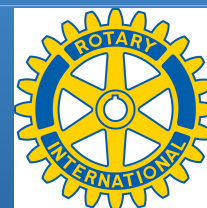


# Club Builder



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

**You can't turn prospective members into Rotarians until you get them to the first club meeting. Last month our District clubs shared their member retention ideas. Here are some of our clubs' ideas on getting prospective members to the door.**

Article starts on page 2.

## Using Social Media in Rotary

What's all this talk about social media and why should we be concerned about it as Rotary club leaders? I've wondered that for some time. And I guess I've come to one conclusion on the topic of social media.

To attract younger members, something we absolutely must do to survive as an organization, we need to use all the 21<sup>st</sup> Century communication tools at our disposal. If our prospective members are increasingly using Facebook, Twitter, LinkedIn, Pinterest, or any number of other sites to find information, to learn, and to interact with others, then we are forced to communicate about Rotary in the same way. And, it's actually fun.

With this in mind, we would like to begin a dialogue on the subject of social media, and help you find ways to use it in your club. On January 13, the District Membership Development Committee will be hosting a webinar on using social media in our club attraction and retention efforts. We'll be sending information to the clubs in mid December. We hope you'll join us.

Yours in Rotary,  
Terry L. Reed  
District Membership Chair

## Events

### WEBINAR "Getting Started with Social Media"

Tuesday, January 13

This will be an interactive online presentation including interactive discussion on the topic of using social media in your club.

Details coming to the District clubs in mid December.

## Coming in January

Central Bucks Rotary Clubs's unique way of doing Rotary  
Ambler Rotary's plan to drive membership

## Getting Prospective Members to the Door

### RC of Hatboro

The club held a membership contest, a competition and picked up 10 new members last year.

### RC of Mount Penn

The club meets on Tuesdays for breakfast, but at their once-a-month evening meeting at the Reading Country Club they pay particular attention to inviting prospective members.

### RC of Slatington

The club has moved to a new meeting place, a country club that has the potential of attracting members much more so than their old venue.

### RC of Willow Grove

Some of their new members have said that they only joined “now” because nobody ever asked them in the past. So the club then asked all members to identify their own contacts that they think would be good Rotarians, and then they asked them to call them up this week and ask them to come to an upcoming meeting.

(Continued on page 3)

## Blue Bell's Focus on Membership

The Rotary Club of Blue Bell tries to stay in front of the members on a regular basis by focusing their attention on membership. Every 3 weeks or so at a weekly meeting, they present ideas to the members on membership development, stressing fun and the importance of bringing in younger members.

Periodically throughout the year they ask each member to write down on a 3x5 index card the names of 2 to 3 prospective members. The Membership Committee does the follow up.

The Membership Chair writes a thank you note to each prospective member who attended a meeting, asking them to consider joining the club, and following up with a phone call in about 2 weeks.

## The Harleysville Membership Campaign

The Rotary Club of Harleysville held a contest to attract new members. The Rotarians were divided into teams of two members each and awarded points for various membership generation activities. Each 2-person team received points as follows:

- 1 point for each prospective member that they attracted to a meeting or other club event.
- 2 points if the prospect joined the club.
- 3 points if the new member was active in the first 3 months of becoming a member.

The winning team and their spouses won a six-course gourmet dinner prepared and hosted by their membership chairperson in her home.

The club brought in 4 new members as a result of the campaign.

## ... Door

(continued from page 2)

### RC of Horsham

“Our previous 3 members were invitees. Also, we had one member join after his wife gave him a flier that she picked up at Horsham Day.”

### RC of West Reading-Wyomissing

Recently the club held a joint fundraiser, a Chicken BBQ with the Wilson High School Interact Club. They used the opportunity to spread the word about Rotary when people picked up their chicken dinners in the high school parking lot. They distributed info about Rotary and had a ShelterBox set up as a “show and tell”.

### RC of Springfield Township

They held a Membership Night. It included cocktails and appetizers followed by dinner. They then had a presentation on the membership process, expectations of new members, and past and current projects.

### RC of Allentown West

The club uses the local Chamber of Commerce membership list. They comb it for local businesses that are missing from their club and they then assign a club member to call on them seeking new members.

### RC of Central Bucks Lahaska

They challenge each member to bring one guest to a weekly meeting in the next year. In the first few months of this year, over ¼ of the club has brought a prospect. The club leadership also paints a picture for the members of the types of people that the club needs.

## Holiday Parties

If your club is holding a holiday party, don't restrict it to members and guests. Invite prospective members. It's a great way to get the prospects introduced to your members and to the Rotary world.

## A Place for Every New Member

Encourage every member to serve on a committee. For new members, this should be a requirement. For the older ones who may have become a little complacent, ask them what really interests them. Appeal to their passion!

## Carrying Cards

Make “What is Rotary?” or “Be My Guest” wallet-sized information cards available to all club members. And, encourage them to use them.

This is the 6<sup>th</sup> issue of "Club Builder". If you've missed earlier issues, contact Terry Reed, District Membership Chair and he'll e-mail them to you – [terry.reed731@gmail.com](mailto:terry.reed731@gmail.com)

We welcome your ideas! Please let us know what has worked for your club.