

How Do We Recruit New Members for Rotary*

6 smiles: Target 6 to 8 members & ask each to bring in one prospective member over a certain period of time

5 smiles: Need a Membership Committee don't rely on one person alone.

5 smiles: Public Relations & Membership might be a joint Committee.

4 smiles: Use Rotary International (RI) media ideas, give scholarships and take pictures related to local Rotary activities.

3 smiles: Stay within timeframe for meetings – If you say your meeting will last 1 hour and 15 minutes make sure it does not exceed that.

3 smiles: Have your information about your club organized. This should include fees, other possible costs, fines and what do you expect or new members.

2 smiles: Have a spreadsheet or other method of tracking new members' attendance, interests, committee activity and enthusiasm. Follow up with that information.

2 smiles: Meet one on one over a meal with prospective member. Within 45 minutes you can tell if they will be good for the club and their level of interest in joining.

2 smiles: Use social networking tools like Facebook, Twitter and in the course of your normal activities ASK prospective members if they would be interested in finding out more about Rotary.

2 smiles: Host an event within your community and prepare a news release about it.

2 smiles: Develop pamphlets listing a summary of your clubs activities and give them to prospective members.

2 smiles: Increase visibility so people will be more knowledgeable about what Rotary does within each community.

1 smile: Some newspapers list people moving into area. Follow up on those leads.

1 smile: Some newspapers list meetings and times. Make sure your club is listed.

1 smile: Get pictures and articles about your club programs especially those that are exceptional.

1 smile: Each club has its own distinct chemistry. Insure that you are complementing it with your recruit efforts.

1 smile: Put up sign in Coffee Shop that Rotary is accepting new members.

1 smile: Special dues discounts for under 35, over 65 and unemployed.

Each club should be sensitive to what is best for them and what level of recruitment activity will be accepted by the current members. Inactivity is not the answer, however.

If there is an interest in changing the meeting time, location and/or day there needs to be a good deal of advanced planning with the total club as well as their complete involvement.

Survey club members, using professionally structured questions as to their feelings on recruitment of new members.

Some clubs use the fireside chat approach with prospective members while others have a fireside chat after new members have been inducted.

There should be some form of formal orientation for new members.

Start a Rotar-Act Club

Club pays for first 3 lunches for a prospective member.

Rotary sells itself if you can get the prospect to the meeting.

Ask other members to encourage prospective members who have been identified.

Make reminder calls to others members to recruit new members.

*Results of District 6360 Training Session, July 14, 2009

