Chapter 4 25-Minute Membership

Survey

Surveying your club members about prospective members they know in the community is an important step toward active recruiting of new members. This simple activity provides a pool of potential members for your club that can also be cross-referenced against the results from your classification survey and diversity profile to help your club create a truly diverse membership.

Clubs around the world approach membership recruitment in very different ways. If this tool, or any other that RI produces, isn’t regionally appropriate or doesn’t meet your club’s needs, you may choose to customize it to make it more relevant to your region, or implement another method for finding potential candidates for Rotary membership.

**Objectives**

• Develop a database or pool of potential candidates for membership.

• Create awareness among club members of their responsibility to

introduce Rotary to others.

**Time**

20-25 minutes

**Preparation**

The facilitator should choose an appropriate club meeting to distribute the worksheet. Typically, this exercise works best at the beginning of a Rotary year when annual membership goals have just been established. Clubs are encouraged to complete this survey in conjunction with

the *Planning Guide for Effective Rotary Clubs*, classification survey, and diversity assessment so that members can better understand how these activities work together.

The facilitator (or chair/member of the membership committee) should make copies of the survey to distribute to club members. You may wish to customize the survey as regionally appropriate, using the sample that follows as a guide.

**Materials**

• Pens or pencils

• Worksheets

**Procedure**

1. Have the facilitator explain the purpose of the exercise and how it relates to the activities that your club has already completed. Discuss any membership initiatives the club is actively involved in, such as membership award programs. (5-10 minutes)

2. Distribute the exercise materials to the club members, and answer any questions. Explain that participants will have 15 minutes to fill out the worksheet.

3. During the last five minutes, ask club members to do the following:

a. Circle the names of five individuals who you think should be asked to attend a club meeting.

b. List the phone numbers of each individual, if known.

c. Mark a star next to one of the five circled names to indicate who you will personally invite to attend a meeting. Suggest a few specific dates when your program might be particularly interesting for potential members.

Remind club members of the results of the classification survey and diversity profile, and suggest that they consider qualified individuals from underrepresented groups.

4. Have the facilitator collect the surveys and give them to the club membership committee to compile a master list.

5. Ask the club membership committee to break down the list by starred names, circled names, and others and to devise an action plan to make sure these individuals are invited as guests to club meetings. The committee should cross-reference the list with the

underrepresented groups on your classification survey and diversity profile and create a priority list.

6. Keep the worksheets for future recruiting efforts.

**25-Minute Membership Survey**

Your Name Date

Your Phone

Your E-mail

Consider professional colleagues, community leaders, and acquaintances who might qualify as potential

Rotarians.

Your neighbor(s):

1. Male Occupation

2. Female Occupation

3. Male Occupation

4. Female Occupation

Your immediate manager (if applicable):

5. Job Title

Another business professional within your company or organization:

6. Job Title

Community leaders with a commitment to service:

7. Occupation

8. Occupation

RI or TRF program alumni your club maintains contact with:

9. Occupation

Professional business association colleaques:

10. Occupation

11. Occupation

Consider your professional acquaintances:

12. Physician

13. Dentist

14. Financial Manager/Planner

15. Religious Leader

16. Attorney

17. Business Consultant

18. CPA

19. Veterinarian

20. Internet Technology Consultant

21. Public Relations Manager

22. Entrepreneur

23. Non-profit Executive Director

24. School Administrator

25. Other

Professional acquaintance (not named above) that you have done business with in the last week:

26. Name Occupation

Professional acquaintances (not named above) that you have done business with in the last month:

27. Name Occupation

28. Name Occupation

Personal acquaintances who have volunteered with you (for a Rotary or a non-Rotary event/service

project):

29. Name Occupation

30. Name Occupation