

CAMPAIGNS

A lot of time, energy and planning have gone into various membership recruitment “campaigns” to grow Rotary Membership¹. Most campaigns are brief and may produce short-term results but are often minimally effective over the long haul.



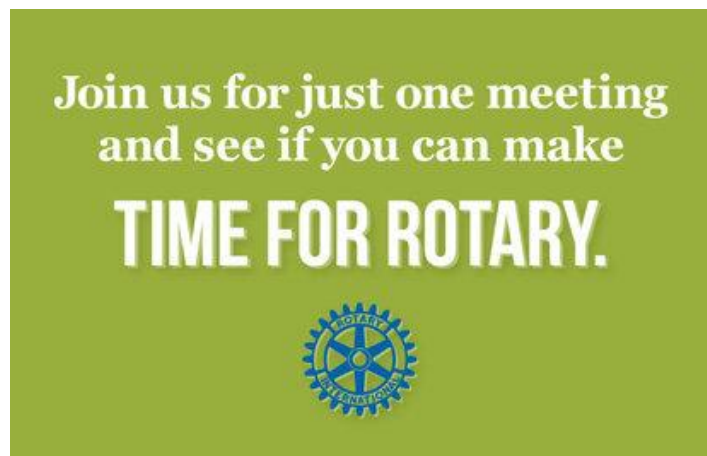
Research from Rotary International and Zone 28/32 shows that the best strategy for attracting new members into the world of Rotary is through **interpersonal conversations that include a simple “ask” by one person/friend to another person/friend**. In fact, research has shown that this is how 90 percent of our members joined Rotary.

MEMBERSHIP CONVERSATIONS

The effective way to have someone take action (i.e. visiting or joining a Rotary Club) occurs with an invitation to attend a meeting. Often a return visit or invitation to join in with a hands-on service event or social event also helps. Seeing the impact of Rotary is believing. When you chat with your friend, you’ll know when to ask them if you can sponsor them in membership with your club. The best conversations are composed of three steps:

1. Understanding a prospective member’s Interests: Exploring another person’s interests is essential to knowing the person, and knowing if Rotary might be right for them. What are they up to? What pressures do they have? What are their past experiences with Rotary or service groups? What do they enjoy doing? What is important to them? After knowing this, we can know whether Rotary is a “possibility” in their busy life.

2. Sharing What Rotary has meant to us (Our Rotary story): Share your own life, and a bit about Rotary including our motto



¹ Acknowledgement and thanks to Rotary D7450 (Philadelphia, PA) whose information is referenced here.

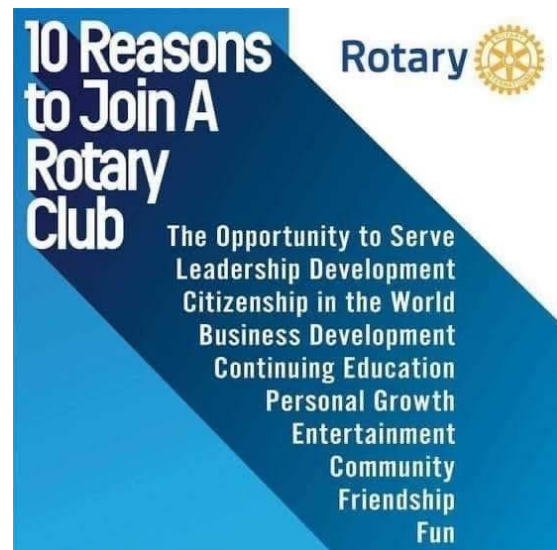
of “Service Above Self”. Explain what the commitment to your Rotary club would look like. Include how many hours per month and type of activities. What are the costs associated with membership? Most Rotary clubs are very family friendly. Explain how Rotary has changed your life. Our personal sharing provides a better understanding of Rotary and why someone might also find meaning through membership. Many Rotarians have met some of their best friends through Rotary.

3. Consider Membership and Answer Questions: As a part of your sharing about what Rotary has meant to you, explain that you would like them to consider the “possibility” of joining. Ensure that you specifically **“Just Ask”** about the possibility of visiting the Club to find out more about this great community service organization named Rotary. As part of that possibility, it’s also an opportunity to meet new friends, gain new experiences and make a difference in the lives of others that will last a lifetime.

“Hey, I’d like to invite you to join me at my Rotary Club to find out what this is all about?” This simple question has the power to change a person’s life forever.

WHAT IS ROTARY MEMBERSHIP ALL ABOUT The proposing of Rotary membership to another person is not just about adding to a Club’s membership list. It’s not just about getting more dues money. It’s not about gaining more Foundation money. Rotary membership is **about making a profound difference in the life of another person**, their family, and their friends.

Like current Rotarians, the new Rotarian will have new experiences, learn new ideas, travel to new places that they could never imagine without the influence of Rotary in their lives. Best of all, they will have the opportunity to make a difference in another person’s life that they may never meet and never know.



All we have to do is “JUST ASK”