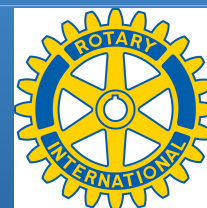


Club Builder



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

Happy New Year!!!

What's your Rotary resolution for this year?

There's a suggestion on page 2

A Different Type of Rotary Club

There are a lot of different ways to "Do Rotary". The Central Bucks Rotary Club is one that sort of breaks the mold. Our club was chartered on October 2009. We were a spin off club from the Doylestown Rotary Club and had 10 initial members in 2008.

By the time of our chartering, we had built the club to 28 members. Currently Central Bucks has 46 members - 36 men and 10 women. The average age in our club is approximately 40 - 45.

The main thing that makes us different is that we are a "Happy Hour" club. We meet on Tuesday evenings. The official meeting begins at approximately 6:00 pm and is over no later than 6:45 pm. That's right - a 45 minute meeting. Club members meet before and after the meetings for fellowship.

We do not have a meal served (just appetizers during the meeting) and rarely, if ever, have we had outside speakers. Every year we raise, and give away a sizeable amount of money. The last three years this number has been approximately \$30 to \$40 thousand annually.

(continued on page 3)

Events

WEBINAR
**"Getting Started
with Social Media"**

Thursday, January 17

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

[See page 3 for details.](#)

Coming in February

Using club fundraisers to bring in new members

A Plan to Drive Membership

Here is a list of the things that the Rotary Club of Ambler is doing in their membership and public relations initiative.

News Stories

Generate News Coverage for the Club via:

Articles in the local papers

Picture and Captions of Students of the Month

Potential TV coverage of specific club events (e.g. Duck Race)

Press releases about big events (scholarships given, special recognitions)

Ads and Listings

Generate Name Recognition/Awareness for the Club via:

Meetings listed in the "Happenings" Sections of newspapers and their online counterparts.

Paid Ads (Ambler Movie Theater)

Items like the Butler Avenue Street Flags

About Us/Club's Brand

Tangible items to give out at events such as:

Updated club brochure

"Swag" Item(s) for business expos (Examples: Rotary pens, car magnets)

My Personal Rotary New Year's Resolutions

1. I will propose at least one new member to my club!
2. I will improve my attendance at weekly and committee meetings! When I can't attend my own meeting, I will do a makeup.
3. I will attend the District Conference in April.

Mentoring Program

Match a new member with a veteran Rotarian for 1 year.

The mentor should assist the new member with accomplishing all of the items on the New Member Checklist.

Negativity in Your Club

Ever heard this in a club meeting? - "That won't work" or "That's a bad idea". Consider the following:

"Well informed people know it is impossible to transmit the voice over wires and that were it possible to do so, the thing would be of no practical value." --- Editorial in the Boston Post, 1865

"While theoretically and technically television may be feasible, commercially and financially, I consider it an impossibility, a development of which we need waste little time dreaming." --- Lee DeForest, quoted in the New York Times, 1926

"Everything that can be invented has been invented." --- Charles H. Duell, Commissioner, U. S. Office of Patents, 1899

"There is no reason for any individual to have a computer in their home." --- Ken Olsen, President of Digital Equipment Corporation, at the Convention of the World Future Society, 1977

Negative attitudes can kill the enthusiasm and spirit in your club. What are you doing about it?

With thanks to the Rotary Club of Grants Pass, District 5110

... Different Type (continued from page 1)

Our membership process is different than others I have seen. Let me explain how we do it. We require that a prospective member attend weekly meetings for a period of 2 months. Attendance of 50% of the meetings over that 2-month period is required.

The prospective member is encouraged to attend all the functions they can over that period. The thought behind this is that over the course of the two months, it gives the prospective member a good chance to learn what we are about. Likewise, it provides our club members plenty of time to get to know the newer members.

We have inductions on the first Tuesday of every month. All new members are placed on the sergeant at arms committee and they are in charge of handing out and collecting name badges at the meetings. The thought here is that they will begin to associate a name with a face and they will be interacting with everyone.

Another benefit to the 2-month period, is getting across to the prospective members what we ARE and what we ARE NOT. If you are there to get business for yourself, we are not your club. We want Givers not Takers.

Our meetings are light and quick, but we get things done. We would like to build the club to 50-55 members over the next year.

So, while this style of Rotary club may not be for everybody, it works for us. And, in our own ways, we are making a real, positive contribution in Rotary's goal of making our community and the world a better place to live.

Yours in Rotary,

Paul Krumenacker
Membership Chair, Rotary Club of Central Bucks
Member, District Membership Development Committee

Prospects and Your Club Projects

Invite guests to participate in Rotary projects and let them see for themselves how much fun we have. You may find that it is easier for people to help out with a project than to attend a meeting for the first time.

Encourage Makeups

Every few months at your weekly meetings remind your members to do makeups.

When a person can't attend a weekly meeting and can't seem to find a convenient makeup in your club (like a board meeting or club project), encourage makeups at other clubs. The rewards of doing this are great!

- Meet other Rotarians.
- Learn about how other clubs operate.
- Pick up fundraiser and project ideas.
- Become inspired.

A Webinar - Getting Started with Social Media - January 17, 2013

You can register by sending an e-mail to Terry Reed – terry.reed731@gmail.com
Send your name, club name, position in your club, e-mail address, and phone number.

We'll send back details on connecting to the webinar.

Look on the District website for specifics on the webinar.