in ethnic groups not represented in your club.
- Hold recruiting events with two or more clubs.
- Form/join a speakers' bureau.
- Wear your Rotary pin to networking events.
- Mention your club at meetings of other organizations during announcements.
- Put guests on your newsletter distribution list. Don't wait until they join.
- Ask every member to submit 3 prospects to the membership chair.
- Give testimonials about your club while guests are at the meeting.
- Publicize club successes, elections, events in local newspapers.
- Ask recipients of Rotary service or donations to speak for Rotary.
- Repeatedly invite prospective members. It may take some time until a person agrees to attend a meeting.
- Practice selling your club at Club meetings—have a one-minute elevator speech ready.
- Develop new member kits.
- Assign every member to a 5-person recruitment team—each team brings in a new member every six months.
- Regularly check the RI web site for ideas.
- Ask the District for help.

Share Club Builder with Your Members

Club Builder has been produced since July 2012. We hope that you've been sharing it with your club members. Please let them know that all past issues can be found on the District website.