

Membership Workshop 03/30/17

Table number 2 Gray Hough and Caron Dooley

Fictional Rotary Club in Hopkinton Ma.

- Start with a strategic plan and surveying members as to where they want to see the club. How do they feel about the venue? What is important to them, is it fellowship, service or something else? Once you have their buy in start the visioning process.
- Know the demographics of your community for recruitment and to distinguish your club, mirror the community as much as possible.
- Find out what the community needs are. Market your club to the community be proactive in offering service, help out at events and hold joint events with other organizations.
- Speakers can also help to determine community needs as well as inspire and attract new members.
- Reach out to an HR department of a local business, who employees could benefit from professional mentoring from members.
- Flexibility in membership, such as family memberships, corporate memberships, and honoree memberships.
- Develop a mentoring system for new members
- Facebook and website are great ways to reach out to potential members, need a dedicated member to update these sites. Pictures showing Rotarians in service have a big impact.
- In addition using Linked IN as a way to reach out to past RYLA participants and scholarship recipients to consider becoming a member.
- Create a club specific pamphlet highlighting service projects to hand out to guests and at events.
- Use recognition and praise for long term retention of members.
- Partner with other clubs on international projects.
- Use SWOT analysis to determine where to go with clubs structure and activities.
- 3 year plan new members to this club. – 5,6,8