

Suggestions for Membership Committee

www.rotary.org – Rotary International

www.rotary6000.org – District 6000

**Membership is not just everyone's responsibility, but *OUR* responsibility.
Otherwise, it's nobody's responsibility.**

The Membership Committee should:

1. Meet on a regular basis (6-8 times a year).
2. Have a quarterly and yearly goal. Make the goals reasonable and attainable. Let the entire club know of these goals. When membership goals are achieved, celebrate!
3. Make good use of RI promotional and membership resources. There is an abundance of resources and it's easy to be overwhelmed by them. Assign each committee member the responsibility to explore 1 or 2 resources each quarter and then share the information with the whole committee.
4. Work closely with your Assistant Governor to see what other clubs are doing in membership. Tap this valuable resource! AGs have the eyes and ears to share helpful information with you.
5. Ensure your club mirrors an accurate representation of the professionals, business people, and organizations in your community. What classifications are missing? What is average age? What is average length of club membership? Determine if there are any demographics of the local population who are not represented in your club (age group, gender, and ethnicity).
6. Be aware the average club will lose 10% of its members each year. That is a reality. The whole club needs to be made aware of this fact.
7. Calculate the information in #6 above and project where your club will be in 5 years. Adjust your membership goals accordingly.
8. Identify potential members by going to the top decision maker of a company or organization. That person should receive an invitation to join, and be asked to recommend others in the company for Rotary membership. Target professions and groups not represented in your club. Approach individuals you know to be service-minded.
9. Develop an attractive local club brochure that can be given to prospective members. The brochure needs to contain local club information as well as general Rotary facts.
10. Refer to the *Rotarian* magazine, especially the August issues, for good ideas on membership development. Share highlights of these articles with entire club.
11. Make sure you have an adequate budget to promote Rotary. It's money well spent.
12. Have material at meetings, including the *Rotarian* magazines, available for prospective members to take home. Contact them a few days later to see if they have had a chance to read the material or if they would like to attend another meeting.

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13. Consider offering a membership invitation to local guest speakers who have done a Rotary program for you.
14. Contact local realtors or Chamber of Commerce offices for names of prospects. Perhaps clergy would be willing to suggest names. Always assure them the use of the list is for Rotary promotion only.
15. Look for prospective members among clergy, United Way Executives, Red Cross Directors, foundation executives, retail store owners, small business owners, city government officials, city council members, school principals or superintendents, college administrators, government employees, managers or owners of large firms, hotel management, health care providers, insurance officials, car dealership owners, financial advisors, accounts, etc.
16. Know the difference between **promoting** and **inviting** for Rotary.
 - a. **Promotion** is the ongoing “sowing the seeds”. It’s the continual effort to keep Rotary in the public’s eye.
 - b. **Inviting** is the one on one, personal approach to invite a person to become a member. Both promoting and inviting are essential for a healthy club.
17. Invite the Membership Committee of neighboring clubs to meet with you and share ideas.
18. Recognize a potential member who has received recognition in the newspaper. Send a copy of the article with a personal, handwritten word of congratulations, include a local Rotary club brochure, and say something like ***Our Rotary club has many outstanding, community minded members like you. It would be my pleasure for you to be my guest at a Rotary meeting (list time and place). Enclosed is more information about our club.*** Make sure you follow up with a personal contact within the next few days.
19. Do a block by block analysis of your downtown, or other concentrated commercial areas and determine which businesses need to be approached.
20. Recognize sponsors of new members by making a donation in their name to the Rotary Foundation and give public recognition at club meetings. They may encourage other Rotarians to be more assertive in inviting others to join.
21. Let Rotarians know their membership efforts are appreciated. Typically only 10-15% of club members ever invite others to join the club. Recognize these members with a gift, a lapel ribbon, a special pin (contact the district office), etc. Make a soft sell to the other 85-90% encouraging them to spread the good news of Rotary with their contacts and remind them it takes all of us to do our part.
22. Keep the entire club apprised of how important it is to always be bringing in new, qualified members. Give them statistics on how many members have left the club over the last 3 years. It is not necessary to mention names, just numbers. Hopefully a report of this nature will cause other club members to realize the club depends on **everyone** to spread the good news about Rotary.
23. Impress among the executives of large firms the importance and value of having their company represented by having at least one, preferably more, member of their company in the local Rotary club. All large companies can benefit by having Rotary membership represented in their executive workforce.

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24. Have the club secretary provide a quarterly membership report and share those numbers at a club meeting.
25. Consider extending a membership invitation to Rotary exchange students' host parents.
26. Invite the Interact Club sponsor to become a member.
27. Create an effective public image of Rotary. Have Rotary signs and plaques posted throughout the Community.
28. Have a "prospective member suggestion box" available at each meeting. All club members should be encouraged to put a name of a prospective member in the box. These names will then be passed on to the Membership Committee.
29. Have a club program strictly about club membership at least once a year. The program should be an update on Membership Committee activities. Then for the next 20 minutes have each table, or small group of 6-8, make a list of prospective members. (This list should be given to the Membership Committee for screening.)
30. Have your younger members reach out to other prospective members of their age group. Peer to peer contact is most effective.
31. Watch for career promotion announcements of local employees and contact them for possible membership.
32. Have an informational booth at community festivals and fairs or a simple float in a local parade. The more exposure your club has to the community, the better the public relations.
33. Encourage members to display the Rotary wheel decal on their cars. It's good PR for the club and may generate conversation in a parking lot.
34. Induct members in small groups, so they can establish an immediate bond with others in their group.
35. Induct new members in a very special, dignified, and meaningful manner. It should be a big deal for the new member.
36. Offer reduced costs (partial Paul Harris sustaining membership, 25% off meal costs, etc.) for the first year.
37. Make sure all club members periodically receive a review of basic Rotary information in order to share the magic of Rotary with others.
38. Follow-up with all visitors within 1 week by sending a postcard.
39. Give all guest speakers a local Rotary Club brochure or something with more information about Rotary. They are a source of potential new members.
40. Make a big deal out of August - Rotary membership month!
41. Encourage all club members to subscribe to *Membership Minute*. See section on RI resources. It's a free service.
42. Your suggestions . . .