

# STRATEGIES FOR ATTRACTING NEW MEMBERS



101 Ways To Get  
New Members



# LEARNING OBJECTIVES

At the end of this session, Membership Chairs should be able to help their club:

- Customize an approach for attracting members based on the needs of their target groups
- Develop a plan for engaging prospective members

# STRATEGIES FOR ATTRACTING NEW MEMBERS

Discussion questions:

1. What has growth been like in your Club over the past five years?
2. What strategies has your Club used to attract members?
3. How well has your Club succeeded in inviting Rotaractors to become Rotarians?
4. How is your Club promoting Rotary in their communities
5. How can members use social media to promote Rotary to their contacts and appeal to different demographics?
6. How should clubs approach prospective members? How can they alter their approach based on the group they're targeting?



# Workshop Exercises

1. What strategies has your Club used to attract members?  
How Successful have they been to date?
2. How is your Club promoting Rotary in their communities?
3. How can members use social media to promote Rotary to their contacts and appeal to different demographics?
4. How should clubs approach prospective members? How can they alter their approach based on the group they're targeting?

# TARGET GROUPS AND BENEFITS

Target groups	Business Networking	Social club Networking	International Networking	Personal Development & Mentoring	Cause Driven
Recently Retired	Yes	Maybe			Maybe
Consulting Full or Part Time	Yes	Maybe			
Business Owners	Yes	Maybe	Maybe		
Young Professionals	Yes			Yes	Maybe
Moved to Location		Yes			Maybe
Volunteers and Social Entrep.			Yes	Yes	Yes

# CREATING A POSITIVE EXPERIENCE FOR PROSPECTIVE MEMBERS

When your club is vibrant, innovative, and making a difference in your community, it will attract prospective members.

Bringing in new, qualified members diversifies your club and increases its impact.

Because this may be the first contact a prospective member has with a club, be sure to make it a positive one.

I suggest that you use the My Rotary Resource “CREATING A POSITIVE EXPERIENCE FOR PROSPECTIVE MEMBERS” for a guide to tips and ideas to determine whether membership would match their needs as well as your club's.



# Resources:

- [Strategies for Attracting New Members](#) —Take this Learning Center course to help draw prospective members, update your club's experience, and better highlight what it does well.
- [Connect with Prospective Members:](#)
- [Finding New Club Members](#) (prospective member exercise)
- [Engaging Younger Professionals](#) — Welcoming younger professionals into Rotary is essential for us.
- [Customizable club brochure](#) — Design your own club brochure.
- [Creating a Positive Experience for Prospective Members](#) — Working with prospective members is a delicate task. Find tips and ideas to determine whether membership would match their needs as well as your club's.