



Ideas to Grow Membership

District 5650, 2018-2019

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- Post on FB about Rotary events, speakers, community service. Invite FB and LinkedIn friends to a meeting. Use suggested verbiage below*.
- Ask all Members to Use the FB Profile Frame from Rotary International. (Click on FB profile pic, Select Add Frame, Search Rotary – Proud Member or People of Action, etc., Select and apply frame.)
- Have happy hour socials at cool new venues (look for events on FB) or wine tastings at members' homes (members like to check out cool homes of fellow members). Invite to Rotary the low hanging fruit -- Invite friends and extended family(!) as guests and post about it.
- Alert/provide press releases about community service projects. See examples and post about them: https://map.rotary.org/en/project/pages/project_showcase.aspx
- Send out the "People of Action" link from Rotary International that explains/sells Rotary. Set out the BENEFITS in a personal email: <https://www.rotary.org/en/about-rotary/membership>
- Obtain Rotary International brochures and booklets to hand out to prospects – and/or adapt your own version. <https://my.rotary.org/en/learning-reference/learn-topic/membership>
- Challenge members to each personally reach out to at least 4 friends as guests. Have a contest -- top members win special honors or gift card for bringing most guests and/or new members.
- Post or adapt for email reach-outs: "PEOPLE OF ACTION: Join me for lunch this Thursday or message me for a club near you — Rotary is Service Above Self — 1.2 million passionate individuals in 35,000+ clubs worldwide. We are both an international organization and a local community leader. Together we lead change in our own backyards and across the world. Come as my guest for lunch this [day meet] at [club name] Rotary. CHECK OUT what Rotary is about: <https://www.rotary.org>."
- Invite all friends, clients, contacts, LinkedIn contacts, etc., to the city wide *Buy the Big Wheel Rotary Tradeshow* in March (District Networking event in Omaha)

From Rotary International website:

<https://my.rotary.org/en/learning-reference/learn-topic/membership>

Connect with prospective members

Use the strategies and ideas in these resources to connect with potential members:

- **[Engaging Younger Professionals](#)** — Welcoming younger professionals into Rotary is essential for us. Our digital kit will help you rethink membership and bring emerging leaders into your club.
- **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.
- **[Customizable club brochure](#)** — Design your own club brochure using the template on Rotary's Brand Center. Choose images and wording to best represent your club.
- **[Discover Rotary](#)** — Show this presentation to prospective members or at your club's public events. Add content and images specific to your club, and have prospective member brochures available.
- **[Finding New Club Members: A Prospective Member Exercise](#)** — Try these strategies to attract qualified members for your club.
- **[Impact Begins With You](#)** — Give this brochure to prospective members so they can understand what Rotary is about and what sets it apart from other organizations.
- **[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. Learn what you can do to ensure that prospects have a positive experience, regardless of whether they join.