



## Recruiting, Orienting & Engaging New Rotarians

RESOURCES TO HELP OUR CLUBS GROW AND PROSPER

By Tamara Coleman-Lawrie, Chair, District New Member Orientation Committee  
& Marie Bindeman, Member, District New Member Orientation Committee

### The 12 Days of Christmas???

#### Not Quite... Let's talk the 12 Days of Recruiting, Orienting and Engaging New Rotarians

The holidays are just around the corner. As you plan your special holiday traditions, we want you to think about how you can incorporate Rotary into your 12 Days of Christmas.

**Here are twelve tasks you can do throughout December and into the New Year to step up your recruitment, orientation, and engagement of new Rotarians:**

1. Ensure your club has a Membership Chair with strong support from the club members as your committee. Schedule regular meetings to tackle all those important membership tasks.
2. Host a membership recruitment event. Invite prospective members to a club social, host a party or service opportunity, or even a holiday or New Year get together with an invitation to those in your community you feel would make great Rotarians.
3. Ask! If you don't ask, they cannot say YES! Ask guest speakers, people in your network, local politicians, community leaders and people at other community events. Why not post a message on your LinkedIn profile to your network telling them that you are a Rotarian and invite them to join you at an upcoming get together.
4. Invite prospective members to a club meeting or social gathering. After the informal engagement, conduct an interview with the prospective member detailing all the expectations of membership and your Club. Induct the new member as soon as possible.
5. Develop a process for engaging new members. Steps to full membership could include participating in a club service project, visiting another club, attending a club board meeting, attending a Fireside Chat, etc... Involve new members immediately following their induction in your Club's activities and ask them to pick an area of club work they want to support. Stay tuned for some useful orientation and engagement resources

# Membership District 7090

## Rotary



## December 2017

from the New Member On-Boarding Committee in the New Year.

6. Make sure that each new member has an engaged sponsor or mentor who will guide him/her through at least the first year of membership. The sponsor/mentor can utilize the checklist to ensure they have used best practices in orienting the new Rotarian to the Club and RI.
7. Use District and International resources. The [District 7090](#) and [Rotary International](#) websites have an abundance of resources to support your Club in achieving their membership goals and in orienting new Rotarians to the world of Rotary.
8. Contact Pene Hutton at the District Office ([phutton@netsync.net](mailto:phutton@netsync.net)) to conduct a survey (via SurveyMonkey) of your membership. Develop action steps to address concerns, issues, and recommendations from those responses.
9. Organize innovative meetings, programs, fund raising and fellowship events.
10. Consider new ideas to recruit younger members. Look at networks and associations in your community. Many communities have leadership organizations that engage young professionals. Use social media to your

advantage and look for ways/places to network with younger people. [Watch the RI Video on how to engage today's young professionals by clicking here.](#)

11. Pay attention to the new membership attendance rules from Rotary International. The new rules could help to recruit and retain new members. Rules include changes to meeting frequency, alternative membership types and engagement versus attendance obligations.
12. Always treat fellow members with kindness, grace, and consideration. Fellowship is the most important of the 12 steps! People need to feel like they belong and that they are valued.

Remember, many hands make light work. Share your tasks with Club members and always follow up. Connect with the District Membership Chair (Kevin Crosby [kevin@d7090.org](mailto:kevin@d7090.org)) and committees at any time for further ideas and support.

The January 2018 issue of this newsletter will have more ideas for ways that you can orient and engage your new members.

## Great Resources for Membership

Find ideas to help your club take a fresh approach with these resources:

1. **Strengthening Your Membership.** This guide explains the process of creating a membership development plan and provides strategies and tools you can use to attract and engage new members. <http://shop.rotary.org/> (SKU: 417)
2. **Introducing New Members to Rotary.** Utilize this guide to develop a process for engaging new members from the start by helping them get involved, connecting them with a mentor, and by pacing the learning over time. <http://shop.rotary.org/> (SKU: 414)
3. **Rotary Basics.** This comprehensive guide to all things Rotary covers everything from how Rotary began to how you can optimize your membership experience. <http://shop.rotary.org/> (SKU: 699)
4. **Be A Vibrant Club.** A quick guide for clubs with strategies for enhancing your club's structure, activities, and even culture. <http://shop.rotary.org/> (SKU: 245A)
5. **Impact Begins With You.** This prospective member brochure explains who we are and what sets us apart from other organizations. <http://shop.rotary.org/> (SKU: 001)

**Questions or Comments?** Contact PDG Kevin Crosby, District Membership Director, at [kevin@d7090.org](mailto:kevin@d7090.org).

