

# Club Builder



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

Attracting Empty Nesters

Article on page 2

## Looking for Members Continues

We all tend to start the Rotary Year each summer with some renewed energy. Most clubs have a new president and leadership team. The same goes with every District – a new District Governor and team.

Leading up to the new year we have training of our presidents-elect at PETS, and training for all Rotarians, along with lots of celebration of Rotary at our District Assembly and District Conference.

So it's only natural that when we enter a new Rotary year, we have a renewed spirit about attracting new members and engaging our club members so they remain interested and busy Rotarians. We decide that this year we're going to bring in 6 new members by fall.

But about this time of year, in the dead of winter, we sometimes lose our interest in membership. We tend to slack off. We forget that the drive to bring in new members never stops.

Don't let it happen to your club. Now is the time to plan a membership event for this winter or early spring. Get moving on it quickly, so you can meet those membership goals that your club set last spring. The results will bring a positive shot of B12 to your club.

Terry L. Reed, District Membership Chair

## Knock on Doors!

Sometimes you just have to resort to walking down the street, going into a business, and telling the shopkeeper that you need her in Rotary. She may have been waiting for someone to ask.

It's how most of us became Rotarians. Someone out of the blue asked us to be his guest at a meeting.

To promote Rotary, set up a Rotary display in your community library.

## Coming in March

How to Run a Membership Committee

## Attracting Empty Nesters

We are always talking about attracting 20 and 30 somethings. That's great! We need new members in that age segment. They bring energy, fresh ideas, and hopefully they will stay in Rotary for decades to provide a lifetime of service.

However, there is another group of prospects that we should not ignore. And maybe your club should place a special emphasis on attracting them. For convenience, we'll call them "empty nesters". Even though the nest may not yet be empty, or perhaps it became empty awhile ago, these are folks who because of a life change, now have more time on their hands - more time to dedicate to service.

Let's put them into categories to get your creative juices flowing on how you many go about attracting them.

**Not Quite Empty Nesters** – Lot's of parents are involved with their children's organized activities such as coaching sports, leading Scouts, or just running the kids around to piano lessons, dance recitals, or traveling sports teams. As the kids get older, parents may give up coaching Little League or have less running around to do, so maybe it's time for them to find something else to occupy their time, like Rotary. If they said "No!" to you in the past, maybe they're ready now.

**Recent Empty Nesters** – When the kids are out of the house, off to college, or graduated from college, or just out on their own, the parents may be looking for something to do to fill the void of day-to-day parenting. Why not catch them before they get involved in something else. Invite them out for a round of golf, or bowling, Saturday on a trout stream, or dinner. Then, talk to them about Rotary.

**Continued on Page 3**

## Crowdsourcing

Crowdsourcing can help you find resources - - such as funding or volunteers - - from anyone on the Internet. Take a look at [ideas.rotary.org](http://ideas.rotary.org) which is Rotary's new crowdsourcing platform.

## Valuable Information on the Rotary Website

At [www.rotary.org](http://www.rotary.org) you can find a lot of information to help in your efforts to attract new members. There are fact sheets called "Rotary at a Glance" and "Rotary and Polio". You will also find press releases, photos, videos, and Rotary public service announcements. You will have to create an account and then log into "My Rotary" to access some of the information. It's definitely worth it so that your club has the latest information from Rotary.

## Online Makeups

Encourage your members to do online makeups. They can go to [www.rotaryclubone.org](http://www.rotaryclubone.org).

## Empty Nesters ...

Continued from Page 2

**Retirees** – Many retirees will say that they are busier after retirement than when they were working full time. So, why shouldn't they be working for Rotary. When you know someone is about to retire or if you see that a retiree could use something else to do, invite the person to a Rotary meeting. Do it, before they find something else to fill their life.

While we sure would like to get more younger members into our clubs, let's not ignore a group of older prospects with new-found time on their hands. Many of them should be Rotarians.

---

## Presidential Request

Have your President ask three members to each introduce one new member. When one of these members does so, have the President ask one more member to do the same. This way there will always be three members looking out for new members.

## Membership Pledge

After a membership drive, ask all new members to pledge to recruit at least one new member in their first year. Follow up with new members and remind them of their promise. Publicly recognize their efforts when they succeed.

## 1<sup>st</sup> Invite

A prospective Rotarian's introduction doesn't have to come at a weekly meeting. Invite prospects to join in on a club project. Let them see first hand that Rotary is rewarding.

---

## Your Website

Some websites contain too much information. It may be too cumbersome for a prospective new member to wade through. Take a look at your website with fresh eyes to see how it appears to a first time visitor.

---

## Interactors' Parents

Have you reached out to your Interact Club members' parents. Maybe the acorn doesn't fall far from the tree. If the kids are passionate about serving others, maybe the parents are too.

## New Membership Campaign at Blue Bell

This month the Rotary Club of Blue Bell is kicking off a campaign to attract new members. They are calling it Membership RUSH. Their goal is to bring in 10 new members by September. If you're interested in learning more about what Blue Bell is doing, drop a line to Bruce Deamley, their Membership Chair – deamley@aol.com