

THE MEMBERSHIP PROCESS

FIND THEM

Qualifications

- Adult of good character
- Proprietor, partner, officer, manager, or
- Discretionary position in business/ profession, or
- Retired from above
(Article V, Section 2, Rotary Constitution)

Where to Look

- Classification Survey
- Friends / Family Members
- Business Contacts
- New / Existing Businesses
- Places of Worship
- Former
 - Rotaractors
 - GSE team members
 - RYLA awardees
 - Youth Exchange participants
 - Ambassadorial Scholars
- Other

Creating Awareness

- Wearing Rotary Pin Everyday
- Public Relations/Cable PSAs
- Rotary Booth at Events - Brochures
- Social Networking
(Linked-In, Facebook, My Space, Flickr, Twitter)

BRING THEM IN

Initial Contact

- Personal
- Phone
- Mail

Information

- Club Brochure
- This is Rotary
- What is Rotary
- Rotary Basics
- Club/TRF Projects

Pre-Induction

- Club& RI History/Info
- Benefits
- Responsibilities
(attendance/make-ups)
- Cost
- Opportunities
- Additional Info
- Prospect Info
- Ask to Join

Club Visit

- Introduction
(build on weekly)
- Follow-up
- Record

Approvals

- Submit Proposal Form
(to Membership Chairman)
- Board Approval
- Inform Club Members
(10 days for comments)

Induction

- Formal Ceremony
- Invite Family
- New Member Packet

KEEP THEM INTERESTED

Get Them Involved

- Red Badge Program
- Assign a Mentor
- New Member Forums
- Committee Assignment
- New Project Participation
- Act as Greeters
- Attend Fireside Chats
- Attend District Training/Events

Address Resigning Members

- Conduct Exit Interviews
- Offer to forward contact information and dates of membership to another club

REMEMBER: The key to retention is an active club with:
 good meetings,
 great programs, and
 lots of activities,
 in which all members are involved!

In all of the above it is critical to get buy in from the club on goals and to identify who is responsible for each activity.