

Rotary Club of Nevada's 5 Simple Steps to Build Membership

- 1. Identify two meeting dates during the coming Rotary year that will be dedicated to hosting prospective new members (October and May are recommended).**
- 2. Schedule a high-profile speaker for each meeting. Both programs should be among the year's best!**
- 3. Ten weeks prior to each "New Member" meeting date, a sign-up sheet is circulated to help identify individuals working in the community who will be invited by the Club to attend the program (see attached sample sign-up sheet). Sheets are circulated each meeting for 6-weeks.**
- 4. Four weeks prior to "New Member" meeting date, a letter is sent by Club to each individual inviting them to the special program (see attached sample). In addition to the letter, background information about the Club is included along with response card.**
- 5. On the "New Member" meeting date, each visitor is greeted in the customary way and given a packet of information about Rotary and the Club.**

This proven 5-step approach grew Rotary Club of Nevada's membership 15% last year (net gain of 9 new members)!

--provided by Loyd Brown, Rotary Club of Nevada