



**Get  
Ready  
to Grow**

**Rotary**

District 7090



Best of Friends





# Membership campaign because:



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- ▶ Every club identified membership as biggest challenge





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- ▶ There is no shortage of prospective members





# Membership campaign because:

- ▶ Every club identified membership as biggest challenge
- ▶ Grow or die
- ▶ We have a great product to sell
- ▶ There is no shortage of prospective members
- ▶ We know why people join





# Not Your Grandfather's Rotary...

Then...



- Men only
- Senior execs & professionals
- Membership paid by company
- Long lunch hour was normal



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Now...



- Men & women
- Ethnic/cultural diversity
- Members paying themselves
- Diversity of vocations & positions
- No time for long lunches
- Many have young families
- Both partners work





# Schedule, continued

- ▶ **Phase 1 – Preparation (February)**
- ▶ **Phase 2 – Implement Campaign (March, April, May)**
  - ▶ Continue offering webinars, seminars & targeted communications
  - ▶ Continue bi-weekly communications with club membership teams
  - ▶ Recognize & promote achievements
  - ▶ Conduct recruitment events (especially multi-club events)
  - ▶ Conduct Public Image campaigns (especially regional activities)
  - ▶ Conduct regional service and fundraising activities





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  - ▶ Conduct regional service and fundraising activities
- ▶ **Phase 3 – Reward & Recognition (June)**
  - ▶ Areas with greatest growth (%)
  - ▶ Club with greatest growth (%)
  - ▶ All clubs achieving >5% growth





# Principles of Our Membership Campaign

- ▶ Rotary is a wonderful organization. Most people would find it appealing if they knew about it. Most people would be interested in being part of an organized effort to help others in need – especially in their own community.



# Keys to bringing people in to Rotary

- ▶ Inform people about what Rotary is doing in their local community
- ▶ Explain that people from all walks of life are welcome to become part of Rotary
- ▶ Emphasize that the key qualification is a desire to help others and embrace "Service Above Self"
- ▶ Make it easy for people to learn about the Rotary club options in their community (as well as e-club)
- ▶ Provide opportunities for prospective members to experience Rotary through hands-on service or fund-raising activity



# Keys to bringing people in to Rotary

- ▶ Ensure that the initial experiences with a Rotary meeting are positive:
  - ▶ They feel welcome and appreciated
  - ▶ Fun, fellowship, and mutual respect are obvious
  - ▶ Speakers/programs are interesting and enlightening
  - ▶ It is evident that the club is engaged in contributing to quality of life in the local community



