



Lake Ray Roberts Rotary Club, Pilot Point

## **MEMBERSHIP DRIVE 2017**

### **Goal:**

The Goal of all clubs especially service clubs is to grow new members so more can be done in the community without a burden on a few. If a club is not growing it is dying and or getting stale. Growth bring new energy, new ideas and more hands and feet. My Goal and I hope our goal is to double our club's membership before the end of 2017.

### **Vision:**

Our plan is to challenge everyone to bring a guest (a potential member) and double themselves. Recruit young business people with energy and new ideas. Mentor them side by side to develop active working members that can be reproduced over and over. Developing in them the idea of commitment to the organization, the club, the other members, to growth and evolution of the club to be the best it can be. Striving to touch as many lives in our community and beyond as possible. You bring them in you bring them alongside of you to be your helper, and mentor them to be great and active club servers as you are. Working on the committees you are on, being involved from the start.

### **Action and Reward:**

The results of every member bringing in someone to double themselves and mentoring that person will not only develop great members, but, will double our club with active members. We can do more with more people, bringing in more resources thus spreading out the work to many instead of a few.

### **Plan:**

Every month until the end of the year the members that brought in guests that joined as new members will get to roll the dice for cash or prizes, gift cards, etc. We should have a mentor pin made to give to members who successfully mentored a new member. We should have a tracking method that is visible to all each week on who brought guest, who signed up the new member and is mentoring, and showing our growth to goal.

Results:

1. The result of our growth will mean changing venue
2. Better service to the community
3. Better trained and mentored members, ready to take on more responsibility
4. Less burn out of members
5. Working a plan that will guarantee the clubs existence into the future
6. More resources to club
7. More Ideas and energy
8. More committee members to accomplish more
9. The Reward of success

Other idea for rewards, Gift card or certificates to Restaurants for meals.

What are your ideas?

Yours Truly,

Mark Frazer

Lake Ray Roberts Rotary Club, Membership Chair