

First Follow-up Letter

Hi [first name],

We really enjoyed meeting you at our Rotary Club meeting today. We hope you learned a little about our Club and about the good Rotary does in our community and the world.

[Option 1] The speaker at our next meeting is _____. Speakers at our club tackle a wide variety of subjects of interest to business owners, managers and leaders in our community. We're sure you'll enjoy it.

[Option 2] Our next meeting is a club assembly/business meeting which will give you a good idea about all of the charitable projects we are involved in. Our next major project is _____ on _____ [date].

Please join us on _____ [date] at _____ [time] at _____ [place] for our next Rotary Club meeting.

If you are interested, the process for joining our Rotary Club is simple. After you attend two meetings, you may apply for membership. You must attend one more weekly meeting and submit the application in order to be considered for membership.

I've enclosed a fact sheet about our club which should give you a better idea what we do. Looking forward to seeing you again!

[Name]
Membership Chair
[phone]

Rotary Club of _____ Fact Sheet

Join us to make a difference!

Rotary International:

- Members: 1,227,563 Clubs: 34,103 Districts: 531

The mission of Rotary International:

The mission of Rotary International is to provide service to others, promote integrity, and advance world understanding, goodwill, and peace through its fellowship of business, professional, and community leaders.

Facts about _____ Rotary Club

We are a community service based club that provides personal reward through its service projects and fellowship.

Membership represents a broad cross-section of community leaders and business men and women. Individuals in our organization represent professions in banking, finance, insurance, retail, communications and government/civic.

As a club of business leaders and concerned people, Rotary offers a unique opportunity to help citizens in our community as well as people, internationally. You also develop relationships with other local business professionals and community leaders.

Community and International Projects sponsored by the Rotary Club of _____

- [enumerate in bullet points]

Past Projects

- [enumerate in bullet points]

Benefits of Rotary

Service – Members have many opportunities to feel good about giving back and using their talents for humanitarian service both locally and internationally.

Leadership skills – Rotarians bring a high level of professional accomplishment to the club. Rotary offers the opportunity to use those skills for the betterment of the community and the world.

Helping to Develop Young Leaders - Rotary provides local students with scholarships and leadership training.

Networking – Rotary is set up to allow club members to meet regularly and enlarge their circle of business and professional acquaintances.

Meeting Place and Time

The _____ Rotary Club meets every ____ at _____. Check our website at _____ for our current meeting site.

If you would like to visit us and learn more about our club, please contact _____ at _____@_____ or call _____.

Follow up Letter after Second Meeting

Hi [first name],

We're so glad you came back for another meeting with us and we hope you enjoyed it. With your interest in community service, you would be a good addition to our Club and we hope you'll consider joining after your third meeting.

I've attached our membership application so that you can review it. You'll also find a summary of details of Rotary membership.

The program at our meeting next week will be _____ and we hope to see you there. While you're there, we suggest you ask our members what they enjoy most about Rotary, particularly those in your field. (Our name badges all indicate our "vocation," to make it easier for new people to make connections.)

Please call me if you have any questions at all about the benefits, responsibilities and joys of becoming a Rotarian.

Sincerely,

[name]
Membership Chair
[phone]

Suggested attachment or second page for second follow-up letter

Rotary Club of _____

We are happy you are considering joining the Rotary Club of _____. Membership represents a broad cross-section of community leaders and business men and women.

The Rotary Club of _____ meets every _____ at _____. Weekly programs typically feature speakers on a variety of topics. In addition, there are a number of fun events held throughout the year to mostly to raise money for our charitable causes. These include dinners, social gatherings, and Rotary events, all of which are attended by members, spouses and guests.

Mission: The mission of Rotary International, a worldwide association of Rotary clubs, is to provide service to others, to promote high ethical standards, and to advance world understanding, goodwill, and peace through its fellowship of business, professional, and community leaders. [Add Club mission if desired.]

The Four-Way Test

This “test” sets out the ethical standard which all Rotarians pledge themselves to in all areas of their lives. The test, which we repeat at every meeting to make it a part of ourselves, asks Rotarians to ask themselves the following questions in their business and personal lives:

- Is it the TRUTH?
- Is it FAIR to all concerned?
- Will it build GOODWILL and BETTER FRIENDSHIPS?
- Will it be BENEFICIAL to all concerned?

Membership Commitments: Regular attendance at Club meetings and frequent participation in Rotary events, projects and fundraisers is expected. Membership fees are approximately \$200 per quarter and include weekly lunches and dues. Members receive credit (reduced quarterly fees) if they must miss their own meeting but can attend a meeting wherever in the world they find themselves.

Becoming a Member: If you are interested in joining the Rotary Club of _____, please join us at a meeting or visit _____ [website] or our Facebook page. Contact our membership chairperson at _____ if you have questions.

Avenues of Service: The Avenues of Service are categories on which club activity is based:

- **Club Service** focuses on strengthening fellowship and ensuring the effective functioning of the club.
- **Community Service** covers the projects and activities the club undertakes to improve life in its community.
- **Vocational Service** encourages Rotarians to serve others through their vocations and to practice high ethical standards.
- **International Service** encompasses actions taken to expand Rotary's humanitarian reach around the globe and to promote world understanding and peace.
- **Youth** is the effort Rotarians make to involve youth in community projects, including our Interact Club at Lake Zurich High School.

Diversity and Rotary: Rotary International recognizes the value of diversity within individual clubs. Rotary encourages clubs to assess those in their communities who are eligible for membership, under existing membership guidelines, and to endeavor to include the appropriate range of individuals in their clubs. A club that reflects its community with regard to professional and business classification, gender, age, religion, and ethnicity is a club with the key to its future.

Follow up Letter for Person who does not attend Second Meeting

Dear [first name],

We missed you at our meeting today! Our members enjoyed meeting you last week and hoped you would come back and learn more about our club.

Next week's speaker is _____ who will provide us with valuable information, oriented especially for businesspeople and community leaders, about _____. In addition, we have a fun community service/fellowship event coming up for members, _____ (event) on _____ (date).

I'd be happy to answer any questions you have about our Club, especially if something other than a personal conflict prevented you from coming back this week. We understand that personal commitments come first but encourage you to experience the satisfaction that Rotary membership can bring.

Please get in touch if you want to talk about how Rotary can help you fit "giving back" into your busy life.

Sincerely,

[name]
Membership Chair
[phone]

Follow up for person who attends third meeting

Dear [first name],

Thank you for attending your third Rotary meeting today. We'd be pleased to nominate you for membership in our club if you would like to join.

[Insert club process to nominate and initiate a member.]

Once you join our club, you'll be able to fully participate in all of our club activities, plus become eligible to join the committee of your choice to begin contributing to our projects right away. I've attached our membership application again in case you haven't yet turned it in. As soon as we receive it, we'll submit your name to the members for approval and then schedule your club initiation.

We're looking forward to counting you as one of our members!

Sincerely,

[name]
Membership Chair
[phone]

Follow-up letter for people who contact you through your website or email

Hi _____,

Thank you for contacting us to find out more about our Rotary Club. The best way to get to know us is by attending our next meeting. We meet on _____ (day) at _____ (time) at _____ (place). Your first meeting (or first three meetings) with us is free of charge and includes sharing a meal with us.

Our program next week features _____, which should be informative and stimulating. You'll also learn a bit about our community service and fundraising activities as our members talk about them during the meeting. Our next community service project is on _____ (date) at _____ (time) at _____ (place.)

If you decide to become a member, the process for joining is simple. After you attend two meetings, you may apply for membership. You must attend one more weekly meeting and submit the application in order to be considered for membership.

We'd love to see you at our next meeting. Please contact me if you have questions.

[name]
Membership Chair
[phone]