

99 Ways to Recruit New Members

Rotary Clubs are always looking for ways to grow and recruit new members. There are many things club members can do in order to attract new members. Here, you'll find ninety-nine viable approaches that one could use in order to recruit more members.

1. Ask someone
2. Bring a guest to meetings
3. Advertise in newspapers & cable TV
4. Have a clear club goal & a strategic plan
5. Letters or personal contact with local businesses
6. Contact with Chamber of Commerce
7. Place customized bookmarks in library books
8. Have public meetings at malls, outdoors, etc
9. Have a booth at malls, fairs, festivals etc.
10. Place pamphlets in doctors' offices, hospitals, cafeterias, libraries, etc.
11. Host an Open House
12. Hold a club assembly only on membership
13. Ask Rotary Foundation alumni to join
14. Give the membership chair one minute at every club meeting
15. Make the membership chair a club director
16. Put together guest information packets
17. Service projects that serve a need in the community
18. Invite family members to join
19. Send letters to people in the news with an invitation to visit the club
20. Print club business cards with club meeting location and time
21. Distribute extra copies of magazines that relate to your club in waiting rooms, etc
(i.e.: Rotarian)
22. Hold high-profile meetings
23. Hold wine and cheese receptions for prospective members
24. Have a special guest day
25. Send club members to district membership seminars
26. Make prospective members feel important
27. Honor outstanding community members with awards
28. Don't take age into consideration
29. Make some meetings social events

30. Build a club web site and keep it updated
31. Use group email to promote your club
32. Put posters in public areas
33. Ask corporations and employers to sponsor or subsidize membership
34. Have a reward program for those who bring in new members
35. Create more fun
36. Give a money back guarantee—if after 3 months a new member does not want to be a club member, return their fees
37. Invite the media to cover well known speakers
38. Use word of mouth
39. Network with coworkers, friends, and family
40. Follow up with guests
41. Place a colored dot on the watch of every member to remind them to bring a guest
42. Lead by example—how many members have you recruited?
43. Have members give talks at other organizations
44. Provide guests with free meals
45. Update your clubs classification survey
46. Look for members in ethnic groups not represented in your club
47. Provide brochures for new employee packets in members companies
48. Advertise at sports events
49. Ask the district for help
50. Hold joint meetings with other groups
51. Share your club experience with others
52. Participate in community events and wear Rotarian At Work vest
53. Write letters to the newspaper about the campaigns your club is working on
54. If a prospect can't attend your meeting due to time, suggest another club
55. Publicize club successes, elections, events, in local newspapers
56. Circulate the club newsletter widely
57. Design a club brochure
58. Hold recruiting events with two or more clubs
59. Form/join a speakers' bureau
60. Wear your Rotary pin
61. Mention your club at meetings of other organizations during announcements
62. Send newsletter to guests and guest speakers
63. When asked about your leadership skills & career success, tell them about your club and PRLS

64. Ask the AG to attend a board meeting to talk about membership
65. Ask every member to submit 3 prospects to the membership chair
- 66. Make it FUN**
67. Give every member a club or Rotary decal or bumper stickers for their car
68. Give testimonials about your club while guests are at the meeting
69. Repeatedly invite prospective members
70. Practice selling your club at Club meetings—have a one minute elevator speech ready
71. Conduct a Membership Satisfaction Survey (RI Publication #417)
72. The club president asks three club members as a personal favor to each recruit one new member
73. Bring your boss to a club meeting
74. Make direct contact with women's business associations
75. Bring your co-workers to a club meeting
76. Bring your subordinates to a club meeting
77. Have new member kits
78. Use books, brochures, videos and posters from RI
79. Hand out invitation cards for a "Free" lunch (breakfast, dinner)
80. Have members constantly promote and rave about your club
81. Meet at a good location
82. Assign every member to a 5 person recruitment team—each team brings in a new member every six months
83. Develop a strategic plan membership is a year-round priority and needs to be planned. Use the Ignite program
84. Have incentives for recruitment
85. Have a large poster that lists all the members who have sponsored a new member in the past year
86. Select a missing classification and work on filling it
87. Display a thermometer showing progress towards club goal
88. Feature a member's "benefit of the month" in the club newsletter
89. Induct new members with piazzas & invite spouse/partner
90. Develop a welcome letter from the president for all new members
91. Contact all members who have resigned in the past 3 years
92. Use billboards at bus stops and road sides
93. Ask club members to put club information in their business
94. Recognize new members in newsletters
95. Regularly check the RI web site for ideas

96. Subscribe to the Rotary Membership Minute on the RI web site
97. Invite spouses to social functions
98. Ask recipients of Rotary service or donations to speak for Rotary
99. Pass out M & M candy to remind members that “Membership Matters” and that we need “More Members”