

100 IDEAS TO RECRUIT NEW MEMBERS

1. Simply ask
2. Bring a guest to meetings
3. Advertise in newspapers, radio, public access/cable TV
4. Have a membership strategic plan
5. Define membership committee members' roles & responsibilities
6. Send letters to local businesses or visit in person
7. Give the membership chair one minute at every club meeting
8. Hold a club assembly only on membership
9. Print club business cards with meeting location and time
10. Put together guest information packets and distribute to any non-Rotarian visiting your club
11. Send letters to people featured in your local news with a formal invitation to visit the club
12. Invite family members to join
13. Ask Rotary Foundation alumni to join/ e.g. GSE team members, Ambassadorial Scholars
14. Participate in service projects that serve a need in the community
15. Form a relationship with your local Chamber of Commerce
16. Wear your Rotary pin every day.
17. Place pamphlets promoting Rotary in doctors' offices, hospitals, cafeterias, libraries, etc
18. Have your club go "On the Road" and hold meetings at other locations
19. Have a Rotary booth at malls, fairs, festivals etc.
20. Host an 'Open House'
21. Distribute extra copies of the Rotarian in waiting rooms, etc
22. Hold high-profile meetings
23. Hold wine and cheese receptions for prospective members
24. Ask for help from RIMC/RIMZC
25. Have a special guest day
26. Send club members to the district membership seminar/ to the Rotary Leadership Institute
27. Make guests feel welcome
28. Honor outstanding community members with Paul Harris Fellows.
29. Don't wait for Rotaractors to reach age 30 before they are invited to join Rotary
30. Make some meetings social events
31. Keep your club website up to date
32. Use group email to promote Rotary
33. Put posters in public areas
34. Ask corporations and employers to sponsor or subsidize membership
35. Have a reward program for those who bring in new members
36. Create more fun and fellowship
37. Give a money back guarantee—if after 3 months a new member does not want to be a Rotarian return their fees
38. Invite the media to cover recognized speakers
39. Use word of mouth
40. Network with co-workers, friends, and family
41. Follow up with guests
42. Place a colored dot on the watch of every member to remind them to bring a guest
43. Lead by example—how many members have you recruited?
44. Members give talks at other organizations
45. Provide guests with free meals
46. Update your club's classification survey – post missing classifications at club meetings
47. Look for members in ethnic groups not represented in your club
48. Provide brochures for new employee packets in members companies
49. Advertise at sports events



50. Ask the district for help
51. Hold joint meetings with non-Rotary groups
52. Share your Rotary experience with others
53. Participate in community events
54. Write letters to the newspaper about the polio campaign
55. If a prospect can't attend your meeting due to time, suggest another club
56. Publicize club successes, elections, events, etc. in local newspapers
57. Circulate the club newsletter widely
58. Design a club brochure
59. Hold recruiting events with two or more clubs
60. Form/join a speakers' bureau
61. Wear Rotary attire
62. Mention Rotary at meetings of other organizations during announcements
63. Send newsletter to guests
64. When asked about your leadership skills & career success, tell them about Rotary
65. Ask the AG/ District Chair to attend a board meeting to talk about membership
66. Ask every member to submit 3 prospects to the membership chair
67. Make it FUN
68. Give every member a Rotary decal or bumper stickers for their car
69. Give testimonials about Rotary while guests are at the meeting
70. Repeatedly invite prospective members
71. Practice selling Rotary at Club meetings—have a one minute elevator speech about Rotary
72. Conduct a Membership Satisfaction Survey (RI Publication #417)
73. The club president asks three club members as a personal favor to each recruit new member
74. Bring your boss to a club meeting
75. Make direct contact with women's business associations
76. Bring your co-workers to a club meeting
77. Bring your subordinates to a club meeting
78. Display a thermometer showing progress towards club's membership goal
79. Use books, brochures, videos and posters from RI
80. Hand out *Be My Guest* cards for a "Free" lunch (breakfast, dinner)
81. Members should be constantly promoting and raving about Rotary
82. Meet at a good location
83. Assign every member to a 5 person recruitment team—each team brings in a new member every six months
84. Feature a Polio information night & contact community polio survivors & media
85. Have incentives for recruitment
86. Have a poster that lists all the members who have sponsored a new member in the past year
87. Select a missing classification and work on filling it
88. Have new member social once or twice a year
89. Feature a member's "benefit of the month" in the club newsletter
90. Induct new members with piazzas & invite spouse/partner
91. Develop a welcome letter from the president for all new members
92. Contact all members who have resigned in the past 3 years
93. Use billboards at bus stops and road signs
94. Ask Rotarians to put Rotary ads on their commercial trucks
95. Recognize new members in newsletters
96. Regularly check the RI web site for ideas
97. Subscribe to the Rotary Membership Minute on the RI web site
98. Invite spouses to social functions
99. Ask recipients of Rotary service or donations to promote Rotary
100. Pass out M & M candy to remind members that "Membership Matters" and that we need "More Members"

