By Kelly Atkinson, PDG Utah

**Proven Recruiting Methods**

**One on One Contact**

One of the most effective ways to recruit a person to join a cause is through one-on-one contact. While this approach is labor-intensive, the method is among the most effective ways to recruit new members into Rotary. This approach is especially effective for achieving the critical mass necessary for initiating a new Rotary club in a community.

**A STRATEGIC STRIKE TEAM**

A strike team is created with a Chair at its helm. A strike unit exists within a strike team and consists of a minimum of two highly motivated and knowledgeable individuals. The more strike units within a strike team, the greater the community saturation and the faster membership growth is achieved. When starting a new club, strike units should always include an influential member from the community.

The strike team should establish a specific membership goal - the number of new Rotarians who will be recruited into the club. When forming a new club, the number is 20 members. In existing clubs, the club leadership should sign off on the specific membership goal. There is power and energy created by setting a specific goal and announcing that goal to the club.

During the membership campaign, each club meeting the strike team chair should be allowed a few minutes to report on the progress towards the membership goal. A chart similar to the one below, displayed at the beginning of a club meeting is an extremely effective method of helping club members focus on club growth and achieving success toward the club membership goal.

Achieving club membership growth is a numbers game. The more perspective Rotarians visited by a strike unit, the greater the opportunity for club membership to grow.

Figure

**Gather a list of Prospective Rotarians**

A perspective membership list is created by using the classification listing to identify prospective Rotarians. The classification list will help stimulate thoughts on the part of club members of who in the community should be approached to join Rotary.

**Calling the Potential Rotarian to Set Up an Appointment**

Once a potential membership list is created using the classification listing, the chair of the strike team should assign strike units to contact individuals. The responsible strike team unit then goes to work setting up personal appointments for their assigned potential members. It is always preferable that the call to set up an appointment with the prospective member be initiated by someone in the club who knows the prospective member. However, if the club member that nominated the prospective member is uncomfortable in making the initial contact, the strike team unit should ask the referring member if they may use his/her name and the strike team unit should initiate the call. It is also recommended the strike team unit includes the member in the club who knows the perspective member even if that Rotarian is not a permanent member of the strike team unit.

**The One on One meeting with the prospective Rotarian**

Once an appointment is established with the perspective Rotarian, the strike team unit follows a very specific meeting format intended to result in the commitment of the prospective Rotarian to join the Rotary club at the end of the visit. Following a very specific, regimented agenda which is sensitive to the time of the prospective member is critical. The one-on-one meeting with the perspective Rotarian should take no longer than 20 minutes. The following agenda is recommended:



MEMBERSHIP MEETING

AGENDA

**0:00** Introductions

**0:05** Purpose of the Meeting

**0:07** Video

**0:10** Meeting dates, Expense, Service Project

**0:15** Questions

**0:20** Adjournments

Below is an overview of how a success meeting will flow.

***Introductions***

Early on in the meeting, a copy of the agenda should be provided to the prospective Rotarian so that everyone understands the time frame of the meeting.

**NOTE:** This is critically important. First impressions mean something. In the telephone conversation to set up the meeting, a promise was made to take 20 minutes of the prospective Rotarian’s time. By distributing an agenda, the strike team unit validates their commitment to the promise. The team could say something like, “We know how valuable your time is, so we put together this agenda to keep our commitment to you that we would only use 20 minutes of your time.”

The Rotarian then makes a brief introduction of themselves and their Rotarian strike unit partner(s) who’s accompanied them to the appointment.

In the introduction phase of the meeting, a few questions of the prospective Rotarian is a great way to ease tension and build trust. Examples of such questions include:

Tell us a little bit about your company?

Where did he go to school?

Family?

How long have you owned (worked) for the company?

The strike unit does not need to ask each of these questions, but asking a few is recommended. The purpose of this exercise is to get the CEO speaking and feeling at ease.

***Purpose of the Meeting***

The lead member of the strike unit (this may be a member of the community who desires to start a Rotary club, a member of the strike unit that knows the prospective Rotarian, or any other strike unit team member) says something like: “As I explained to you on the phone, a group of like-minded businesses are working to create a service club to make our community a better place to work and live. We feel this is the price we paid for making our living in this community. We would like businesses like yours to be a part of our efforts. We have decided that the first thing we would like to do is to raise awareness and funding for after school outreach programs. We believe that through these efforts it will make our community better and safer. Let me be clear, we’re not here today asking for money for this project, we’re here to ask for your company to become part of the solution. Once we are organized as a club (it takes 20 members to form a Rotary Club) we will decide how best to raise funds to support these programs and decide what other things we may do to make this community a better place to life and to work.

If a Rotary club already exists, the suggested conversation format would go something like this: “As I explained to you on the phone, a Rotary club is a group of like-minded businesses working to make our community a better place to work and live. We feel that this is a price we pay for living in our community. We’re here today to ask your business to be a part of our effort. Over the last year we have accomplished providing six college scholarships for our local high school students, sponsored a community baseball league for severely physically and mentally challenged children, sponsored three high school juniors to attend a three-day leadership development training course, and hosted an exchange student for an academic school year. We believe that through our efforts were making our community a better safer place to live and work. Let me be clear, were not here today asking for money for these projects. We’re here to ask your company to become a part of our Rotary club. As a member, your company will have a decisive role in helping to decide how we can strengthen and improve our community.

At the end of the conversation explaining the purpose of the meeting, the lead strike unit member says: Does that sound like something you’d be interested in being involved with if you knew the time and financial commitment required to belong?” (NOTE: Wait for the answer and respond accordingly.)

Prospective Rotarian Reponses One: Yes.

Prospective Rotarian Two: Not sure.

Prospective Rotarian Three: No

Lead Strike Team Response One: Great. Let me tell you more about what we have in mind.

Lead Strike Team Response Two: Well let me tell you more about what we have in mind.

Lead Strike Team Response Three: Well, I’m sorry to hear that. We appreciate your time have a GREAT day.

***Video:***

At this point of the meeting, the strike unit member shows a brief video and informs the perspective Rotarian it will take about four minutes to show. The strike unit member says, “May we show you a short video now?” and waits for response.

While showing the video “Why Rotary”, which can be downloaded from YouTube by copying the link to your URL line on your browser - <http://www.ssyoutube.com/watch?v=w1xjqH43Wq8>, the Rotarian distributes the “Why Join Rotary” (see appendix xx).

When the video ends, the lead strike unit member asks: “Do you think that maybe something you or a member of your company may be interested in doing for this community?” (NOTE: Wait for a response, and answer appropriately).

The lead strike team member then states, “May I tell you a little more about the time and financial commitment?" Wait for a response and then answer appropriately.

***Meeting dates, Expense, Service Projects***

The lead strike unit member then says: “The commitment to strengthen this community so that it is a better place to work and live is:

1. Attend Rotary meetings. Our club will meet on (place, time, day of week).

We realize business men and women have hectic schedules, so we ask that members attend as often as possible.

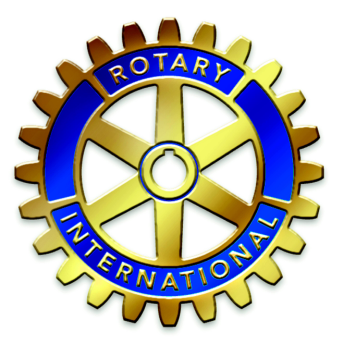
1. Pay the annual dues of (??) which will be billed quarterly.
2. Dues Breakdown ((Include the breakdown for your club)
3. Every member is encouraged annually to contribute an additional $100 to the Rotary Foundation (501 (c) 3 organization) which is transforming the world.
4. Participate in our service projects when you can.

**QUESTIONS**

Then the lead, “How does this all sound to you?” (NOTE: Wait for answer and respond accordingly).

Finally the lead asks: “Can we count on your company’s to support of our efforts to make this community a better place to work and live?”

If the potential Rotarian says yes, the lead strike unit member asks the prospective Rotarian to fill out the commitment form (see figure x below).

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**Rotary Commitment Form (Not a legal document)**

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**(PRINT) Last (PRINT) First Name (PRINT) Middle Name**

**Email Address (Please print): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**I hereby commit to join the (Name of Club) Rotary Club and make this community a better place to work and live.**

**Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Mailing Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**City \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ State: CO Zip: \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Phone Number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date of Birth: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**COMMENTS:**