

## HOW YOUR CLUB CAN ACTIVELY SUPPORT THE *CONVERSATIONS INTO ACTIONS* CAMPAIGN

The key purpose of the *Conversations into Actions* PR campaign is to raise awareness in the community about Rotary and to help us get new members.

### **Prospective Members**

Very soon, you will receive copies of the new *Conversations into Actions* brochure. It is intended to be used as a conversation piece when you speak to prospective members. That assumes that you are, indeed, seeking prospective members – either by classification or generally.

The *Conversations into Actions* campaign will give prospective members high expectations about Rotary and Rotarians. It is vital that we meet these general expectations by giving prospective members a really great experience when they first join us as guests, when they continue to visit our club and when they finally become members. Unfortunately, this is not the experience of all prospective or new members.

So what can be done to ensure that your club does the right thing? If you haven't done so for a while, start with a *Membership Satisfaction Questionnaire* (See Page 35 of *Club Assessment Tools* - **MyRotary | Learning & Reference | Membership** ). Once you have the results, they should be discussed by the Club's Board and action taken, as required.

And of course, don't forget that every new member should have a mentor.

### **Use of Tear Drop and Pull-up Banners**

These will be delivered to District and then to your club by the end of October. Make sure that they are used at club meetings and especially when you are staffing a project in the community.

### **Banner Ads**

Make these available to all members of your club to use in Club Bulletins, on your website and as part of your email signature.

Don't forget to call your District PR team if you need assistance in any of these areas.

Finally, if you have other ways of supporting the *Conversations into Actions* campaign, please let us know. We will be happy to pass them on to all other clubs in the District and possibly in Australia.

Bryan O'Shannassy  
for the District PR Team 2013/14