

# Club Builder



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

Getting your Membership Committee Organized and Off to a Good Start

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## Motivated Presidents Elect

One of the most encouraging, and for me rewarding parts of the job is witnessing the leadership continuity that we have in Rotary. Earlier this month I participated in MidAtlantic President Elect Training Seminar (PETS) in King of Prussia. PETS is Rotary's method of training club presidents for the coming year. Every club is required to send their PE to PETS for several days of intense training.

While my involvement was a small one, I was able to gain some insight into the future of our club leadership. The talent, experience level, and energy in this year's class is nothing short of amazing.

I believe that the success clubs have in attracting new members and assuring that current members stay involved is based to a large extent on the leadership the club exhibits at the very top. The club president has the ability to set the tone and boost the club's energy. Based on what I witnessed this year, we have good days ahead in District 7430.

Congratulations to the Presidents Class for Rotary Year 2014-15.

Best in Rotary,

Terry L. Reed  
District Membership Chair

## Events

### Membership Webinar

### Understanding Young Professionals

Wednesday, March 19

11:00 – 12:00 EST

10:00 – 11:00 CST

Register here:

<https://attendee.gotowebinar.com/register/4540295084671857921>

[Details – bottom of page 2](#)

## Coming in April

Membership Success Stories from Around the Rotary World

## How to Run a Membership Committee

Membership Chairs can't do it alone, nor should they. Your Membership Chair needs to get some help in carrying out the attraction and retention function in your club. Now is a good time to form your new committee for the 2014-15 Rotary Year. By having the Chair form the committee now and getting the committee going on a plan for the new year, you can be assured of kicking off the year on a positive note.

Here's some suggestions for effectively managing your club's membership committee.

- ✓ Aim to have 5 or 6 people serve on the committee. Include a past membership chair.
- ✓ Look for at least one member who sells for a living.
- ✓ It's nice to have a professional marketing and/or public relations person on the committee.
- ✓ Ask each new member to serve on the committee for 6 months. These new Rotarians will bring energy, ideas, and contacts to the membership effort.
- ✓ The first meeting of the new membership committee should include the president-elect.
- ✓ Your first meeting should be a brainstorming session. What's worked in the past, and what hasn't. Benchmark other successful Rotary clubs, even non-Rotary organizations.

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### Membership Webinar – Wednesday, March 19

This is a Rotary webinar intended to help members better understand the perceptions and needs of young professionals. Led by Rotary staff and a market research professional, this webinar will:

- Provide background on the Young Professionals Campaign, an organization wide initiative to attract and engage younger members.
- Share research and findings from focus groups of prospective members in the 25 to 40 age range across the U. S. markets, revealing what young professionals think about Rotary and how they fit volunteering into their busy lives.
- Present strategies and best practices to help your club recruit younger members.

Register here: <https://attendee.gotowebinar.com/register/4540295084671857921>

## ... Membership Committee

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- ✓ Have every club member download membership materials from the RI website.
- ✓ Encourage your committee members to check out the Membership Development Best Practices Exchange on the RI website.
- ✓ Develop a Membership Plan for the year that will include goals, strategies, and tactics for attracting new members and retaining your current members.
- ✓ Review your club's classifications, and target community leaders who are missing from your club. You won't believe what you will learn from studying your classifications.
- ✓ Have all committee members attend District membership training events.
- ✓ Have 1 committee member track members' participation in club activities. Look for signs that some members are in trouble of losing their interest and drifting away.
- ✓ Several times each month at your weekly meetings have one of the committee members do a "Rotary Minute".
- ✓ Every 6 or 8 weeks hold a committee meeting to review your progress.

## Educate Every Week

At every meeting, you need to be talking Rotary. We all need to hear something about our organization on a regular basis.

It's the way we come to learn what we're all about. And it's the way we learn to tell the Rotary story.

Make sure you have announcements about your club activities, and also, celebrate your successes.

## Bring in Old Friends

Pull out some of your club's old membership rosters and circle the names of those who have left the club.

Give those members a call, because their situations may have changed since they left and they may be ready to return to your club.

If for some reason they are unable to rejoin, ask them for the names of some people they think would make good members.

**Give a membership packet to every person that speaks at your Rotary club. You just never know if the speaker finds interest in Rotary, or passes the information along to someone else.**

## Hope you enjoy reading Club Builder

Club Builder has been produced by the District 7430 Membership Development Committee since July 2012. You can find all past issues on the District website.

Send your suggestions for future topics and your success stories to [terry.reed731@gmail.com](mailto:terry.reed731@gmail.com).