Membership Workshop Group Notes

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Session One:

What is the Purpose of the Club?

Example: Newton Rotary Club has a primary purpose of fighting the opiate crisis. AS they engage in efforts and activities towards this goal it has increased their public profile and assisted in attracting members.

Need to Create and utilize promotional vehicles such as Social Media.

Member Welcome Process
1. Planned Welcome Visit
2. Written Material for each potential applicant

Planned fellowship events – 4 scheduled events on an annual calendar. Provides members a future event throughout the year to invite potential members to showcase Rotary. There is an additional benefit of always having a consistent fellowship event planned for current members.

Set a goal for every member to bring one visitor within each Rotary year.

Set a requirement that every member in the club must serve on at least one committee.

Session Two:

Target Specific Professions that have a likelihood to desire to be involved in the local community. Examples include Real Estate Agents, Bank Employees & Financial Advisors.

Non-Profits: They provide an opportunity for potential partnerships and members.

Stay At Home Businesses: Professionals that have a desire to engage with people each week and have connections in their local community.

Session Three:

Hit the Streets: It is acceptable to canvas for members and educate the local community about Rotary.

Conduct a mailing within the town to target potential members.

Have an event that is a draw for potential members to include with the mailer. Provides the additional push to help pull in some members.

Conduct a Survey Monkey to gauge the pulse of the club. Should provide important insight on current needs and areas to develop.

Good programs are an important retention tool for membership. If the club has dated or ineffective programs, the district has over 50 clubs that can provide a range of examples to help develop a program that can be utilized and implemented within your own club.