



Intentional Membership Strategies

Prospect Identification (Lead Generation)

1. Use the ["Who do You Know"](#) handout at a Club Assembly. Actually allow time for people to fill it out (making it clear we're not leaving 'till everyone has some names written down) and then ask them to approach 10 of those people about Rotary (remember the 10:3:1 rule).

2. Targeted "industrial recruiting" strategy -- make a list (or get one from Info USA) of companies in your club territory, then make calls or visits to each, explaining Rotary and asking them for a member.

3. Secure a list of non-Rotarians participating in any co-op club project (something you're partnering with another organization). Approach each directly (phone, etc.) with an invitation to visit Rotary. **Always** have a plan to collect email addresses of non-Rotarians helping with Rotary projects.

4. Secure a list (with email addresses) of Board members and volunteers of any organization your club provides funding to. Approach each directly (phone, etc.) with an invitation to visit Rotary.

5. Club Social Hour -- An event other than a club meeting where members bring prospects --- peer pressure works Maybe a "5th Tuesday" activity.

6. Treat the **parents** of your Rotaractors and Interactors as part of your prospect list. It will be decades before the Rotaractors and Interactors themselves will be prospects, but their parents are right in our "sweet spot" demographically.

Attracting Members

7. Invite local business leaders as speakers, then recruit them as members.

8. Club President **personally** asks each member to bring a new member into the club -- an eyeball-to-eyeball conversation over breakfast, lunch, coffee, adult beverage or a 2-way telephone conversation. Takes the anonymity out of the ask. "Can I count on you doing this not only for the **club** but also for **me**?"

9. Club President makes it the responsibility of every officer and board member to bring someone into the club -- direct ask per #3, but ties into "We were chosen as leaders of this club -- we need to lead, particularly in membership growth."

10. A regularly-scheduled "**Rotary Information Hour**" once a quarter or once a month. The "intentional" part of this is that it's a standing event, on the club calendar, and members are reminded by email or phone to bring their prospective members. Not just whenever you think of it, but to a regularly scheduled date, time and place.

One club calls this "Discover Rotary" and schedules it the first Wednesday of every month (for 12 years running) at 7:30 am, promising to be finished by 8:30. After work is another good option. Give a 2-minute overview of Rotary International and the local club, club projects, expectations and costs (visuals and handouts are important). (PowerPoint template available on request)

11. One meeting a month is "**Bring a Friend Day**" -- One club calls it "**Rush Hour**"

12. Club President follows up **personally** with a phone conversation (not just email or voicemail) with guests and prospects, inviting them to another meeting. This **matters**.

13. Create a **"Vocational Service Award"** for local businesses -- recognizing the service they do to the community through their businesses. Invite them to receive the award and then recruit them as members. (Also a public image/public awareness strategy)

14. **"Drip Marketing"** -- Create a central prospect list, including email addresses, and use the "Potential Member" feature in DaCdb or another email distribution mechanism (Vertical Response, Constant Contact or MailChimp), to send your club's E-Bulletin once or twice a month to your entire prospect list. Regularly reminding prospects of your club's brand makes you "Top of Mind" when the time is right for the prospect to join a community service organization. Be sure and include "Response" information so they know how to raise their hands when they're ready.

15. Create a **Club Brochure** and keep copies on hand at every meeting as a "takeaway" for visitors and guests. Consider a QR code on any print material so they can easily find your website or an email address of a membership committee member. Club Brochure templates are downloadable from MyRotary (login required).

16. Create a **Public Image/PR campaign & a Social Media strategy**. Provide local media with press releases on club meetings, service projects and events. Recognize members for actively posting on the club's Facebook page.

17. Actively promote the **Governor's Pin of Excellence**. Encourage members to work on all 3 criteria -- Bringing in a member, contributing to The Rotary Foundation and participating in a service project.

18. Take advantage of flexibilities from the 2016 Council on Legislation, such as a **Corporate Membership** category, allowing multiple people from a company to become Rotarians, with one being the "Corporate Active" member and the others "Corporate Associates".

<https://www.rotary.org/myrotary/en/club-flexibility>

Onboarding New Members

19. Create a **New Member Orientation** program and process to engage members immediately in your club. Early engagement is the key success factor in retention.

20. Use the **New Member Scavenger Hunt** for a fun way to get members engaged in learning more about Rotary and about your club

21. Create a **"Red Badge" or "Quick Start"** program for new members -- a prescribed set of activities and accomplishments intended to get them engaged and acquainted with the club. .

Retaining Members

22. Club President attends **all** District events, including RLI, and brings members (particularly **new** members) along -- help members understand that Rotary is a lot more than just the local club. Lead by example.

23. **Upgrade Programs** -- Clubs have proven that great programs attract and keep members. Programs need to be informative, educational or inspirational (or a combination thereof). Limit or avoid programs by other non-profits (members see those as fundraising requests).

24. **Mentorship** -- Create a mentorship plan to assign an experienced member to work with a new member. Mentors help new members get acquainted and engaged with existing members.
