



Seattle Rotary is a service organization where business leaders come together to do local and international community service. Our members develop deep and meaningful relationships with fellow business leaders by participating shoulder-to-shoulder in service projects and committee meetings. This relationship building approach is powerful, authentic, and very different than other business networking approaches. In fact, aggressive lead gathering and referral exchanges are discouraged.

Acceptable Networking or Business Development Practices

- Get involved, join committees, attend events, exchange business cards.
- Schedule casual one-on-one meetings outside of luncheons with fellow Rotarians to get to know them.
- Consider a sponsorship to support Seattle Rotary Online – our club’s filming and AV needs.
- Provide raffle or other give away item for membership drives or other club-centered giveaways.
- Offer to host fellowship or networking event at your place of business – provide unique business or industry insight, plant or office tours, etc.
- Offer the conference room at your place of work as a meeting location for a committee you serve on.
- Develop a succinct 15 second introduction of yourself and your business and use it when fellow Rotarians ask what you do.
- Actively participate in table introductions and table talks.
- Bring business cards to every meeting and event.
- Ask others what they do for a living and how things are going – this promotes an exchange.
- Reach out to Rotarians in your field of work or your desired customer’s field of work and connect with them, establish relationships.
- Consider creating a “circle of industry” group and invite others to sit together at Rotary on a monthly basis. This has worked well for our Hospitality Industry members and for Young Rotary Leaders.
- Seek out fellow Rotarians for business advice, referrals, introductions, products and services you need in your business.
- Refer Rotarians to other Rotarians for business advice, referrals, products and services whenever possible.
- Make it a point to ask “How can I help you increase your business or achieve your goals?”
- With permission, add fellow Rotarians to your email list and/or connect with you and your company via social media.

Unacceptable Networking or Business Development Practices

- Mass marketing to the membership directory in any way, even if your offer is generous.
- Cold calling or prospecting through the membership directory.
- Mass marketing on behalf of your not-for-profit cause. If you'd like to invite fellow Rotarians to a fundraising event, be sure to limit your invitations to Rotarians who you have a personal relationship with and who you would be excited to receive a similar invitation from in return.
- Marketing in your pursuit of political office, on behalf of another’s pursuit, or on behalf of any ballot measure or initiative.
- Expecting fellow Rotarians to offer a discount. In support of one another’s business market rate is acceptable. Any discounts provided are strictly voluntary.
- Avoid conducting actual business meetings at the weekly luncheon tables. Save these conversations for a more private location.

It’s great to do business with a Rotarian!