

MESA WEST ROTARY CLUB 2017-2018

MEMBERSHIP OBJECTIVES AND STRATEGIES FOR RETENTION/RECRUITMENT

RETENTION: Interview members in club 12 months or less
Encourage attendance at Fireside Chats
Schedule classification or vocational talks
Check with member's mentor periodically
Inform member about projects and club opportunities
Determine which activity suits them and appoint
Give recognition for service
Schedule "get to know vocation" minutes
Introduce members in our newsletter
Appoint a new member to the membership committee
Create a member exit file with interviews
Call a member who has missed three meetings

RECRUITMENT: Select speakers who are potential members
At a club meeting, develop a list of missing classifications
Encourage each member to contact one desired occupation
Target young professionals, diversity and women
Continue contact with visitors by emailing four newsletters
Welcome visitors with an active Sergeant at Arms
Refine guest introductions
Stress Rotary's vocational component
Provide a copy of weekly newsletter on the meeting tables
Review Club, District and Zone goals
Schedule a special meeting program for potential members
Use social media and newspaper ads
Encourage members to enroll spouses/partners as Associates

NEW MEMBERS: Assign a mentor immediately
Conduct four Fireside Chats or socials annually
Send a welcome letter from president and board
Schedule induction within four weeks with advance notice
Prepare the club Welcome Booklet/Package
Interview member after 3 months to determine satisfaction
Encourage attendance at District events
Continue the Red Dot idea one year for new member badges
Conduct a 5 minute Red Dot removal time honoring sponsor

Respectfully submitted,

Carole Kralicek, Membership Chair 7-10-17

