

Membership Notes, 3/21/17

#30 goal a heavy lift...40 new members in three years.

Change venue from diner. Get interesting speakers – movers.

Develop service project. Plan fellowship event.

Website and club brochure to start. Promote service to the community.

Focus on school project.

Answer, “What’s in it for me?” Value proposition.

Local and international reach. Polio eradication and Rotary Foundation.

District grants benefits local community.

Review the cost of membership and time commitment for younger members.

Each member suggests prospects to be invited by comm. member.

Develop target list...who’s missing from the club?

Chamber list – Classification list – Yellow pages, digital. – Local newspaper ads – Business journal – Town’s DBA lists - Who do you know?

Mayor, police and fire chief...town leaders as corporate members.

Unique selling proposition – high ethical standards.

Clearly define dues, participation, leadership opportunity, personal growth.

Rotary education; orientation, RLI and mentoring. What is your passion?

Family membership – Senior members – Corporate members.

Ed King for group.