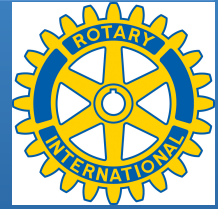


Club Builder



Tips, Ideas, and Success Stories for Attracting and Retaining Members

A ton of ideas on boosting membership this year.

- begins on page 2

Membership Campaigns

Are you planning to do a club membership campaign this fall?

Running a membership campaign or special event to attract new members can be a big job, maybe something your club doesn't want to tackle alone.

Many of our District clubs are involved in joint projects and joint fundraisers. It can be very rewarding and fun working with neighboring clubs on community or international projects and raising money to do those projects.

Why not try doing a joint membership event or campaign. Reach out to other clubs in the area and put on a big event to attract prospective members. You can share in the planning, costs, and of course the benefits of bringing in new members.

Maybe you want to do something like an "Under 40 Membership Campaign". Or try some other theme – either a single event or a month-long contest or campaign. Why not start right now by calling the other clubs and doing some collective brainstorming.

Events

Coming This Fall

Membership Workshops

3 multi-area sessions at different locations around the District.

The workshops will offer interactive discussions and practical ideas on attracting new members.

Stay tuned for details.

A Novel Membership Idea

Just Ask!!!

Survey your members.

Ask them what they like about your club. Ask them how they think your club could improve. And ask them how they would like to be more involved in serving. Then use the information to make the appropriate changes.

Some Ideas to Guarantee Boosting Your Membership This Year

- Have a clear club goal & a strategic plan. What would you like to accomplish this year in terms of membership? How do you plan to do it?
- Hold a club assembly devoted to membership.
- Make membership a weekly topic at your meetings ... if only just for one minute.
- Make your membership chair a club director.
- Send club members to a District Membership Workshop.
- Write personal letters or make personal contact with local businesses.
- Contact the local Chamber of Commerce. Ask them for names of prospective Rotarians.
- Set up a booth or table at your local festivals and other community events.
- Place pamphlets in doctors' offices, hospitals, cafeterias, libraries, restaurants, and hotels.
- Advertise in newspapers & on cable TV.
- Put a lot of attention into your website.
- Use group email to promote your club.
- Print club business cards with club meeting location and time.
- Get your club's Facebook page up to date. Then assign someone to maintain your FB presence, adding content once a week.

(Continued on page 3)

Joint Meetings

Have you thought about having joint meetings with neighboring Rotary clubs?

How about joint fundraisers, community service projects, and international projects?

Rotary clubs come in a variety of shapes, sizes, and traditions. Why not work together? It just may strengthen each of your clubs.

Talk Membership Every Week

Why not give your Membership Chair 1 minute at each meeting to talk about something related to attracting new members.

A Job for Everyone

Every member in your club needs a job! That's everyone! There should be no exceptions to the rule. Don't allow your members to be casual, occasional Rotarians.

Make sure that there is at least one person in the club whose job it is to watch out for every member from a participation standpoint. Develop a system to track it. Review it once a month, and keep an eye out for those who are absent from regular involvement. Nobody can be left behind.

Involved, engaged Rotarians are the most effective Rotarians.

You may find that it is necessary to make individual assignments. If a member isn't participating on a regular basis, it's only a matter of time until meeting attendance will drop, and then the member will be on a slippery slope to leaving the club.

It's too hard to get new members into your club. Once members, we as club leaders shouldn't allow them to leave because we were not looking out for their welfare as a Rotarian.

... Ideas (Continued from page 2)

- Put together guest information packets.
- Circulate the club newsletter widely.
- Design a new club brochure.
- Hold high-profile meetings with noted speakers to attract prospects.
- Invite the media to cover well-known speakers.
- Make some of your meetings social events.
- Hold wine and cheese receptions for prospective members. Or, host a happy hour meeting just for something different and ask your members to bring a guest.
- Make prospective members feel important at your meetings.
- Always follow up with guests within 3 days.
- Design a rewards program for those who bring in new members.
- Ask corporations and employers to sponsor or subsidize membership.
- Create more fun at your weekly meetings. Who would want to join a group that isn't fun?
- Have members give talks at other organizations.
- Provide guests with free meals.
- Provide brochures for new employee packets in members' companies.
- Advertise at sports events.
- Hold joint meetings with other groups.
- Share your club experience with others.
- Participate in community events.
- Write letters to the newspaper about the campaigns your club is working on.
- If a prospect can't attend your meeting due to time, suggest another club.
- Develop a welcome letter from the president for all new members.
- Contact all members who have resigned in the past 3 years.
- Recognize new members in newsletters.

A Radical Approach

Give a money back guarantee—if after 3 months a new member does not want to be a club member, return their fees.

- Update your clubs classification survey.
- Select a missing classification and work on filling it.
- Look for members in ethnic groups not represented in your club.
- Hold recruiting events with two or more clubs.
- Form/join a speakers' bureau.
- Wear your Rotary pin to networking events.
- Mention your club at meetings of other organizations during announcements.
- Put guests on your newsletter distribution list. Don't wait until they join.
- Ask every member to submit the names of 3 prospects to the membership chair.
- Give testimonials about your club while guests are at the meeting.
- Publicize club successes, elections, events in local newspapers.
- Ask recipients of Rotary service or donations to speak for Rotary.
- Repeatedly invite prospective members. It may take some time until a person agrees to attend a meeting.
- Practice selling your club at Club meetings—have a one-minute elevator speech ready.
- Develop new member kits.
- Assign every member to a 5-person recruitment team—each team brings in a new member every six months.
- Regularly check the RI web site for ideas.
- Ask the District for help.

Share Club Builder with Your Members

Send your ideas for future issues to: terry.reed731@gmail.com