

15 + TIPS FOR SUCCESSFUL CLUBS

It is suggested that the Club Membership Chairman and Committee choose four (4) of the following tips, then organize the Club to complete one each quarter.

1. **Future Leaders of the Rotary World:** This strategy will help Clubs find young leaders to become members. Honor three future leaders in two age groups: (Group 1) 20 to 29 years and (Group 2) 30 to 35 years. These six will become "future leader" members. Ask them to recommend (after study) the most pressing needs in the community. The Club will then develop projects to address the identified community needs. EVERY CLUB ROTARIAN and the future leaders will work on the project. After six months, they will be asked to join Rotary as active members. There are many advantages to this strategy. The future leader and Club are fulfilling a needed community service. Cost to the future leaders is minimal, and friendships are likely to develop among these leaders.
2. **Recharter:** If your Club has less than 20 members, set a goal by the end of the year that you will reach 20 or more. Assign EVERY CLUB ROTARIAN that they are to bring in one new member. Then have a recharter night banquet where all the new members are inducted.
3. **Proposal Cards:** During a club meeting review the process of how to submit a new member with a proposal card. Create a 5 minute presentation on how easy it is to submit a name for membership. Make the process easy to understand and seamless. Follow-up by assigning individuals to invite the proposed individual to a Club meeting or service project.
4. **Bring A Friend Day:** Create a special day for friends. Invite an outstanding speaker (Unique & Interesting Subject) and also talk about the advantages of being a Rotarian
5. **Club Forum:** Discuss membership development during a club meeting. Talk about classifications that need to be filled
6. **Re-engage Rotarians:** Discuss ways to reengage Rotarians that are not active during board and committee meetings. Create ways to get them involved.
7. **Mentors:** Create a club mentor committee that will help new members become more involved and help educate new members about Rotary.
8. **Creating a Guest Book:** Create a weekly guest book that includes all contact information of all guests attending. This book will be used to extend an invitation for membership or special club functions/events
9. **Member Survey:** Develop a club survey that enables your members to share their thoughts on club projects, club locations, membership development, and club philosophy.

10. **Former Members:** Encourage the membership committee to develop a list of former members. Ask a current member to extend an invitation to rejoin your club.
 11. **Community Presence:** Discuss ways to increase the visibility of your club in your community. Create a game plan to share Rotary with your community.
 12. **Inducting New Members:** Review and maybe modify your current procedure. Is your induction process special? Do you invite family members to attend? Does the new member feel special?
 13. **Identifying Community Leaders:** Create a list of community leaders and city officials. Invite them to special meetings and ask them to join your club
 14. **Five for One:** Divide the Club into groups of 5. Assign each group to bring in one new member within the next three months. Make the contest special with proper recognition to the group that brings in the most new members.
 15. **Friends of the Club President:** The Club President asks three (3) Members as a personal favor to propose a new Member within a month. When the first one does so, approach another the same way so as to always have three (3) Members working on a personal pledge to the Presidents.
- + **Your Own Ideas:** We recognize that there are many great ideas throughout the world. If you have one that could generate new members, we welcome you to formulate your own strategy for your Club.

Three More Great Ideas:

- 1+ **Parents of Rotary Youth Programs:** (Interact, RYLA, Youth Exchange, Rotoract Scholars, etc.) Invite the parents to a meeting on "Why Rotary is Interested in Developing Leaders". Discuss projects and how parents can become involved.
- 2+ **Leadership by Example:** This strategy emphasizes true leadership. The following leaders will be expected to bring in one new member in the three months of the Rotary year. Club President & Membership Chairman First Month; The Membership Committee Second Month; a Board of Directors Third Month. Then **EVERY CLUB ROTARIAN** is asked to commit to bring one (1) potential member to your meeting.
- 3+ **Rotary Refresh:** This new and exciting concept has been proven to bring young professionals into your Club. Use your QR reader on the iPhone to discover what is new.



3 TIPS ON RETENTION

We make Retention a mystery and hard to achieve. The truth is it is simple.

“Every new member needs three (3) things:”

1. **A friend** in Rotary to whom he can constantly turn, who will walk beside him, who will answer his questions, who will understand his problems.
2. **An assignment.** Activity is the genius of Rotary. It is the process by which we grow like the muscle of my arm. If I use them, they grow stronger. If I put them in a sling, they become weaker. Every member deserves a responsibility. The Club President may feel that the new member is not qualified for responsibility. Take a chance on him. Think of the risk Rotary and your Club took when they elected you. An assignment should be given **the day** they join. Any later and you will lose them.

Of course, the new members will not know everything. They likely will make some mistakes. So what? We all make mistakes. The important thing is the growth that will come of activity. They will have the fellowship of the other members. They will become one of a vast body of Rotarians throughout the world, men and women of integrity and faith who love Rotary and seek to move forward this work.

3. Every new member must be “**nourished** by the concepts of Rotary.” They need to understand what it is when we say Service Above Self. Hold fireside for new Members. (See 3-page “Retention Nourishing New Members” located on the right side of the *IGNITE* Folder.)

Two new tips have been advanced this year at your Club Meetings.

4. **Benefits of Rotary:** Review the “Why Join Rotary” page found in the President’ folder using one idea from it each week.
5. **Make Retention a Key Focus:** Every Club should have a Member Retention Chair and Committee that is a part of the Club’s overall Membership Committee. These individuals are to be singularly focused making sure that the Club is focused on keeping its members. A critical piece of retaining members is to listen to the needs of that member and to ensure the Club is satisfying those needs. Annually, the Members Retention Committee should provide a structured means of connecting with every member to ensure that they are engaged, as suggested by these retention tips.