

# GREAT IDEAS FOR CLUBS

## One New Member Every Month

1. **Future Leaders of the Rotary World**...This strategy will help clubs find young leaders to become members. Each club in the district will honor three future leaders in two age groups: (Group 1) 20 to 29 years and (Group 2) 30 to 35 years. These six future leaders will become honorary members and will be asked to recommend (after study) the most pressing needs in their community. The club will then develop projects to address the identified community needs. After six months, the honorary members will be asked to join Rotary as active members. There are many advantages to this strategy. The honorary member and club are fulfilling a needed community service. Cost to the honorary members is minimal, and friendships are likely to develop among the younger Rotarians.
2. **Business/Professional Community Outreach**...There is no doubt every Rotarian has associations with quality men and women in their business, profession, or community. This strategy asks every member to invite an outstanding leader in their business profession, or community to become a Rotarian.
3. **Publicity – Ads and Accomplishments**...Every club in the district will produce a brochure highlighting their community and international accomplishments. The brochure will be distributed widely throughout the community. The club will then place an advertisement in the local newspaper to inform the community about the club's accomplishments and Rotary ideals of service and to identify members of the club with pictures. The ad will invite the community to learn more about what Rotary does.
4. **Recharter**...If your club has less than 25 members, set a goal by the end of the year that you will reach 25 or more. Assign every club member that they are to bring in one new member. Then have a recharter night banquet where all the new members are inducted.
5. **Leadership by Example**...This strategy emphasizes true leadership. The following leaders will be expected to bring in one new member in the first month of the Rotary year. Club President. Membership Chairman. The Committee. Board of Directors.
6. **Rotary Foundation Alumni/Rotaractors**...Too often Rotary clubs do not capitalize on the opportunity to bring people into their clubs who have already experienced Rotary through RI or Rotary Foundation programs. Through this strategy every Rotary club will induct a minimum of two new members who had been previously associated with Rotary through a Rotary Foundation or RI program.

7. **Simultaneous Inductees**...Induct several new members into the club simultaneously.
8. **Former Members**...Encourage the membership development committee to keep track of former club members. If possible, invite the former members to rejoin your club or encourage them to join another club.
9. **Community Projects**...A successful project attracts new members. Involve club members in worthwhile community projects.
10. **Six-Month Plan**...Encourage every new member to bring in another new member within six months. A district in Arkansas, USA, experienced 17 percent growth using this plan.
11. **Five for One Team**...Divide the club into groups of 5. Assign each group to bring in at least one new member.
12. **Rotary Guest Day**...Develop a list of potential members and distribute invitations to those on the list. Host a meal and information evening for those who accept the invitation.
13. **Survey**...Conduct a survey to help members consider contacts they know who might be potential members.
14. **Classifications**...The Rotary Club of Trenton, Ontario, Canada, reads a list of unfilled classifications at each meeting. This regular reminder helps club members consider potential members during their daily interaction with a wide variety of people. The Rotary Club of Trenton gained 20 new members through this strategy.
15. **Club Forum**...hold a club forum on membership development to discuss ways to seek out potential members.
16. **Increase Efforts**...Increase the scope of current efforts and focus on attracting under-represented demographics – for example, members of a different age, gender, or ethnicity.
17. **Diary**...Encourage club members to keep a 24 hour diary of everyone with whom they interact. Select potential members from that list.
18. **Contest**...Have a club contest to see who can bring in the most members. Reward the top 3 with special awards that will instill a desire to compete.
19. **Bring a Friend Day**...Encourage all members to bring guests to club functions. Designate one meeting a month as “Bring a Guest” meeting.
20. **The Secret?**