Developing your club’s membership requires identifying and

attracting potential members and keeping current members. New

members bring fresh ideas and new energy to a club. Current

members are crucial to continuing your club’s good works. Encourage all members

to ask friends, family, business associates, and other community

members to join.

The process for developing a Rotary club member often includes the

following stages:

• Identify

• Introduce

• Invite

• Induct

• Inform and orient

• Involve

• Educate

**Identify.** Identify members of your community who are a good fit for

your club. Careful selection of members will increase your club’s

retention rate and reinforce positive attitudes toward new-member

induction.

**Introduce.** Introduce prospective members to Rotary by describing

what your club does, your club’s successful community and

international service projects, and Rotary International programs.

Develop a program that provides prospective members with an

overview of:

• Your club and its history and a description of its primary or

signature projects and activities

• Rotary International and The Rotary Foundation

• The benefits and value of membership in your club

• The various opportunities to get in involved in club activities

**Invite.** Invite prospective members to join with a visit from both the

proposer and a member of the membership committee. Rotarians

extending the invitation should know the interests and expertise of the

prospective member in order to point out activities and projects that

would be of interest to them.

Ask new members to find two or three potential members within

their peer group. When new members promote Rotary to their

friends, they become more enthusiastic themselves.

**Educate.** Members who feel informed and involved are more likely to

remain actively engaged in club programs, projects, and initiatives.

Clubs should also regularly communicate news from Rotary

International and The Rotary Foundation to their members.

When considering who you might like to invite to join Rotary the single most important consideration should be the persons heart. If you have known the individual for some time then you most likely know the persons heart. If you have recently met the person you are considering then you need to take some time to get to know them before making the invitation.

Names of prospective members

Name of Rotarian proposing prospective members