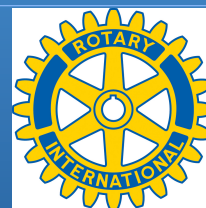


Club Builder



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

Have you considered using your fundraisers to attract new members?

Article on page 2

Ideas from the Rotary World

I've noticed that around the Rotary world, Districts and clubs are being quite creative in attracting new members. This month we offer some of their ideas. Enjoy!

Terry L. Reed, District Membership Chair

One of our most effective tools that more and more clubs are using is to hold a special program on membership rather than rely on the random ""Bring a Guest"" methodology. First, the club develops a targeted list of prospective Rotarians and appoints a board member to sponsor the candidate. Then the Club President sends each a formal letter inviting each candidate to a Rotary Informational Program. The board member follows up. The program is held in lieu of a regular program and stresses information about RI and the Club with handouts and presentations on the Avenues of Service. The board member then follows up. **District 7600 (Atlantic South)**

District 5130 (California) holds an alumni night for former club members at which the alumni are encouraged to rejoin Rotary.

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Events

District Conference

April 26 to 28

Skytop Lodge in the Poconos

Help us celebrate our accomplishments and learn about success stories in member attraction and retention.

Decal Story Bottom of page 2



Coming in March

More ideas for your club on using Facebook and other Social Media to attract new members and keep your current members informed.

Ideas ...

(continued from page 1)

Our club has grown in younger members. Younger professionals attract each other. Once you gain a few motivated young members, they will naturally recruit their peers. They have young families and their free time is a little at a premium, so the club needs to find projects that fit their lifestyles. We do a lot with what we call Junior Rotarians, high school seniors. We have three different service projects that they do each year themselves (with our guidance). These students' parents are prime prospects for membership. And I think older members need to sometimes "step aside" and let younger members take the lead.

- **Tom Ewing, Saginaw, MI**

Once a month we have a more informal format at a weekly meeting. The first hour of the meeting is open networking, with no fee except the drinks that people might buy and the guest speaker for 15 minutes towards the end of the hour. Visitors can then choose to stay for dinner and our normal discussions about projects. The idea is that if they come to a more informal thing to start with, they will be more comfortable coming to dinner next time. We have had lots of new visitors so far, only been running for four months but hope to see some members convert soon. I'm also pushing the consistent message that visitors are always welcome.

- **Kate McKenzie, Sydney, Australia**

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Using Fundraisers for Attracting New Members

Most clubs use their weekly meetings for introducing prospective members to Rotary. However, maybe we should be thinking about our other club activities as that initial introduction to our organization.

In December the RC of West Reading-Wyomissing sponsored a Polar Plunge in Blue Marsh Lake near Reading. The event was used to raise funds for the American Red Cross to help those affected by Hurricane Sandy. Over \$13,000 raised and lots of prospective members exposed to Rotary.

The club members promoted the event by creating an event Facebook page, and had more non-Rotarians participate than Rotarians - lots of prospects.

Club Decals - An Interesting Promotion Idea

Michele Fina, President of the RC of Morrisville-Yardley Area submitted this idea for promoting their club. They purchased removable vinyl stickers suitable for the back of SUVs, car bumpers, or anywhere else you can think of to promote Rotary. The stickers are made in the U.S. and are durable, water resistant, and UV resistant.

The decals were an instant hit with their club members and they thought other clubs might like the idea. In fact, according to Michele, if all of the clubs in the District "subscribed" to the idea and to the basic design, there would be a consistent "look" throughout the District and the stickers might garner more attention at traffic lights, stop signs, and parking places at malls, restaurants, and other public places.

Hal Long designed the sticker and is willing to adapt it to other clubs if they are interested. He would, of course, change the club name, the meeting day and time and the website address. A meeting location could be substituted for the website address. Price - \$100 for 100 decals. Sample decal is found on page 1.

For details, you can contact Hal Long – hlong2306@aol.com or 215-489-6725.

Ideas ...

(continued from page 2)

Our club is a very active 33 members, but in last 3 months, 2 men have had cancer treatments, one sudden death of a youngish male member, one male relocation, one woman left after non attendance for 2 years, 2 men asked for a year off due to work pressures. Hard to work with. We have recruited and I have made a point of recruiting young business women (who then include their husbands/partners/families in their club activities), so we are technically up by 2 at present.

I have written an annual review of our club activities 2012 and using local papers to publish full page spreads, widening the catchment area by advertising we are an active group with lots of interesting stuff to do. Am still plotting & planning.

- Betty McNerlin, United Kingdom

The Rotary Club of West Seattle has been using our "First Friday" event to spark interest in the community to come and learn about what we do and who we are. It is an informal meet and greet, usually highlighting a non-profit (e.g. we ask for donations for local non-profits), that we do at rotating business venues. Our thought was that we could support local business owners by inviting club members as well as community members for a Happy Hour type get together and that would generate interest from the business owners as well as introduce community members to how Rotary supports their local community. It also has become intriguing to other business owners (Rotarians and potential Rotarians alike) who may not be able to meet at our regular time (12 on Tuesdays). It has also helped with attrition in that some of our current members are involved with the local non-profit that we highlight. We just started (October) focusing on this as a potential membership drive activity and have since had 3 potential members inquire and we will be inducting our first member from a "First Friday" event in the next week or two.

- Reis Pearson, Seattle, WA

Former Rotarians

It's easy to overlook asking former members to come back... they joined for some reason, left for some reason, but maybe their situations have changed... if not, I ask if they liked their experience with Rotary (maybe we did something wrong) and if they say yes, I ask who they think would be a good person for us to invite to a club meeting. I also think that it's extremely important for members to know about upcoming programs and events... we may know someone (outside of Rotary) that might be interested in attending.

- Jim Hilliard, Phoenix, AZ

Projects for Kids

I have found that clubs need to do projects for kids, ranging in all ages, so that they will be attractive to young people! Youth are our future and doing things to promote youth helps to grow membership. Literacy programs, Interact, RYLA, and mentoring in all grade levels are just some of the projects that have been successful in clubs.

- Ginny Ryan, Dallas, TX

New Website at Rotary Club of Norristown

Club President Jack Rule challenged the club's computer committee to develop a new website that would be comparable to the better club websites in our District. Under the leadership of Mark Call (Chairman of the committee and creator of the site), they feel very positive about the results. Mark created a "free" website in Google. The only cost is the domain name. Check out their site at www.norristownrotary.org.