Recruiting & Retaining Younger Members

- Ask young professionals, and encourage them to reach out to others

- Invite Rotary alumni

- Co-host an event or project with a young professionals group.

- Involve parents of Interact members.

- Use social networking sites to recruit new members.

- Establish a committee chaired by the president, preident elect or recent past president. Include the youngest club members on the committee. Set a goal for the committee to recruit X elgible members, 40 or younger each year.

- Form a committee of younger members to suggest activities which will make the club more attractive to younger members.

- Consider starting a club in a club (www.clubinaclub.com).

- Prepare recruiting material that clearly answers "what's in it for me".

- Have a current, attractive, informative website.

- Have active projects.

- Look at ways to reduce cost and shorten meetings.

- Identify potential barriers to younger members and consider ways to overcome those barriers.

- Involve families. Include family members in appropriate projects. Set up a social event at your local zoo

- Listen to and respect younger members.

- Build the bridge between young and old. Have seasoned Rotarians spend time with less experienced Rotarians.

- Think about including a networking component to your Club(why did Paul Harris originally start Rotary.

- Implement a public relations campaign to change image of Rotary as an "old man's club".

- Make meetings fun. Reduce formality of meetings and events. Keep meetings short.

- If a singing club, select songs that reach out to all ages (i.e. patriotic songs).

- Ease up on un-necessary rules.

- Do things because it is the right way to do it, and not because it is the way the Club has always done it.

- Have meetings that are interesting and to the point.

- Stream meetings.

- Look at ways to reduce formality of meetings.

- Identify projects that are quick

- Use new technology and social media – email, LinkedIn, Facebook, You Tube, Twittering, streaming.

- Solicit member feedback. Listen and act upon the suggestions.

- Ensure openness and transparency of the Board and financials.

- Show younger members how they can contribute and what they can do so they see how they can be active and make a difference.

- Introduce younger members to active, experienced Rotarians that can act as a mentor.