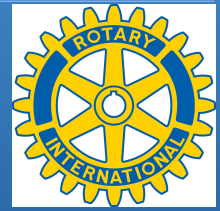


Club Builder



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

How are your weekly meetings going?

You have now had 4 or 5 weekly meetings in the new Rotary Year. Hopefully, you are doing some basic things on a weekly basis, the basics that will interest prospective members in joining Rotary and the basic things that will keep your members interested in participating at a higher level. As they leave, people need to be saying "Wow!"

Article on page 2

What Interests Younger Members?

As DG Tony has been visiting clubs this month on his Official Visit, he has been hearing quite a few fresh approaches on attracting younger members and keeping them engaged.

He has heard all sorts of ideas about First Wednesdays, Thirsty Thursdays, and Fellowship Fridays. One club that holds their weekly meetings at breakfast time has a dining club where 6 to 10 members and their guests go out to various restaurants in the area and enjoy fellowship each month.

Then there is the highly successful RC of Central Bucks that was founded on the "Happy Hour" concept. Their weekly meetings take place on Tuesdays at 5:30 pm – Happy Hour!

Younger members especially, are finding this "social" aspect of Rotary to be attractive. But these types of events are not just for fellowship. It becomes an effective way to keep your younger members involved and connected to your club's activities, fundraisers, and projects. And, it provides them a way to make up, boosting your attendance figures.

So, maybe it's time for your club to experiment with a regular, but informal social event that meets the needs of your younger members.

Best in Rotary,
Terry L. Reed, District Membership Chair

Events

Coming in October

(Dates will be announced
in August)

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.

Coming in September

- It's time to spruce up your website. We'll bring you some great examples of how to do it.
- No Member Left Behind – Not the President Bush types, but an effective attraction and retention idea.

Weekly Meetings

The most effective Rotary clubs have great weekly meetings. You know, these are the types of gatherings that engage people, get them talking and laughing, while educating them about Rotary at the same time. They have a real “Wow!” factor.

As Club President and Membership Chair, it is your responsibility to make sure that your weekly meetings cover the “basics” common to all successful Rotary clubs - beginning with making sure someone is greeting everyone as they enter the meeting.

With apologies to those already doing it, here’s an example of an effective meeting agenda:

- Pledge of Allegiance and Invocation
- Introduction of Guests and Visiting Rotarians
- Happy Dollars or some other fun thing
- Announcements – committees, projects, fundraisers, etc.
- Something Rotary – presentations, awards, etc.
- Program (Make it a good one every week)

Make sure that your meetings are interesting and fun. Inject humor! People need a reason to return every week. You need to provide those reasons so as they leave your club meeting, they feel their time was well spent. They need to be saying, “Wow!”

Know the Process

Make sure each of your club members knows how to propose a new member. The Membership Chair should periodically remind your members at weekly meetings and in your club newsletter.

Your Classifications

Go through your club’s classification list. What classifications is your club lacking? Let your club members know that your club needs professionals from “x” occupation.

Then help your members think of a specific person they can invite to a weekly meeting.

Create Expectations Early

Your new members should not assume that as someone new to Rotary, they don’t need to worry about building membership.

Explain to your new members that sponsoring new members is an important part of being a Rotarian.

Ask them to think about colleagues, friends, and acquaintances who would make good Rotarians. Tell them to simply ask that person to attend a meeting. It’s very easy! Create expectations early.

Are you using social media?

Why not advertise special programs or projects on social networking sites, such as Craigslist, Facebook, LinkedIn, or Orkut. Invite visitors to your club meetings and events.

Learn more about how to do this on RI’s official social networking pages.

www.rotary.org/en/MediaAndNews/Multimedia/social_networking/Pages/ridefault.aspx

Some Marketing Ideas

RC of Springfield Township-Flourtown

Here are some resources the Rotary Club of Springfield Township-Flourtown in Montgomery County utilizes in marketing their club.

Brochures: The club designed and published a professional brochure to hand out at Community Events, to insert into their Prospective Member Kits, and to hand to Speakers.

Constant Contact: They have a Constant Contact account that they established a few years ago to grow their email list to publicize Rotary Functions, Events, Fundraisers. They are looking to grow this list and collaborate with other local non profit organizations.

Rotary Banners: Not a cheap way to market but this approach leaves a mark! Members of the club designed and the club purchased Sunbrella Banners that now adorn every Township Light Post in the Community - Flourtown, Erdenheim and Oreland in Springfield Township. They used a company called Treasure Sign in Willow Grove to produce the banners. After an initial design the Club Board and the Township Commissioners felt they were too "Rotary" and not enough "Springfield". But a redesign was approved by the Board and the Commissioners. The Township staff installed the 120 banners.

- From Amanda Helwig

Membership Challenge

RC of Saucon

"Start talking about us!"

The Rotary Club of Saucon in the Lehigh Valley is conducting a Membership Challenge. The goal is to have their current members invite a friend, colleague, or neighbor to the club's events and meetings. If they join and attend club meetings regularly, that sponsoring Rotarian will get recognized! The Rotarian who has the most new members join from July through December 2012 and then from January through June 2013 will win a prize.

- From Amanda Fabrizio and Sharon Marshall

"Be My Guest" Cards

Print up "Be My Guest" cards for your club and distribute them to your members. On the front – Rotary logo, club name and contact information, meeting place, day, and time. On the back – 4 Way Test or some other Rotary information.

Members can hand out the cards to prospective members inviting them to attend a meeting.

Find the Passion

Find out what gets your club members excited. Where is the passion? Maybe she likes to plan and organize. Maybe lead. Some people are natural speakers and facilitators.

Maybe he enjoys the satisfaction of international projects. While others may be driven to do something meaningful in your local community.

Some people are natural-born fund raisers.

So put your members to work in areas that they most enjoy.

If your club is looking for some assistance with a membership issue, or would like to have a speaker talk to your club about membership, contact

Terry Reed at terry.reed731@gmail.com.

Also, we are looking for success stories from your club's attraction and retention efforts. Tell us what has worked for you. We'll share it with other clubs in the District here in "Club Builder". We are hoping that this monthly newsletter becomes a conversation on all things dealing with membership.