

Rotary Club of Des Moines

Prospective Member Recruitment Guide

Identifying and Qualifying a Prospective Member

1. Understand Our Unique Value Proposition

The Rotary Club of Des Moines is one of Iowa's largest and most established Rotary clubs, supported by a generous endowment that enables meaningful local and global impact. Membership offers access to influential business and civic leaders, weekly Thursday lunches with prominent speakers at the Embassy Club, opportunities for mentorship, leadership development, and professional growth, engaging social events, service projects, and committee involvement, and a welcoming, flexible culture with no rigid attendance requirements.

Rotary provides a unique blend of networking, service, leadership, and fellowship grounded in shared values and long-term community impact.

2. Profile of an Ideal Prospective Member

When considering who to invite, think of individuals who align with Rotary's values and culture.

Values Alignment

Strong prospective members naturally align with Rotary's Four-Way Test:

- Is it the truth?
- Is it fair to all concerned?
- Will it build goodwill and better friendships?
- Will it be beneficial to all concerned?

Common Motivations for Joining Rotary

Prospective members may include professionals who:

- Are new to the Des Moines area and want to build meaningful connections
- Seek to expand or deepen their professional network through our fellowship opportunities
- Value relationships with leaders across industries
- Want to give back through philanthropy and community service
- Work remotely and seek in-person connection and social engagement
- Are former Rotarians, have Rotarian family ties, or wish to transfer clubs
- Enjoy learning about Iowa businesses, nonprofits, and government agencies through high-quality speakers
- Are drawn to Rotary's global mission, including the eradication of polio
- Want to apply and grow their leadership skills in a respected organization

3. Qualifying the Conversation: Discovery Questions

Once you identify a prospective member, these questions can help determine fit and interest:

1. Are you interested in expanding your professional or community network?
2. What types of people or leaders would you like to meet?
3. What organizations are you currently involved in, and how well are they meeting your needs?
4. What matters most to you in a professional or service organization?
5. Would your schedule allow you to explore a new organization if it felt like a strong fit? Be sure to let them know that attendance is NOT mandatory at our weekly lunches, they are welcome to attend when their schedule and interest aligns.
6. Are you familiar with the Rotary Club of Des Moines? Share with them a little about Rotary, why you joined and what you personally like about your involvement in Rotary.

Purpose of This Phase

This first phase is designed to identify values alignment, spark curiosity, and determine whether Rotary may be a meaningful fit. The next phase will address how to invite a prospective member to a weekly lunch and how to follow up.

Inviting a prospective member to a Rotary Club of Des Moines lunch

1. Ask if they would like to join you at an upcoming Rotary lunch as a prospective member. Be sure to let them know that prospective members are allowed to attend one free lunch. (Note that a prospective member is different than a guest. You will be charged the lunch fee when you bring a guest)
2. Let them know up front what the annual dues are. You can do this verbally or in an email. This is important so that they can determine if their budget or company budget allows for this financial investment.
3. ♦ No Obligation to Join

This is simply an opportunity for you to explore Rotary and see if it's a good fit. There is no attendance requirement.

♦ Why Consider Membership?

As one of Iowa's largest Rotary Clubs, we offer a welcoming and diverse network, mentorship from influential executives and business leaders, and opportunities for personal growth, professional development, and meaningful service.

♦ What We Provide

Weekly lunches with outstanding speakers, a robust foundation supporting local and global initiatives, and a community that genuinely enjoys supporting one another. We offer family-friendly activities, hands-on community service projects including a warm coat drive and providing Thanksgiving grocery gift cards to

families in need. There are many fellowship opportunities including golf outings, dinner groups, and bourbon and winery happy hours.

Dues Information

Quarterly dues are currently \$270, plus \$25 to the Rotary Club of Des Moines Foundation and \$25 to Rotary International. Lunches are \$23 each for the Thursdays you attend. Total quarterly dues are \$320, plus lunches (subject to change).

For additional information, you can visit our website:

<https://rotaryclubofdesmoines.org/>

And our membership page:

<https://rotaryclubofdesmoines.org/join-now/>

4. Identify a date that works for both of you. Email Kitte at info@rotaryclubofdesmoines.org so that she can include you and your prospective member at a table and create a name badge for your prospective member. Be sure to register for the lunch!
5. Plan to meet your prospective member in the lobby of the Ruan Building and ride up the elevator together. This ensures that they feel comfortable with your guidance and creates a very welcoming environment for them.
6. Prior to the lunch date, schedule a follow-up meeting or call with your prospective member to discuss their feedback and interest in joining the club. This is very important, do not leave this to chance.

How to Sponsor & Onboard a New Member (Formal Rotary Procedure)

Access the [Prospective Member Packet](#) to begin the formal process.

1. Membership Proposal Form — completed by the prospective member and sponsoring Rotarian and submitted to the Rotary Office.
2. Next Steps Email — Rotary Office sends an email outlining the membership process.
3. Application Period Lunch Attendance — prospective member may attend lunches while application is in process (billed on first dues statement). Members need to RSVP by Wednesday at 9 a.m. by emailing or calling the office.
4. Board Review & Approval — application is presented to the Board of Directors; allow processing time.
5. Publication to Membership — proposed member published in the e-bulletin for a 10-day comment period.
6. Final Confirmation — after publication, the proposed member becomes an official member and receives confirmation.
7. Orientation & Onboarding — introductions, committee involvement, optional mentor, orientation materials, and early engagement opportunities.