



Bring a Friend to Rotary Month



1. April

- Too many people are gone in August (membership month).
- Complements District activities in April.
- Clubs choose which week to hold the event. Large clubs may need multiple weeks.
- AG's stress this event during their meetings.

2. EVERY member is strongly encouraged to bring a friend.

- Use a pre-printed sign-up sheets to facilitate member's participation and to collect visitor's data.
- Start early. Communicate & pass around sign-up sheets at every meeting.

3. Day of event, hold a standard meeting, but adjust agenda for time restrictions.

- Include some information regarding club's activities & Rotary information into the meeting.
- Happy/Sad dollars/Braggs, etc may take too long. Consider not doing this.

4. Get a top-shelf speaker. Choose one that a non-Rotarian would be interested in.

5. Free meal to visitors. Consider for entire club for simplicity.

6. The member who invited the friend follows (+/- 1 week) up to answer questions & invite back to another meeting.

- Add friends to club's email distribution to keep informed.

7. End Meeting with a low-key invitation to attend another meeting.

8. If guest comes back a second time, start the club's normal new member process.



Rotary Shirt Saturdays



1. Rotary shirt day- every week; every member

- Are you proud to be a Rotarian?
- Frequent & sustained visibility increases awareness to the public.
- Rotary pin is too small to see.
- Home Depot, Costco, golf course, restaurants, everywhere
- Need to emphasize living the 4-way test while wearing in public.
- Standard, but personalized elevator speech needed, if any questions by the public.

2. Don't expect a "homerun" from this interaction. It is part of familiarizing the public about Rotary. When they receive an invitation, they may be ready to receive the message.

- Multiple interactions are needed. This is just one.