

To the Presidents and Membership Directors of Districts 9810 & 9820,

Rotary is, by and large, good at recruiting new members but not all that great at keeping them. And so, although we have excellent years of growth in some clubs. Overall we have been at best holding our own as district.

Hopefully, those of you have acted on our first call to action and screened Jessie Harman's video and undertaken an in-house survey may have some guides for ensuring you are keeping members engaged and keen to stay. Thank you *RC Mount Martha* for further editing the video down to 14 minutes, which you can find at [Jessie Harman's Top 10 reduced](#)

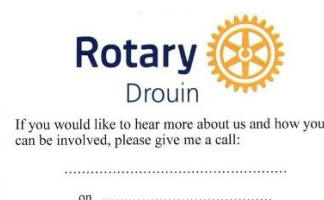
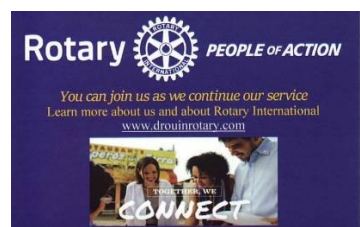
Now for Task 2:

- a. Ask all members to interview at least two people who would be potential members of your Rotary club.
- b. Ask each interviewee six simple questions:
  - i. What do you know about Rotary?
  - ii. What do you know about the Rotary Club of .....? (*your club*)
  - iii. As members of the Rotary Club of ..... (*your club*) we are ..... (*list and describe some of the things your club does locally etc.*)
    - Is there any way in which you would like to help us with any of our activities?
    - And/or – Are you involved with any projects in which Rotary may consider helping?
  - iv. Would you like to hear more about what we do and/or when we do it?
    - What is the best way to communicate with you?

The clubs which have been most successful in recruiting new members of late report that three key things work in their favour and have brought success: being highly visible as Rotarians when they are “doing stuff”!; being highly active in following up any interest shown in what Rotary does; and, giving members the resources and encouragement to speak about Rotary and recruit.

***If you have events such as barbeques etc. you might consider have “ambassadors” chat to and interview people who come along. This quickly gets you two-per-member minimum.***

***Do you have something simple which all members can carry so as to never let a chance go by, as Drouin Rotary Club has with its business cards, for example:***



Your District website has good information and guides for you and the Districts' August News provided good articles to follow up.

If you have any questions, please get in touch with us.

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