

District 5170 is offering the **A.I.M. Award** to Attract and Inspire people to become interested in, and joining Rotary. To participate, your club has to create a project/program that Qualifies Prospective members and have designated funds from your club to support the project/program.

Details and How To's:

- WHAT** 2021-22 District 5170 A.I.M. Award (**A**ttract & **I**nspire **M**embership) Application
Earn \$1000, \$500 or \$250 for your club!
- WHY** To Attract and Recruit membership to the clubs of District 5170
- WHO** District 5170 clubs, Club Membership Chairs, Area Membership Coordinators, and Assistant Governors
- WHERE** All Clubs in District 5170 are eligible.
- WHEN** Applications must be **submitted no later than 2/28/2022.**
- HOW** Create a program/project within your club, using Club funds if needed, to generate a list of **"Qualified"** Prospective Members (QPM) that is submitted by your Club Membership Chair to your Area Membership Coordinator. **Submit the Application by 2/28/2022.**

Suggested Club Events or Programs for attracting **"Qualified"** Prospective Members (QPMs):

- Use social media such as Facebook, Instagram, Twitter, Patch, Nextdoor etc. to project a positive public image.
- Interact with local press for press releases and advertising, print collateral, banners, flags, etc.
- Join and participate in local Chamber of Commerce, sponsorship and participate in community events and fundraisers, recruit at fundraiser campaigns.

"Qualified" Prospective Members are ones who have done the following:

- Attended at least 1 Rotary meeting or Event.
- Shown an interest in attending or supporting future Rotary Events.
- Have a Specific Rotarian Sponsor listed for follow up.
- Have not been inducted into a Club **at time of submitted application.**

What can Club's Earn?

- \$250 Award; Additional **"Qualified"** Prospective members = 10% of 7/1/21 Active Club Membership
- \$500 Award; Additional **"Qualified"** Prospective members = 20% of 7/1/21 Active Club Membership
- \$1000 Award; Additional **"Qualified"** Prospective members = 30% of 7/1/21 Active Club Membership

How to Submit your application?

- Applications must include a plan detailing the project(s), (what you are doing to get people interested in Rotary), and include the Club funding plan.
- The List of **"Qualified"** Prospective Members must have met the qualifications listed above.
- Clubs must have a Membership Chair and Committee with an understanding of the terms of the Award.
- Club Membership Chair must communicate with the Area Membership Coordinator and submit the Application.
- Club Membership Chair must submit the Application to the **Area Membership Chair before 2/28/22.**

What Happens next?

- The Area Membership Coordinator will determine if the Club's application meets the objectives of the Award.
- The target number of Qualified Prospective Members is calculated based on Club membership as of 7/1/2021.
- Area Membership Coordinator Submits Club's approved application to Herb Ritter, District 5170 Membership Chair 2021-22 for final Award Approval. ([CLICK HERE](#) for QPM goals for all Clubs, listed on the District website.)
- **FINAL "Qualified" Prospective Member Hot Sheet** will be submitted with Approved Application to the Area Membership Coordinators **by 4/30/22 while funds last.**
- Notification of Awards will go out by Area until funds are gone with a target of \$1000 per Area.
- **"Qualified"** Prospective Members' "Contact Information" must be submitted with the final **"REQUEST FOR FUNDS"** showing candidate information supplied at this link, ["Sample Prospective Members – Hot Sheet"](#), or in any format with the same information.

GOOD LUCK EVERYONE!!!! SHARE THE JOY, FRIENDSHIP AND GOOD WORK OF ROTARY WITH AS MANY AS POSSIBLE!!!

DISTRICT 5170 A.I.M. - Award

Attract & Inspire Membership - APPLICATION

DOWNLOAD, COMPLETE, AND SAVE THIS FORM.

SUBMITTER INFORMATION* (*Denotes required fields.)

Submission Date:

Submitter Name:

Submitter email:

CLUB MEMBERSHIP CHAIR INFORMATION*

Club Name:

Name:

email:

Phone:

Committee Members (separate names by ;)

AREA MEMBERSHIP COORDINATOR INFORMATION

PROJECT OVERVIEW* (Submit by 2/28)

Please outline the Membership Drive Program your Club envisions: (If needed, attach supporting documentation.)

PROJECT AWARD LEVEL*

The award levels are based on the number of additional Prospective Members, equal to or greater than the noted percentage of your club's Active Members as of 7/1/21. [Goal number for each level of "Qualified" Prospective Members is entered automatically for each Club.]

<p>Select Award Level</p>	<p>\$250: _____ "Qualified" Prospective Members (10%)</p>	<p>\$500: _____ "Qualified" Prospective Members (20%)</p>	<p>\$1000: _____ "Qualified" Prospective Members (30%)</p>
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Email completed application to your Area Membership Coordinator

After review and approval by the Area Membership Coordinator, the application should be sent to Herb Ritter, herb@ritterclan.com.