

For 2009/10 The Membership Goal Is To Increase Membership In Your Club During Your Year As President By ONE Member Net

To achieve this:

1. **Begin assembling your membership committee now.** It should include members who are good -
 - a. Sales people (who are outgoing, not afraid, timid to speak to prospects about Rotary – elevator speech)
 - b. Closers (people who are good at convincing prospects why they want to be Rotarians)
 - c. Mentors and “nurses” who are there for new members, who show new Rotarians the ropes, guide them through their initial “career” as Rotarians, make them feel welcome/appreciated, look after existing Rotarians who slag to keep them involved with Club matters (retention)
2. **Ensure new member approval procedures are in place/ are efficient.**
 - a. Approving a new member into club should not take more than 2 weeks
 - b. It should include talks about reasons for new member to seek membership,
 - c. the expectations a new member has of Rotary
 - d. the obligations/expectation of membership
3. **Accept Diversity**
 - a. Remember Rotarians become Rotarians for different reasons
 - b. Know what attracted a member to Rotary
 - c. Know the resources each member brings to your club
 - d. Make use of those resources as a club
4. **Set goals/ discuss goals with membership committee – communicate goal to the whole Club**
 - a. Net increase per club by one Rotarian (aim higher if you can, to be challenged)
5. **Ideas that proved successful:**
 - a. Ask each member to bring one guest/quarter

- b. Ask each member individually to suggest the name of one person who they think would be a good Rotarian (Set a time frame of two weeks within which that should happen. Follow up could be done by membership committee. Repeat every quarter)
 - c. Make attracting potential members fun and competitive, for example: Divide Club into groups of 5 members who compete among each other as to which group attracts most new members. Successful group receives a prize from still aspiring groups
 - d. Ensure membership goals and update on effort is part of weekly program (2-5 minutes)
- 6. Ensure your Membership Chair/members of the membership Committee attend the District Assembly on April 25, 2009**

Good luck on your year as President. I hope you will find the District Membership Team to be a good resource for you.