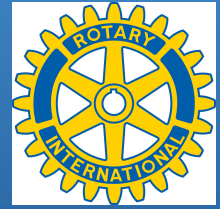


# Club Builder



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

### Planning a membership campaign?

Membership campaigns can be an effective way of finding prospective members. But, there are a number of key things to consider before you decide to move forward.

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## Done-in-a-Day Projects

Most of our clubs have long-term projects. Some projects have a life of a few months, a year, or longer. We tend to love those "statement projects" where everyone pitches in and works to get the job done. I too, really like to see the results of these projects and the impact that they make in people's lives.

But not everyone in the club likes getting involved with the longer-term projects. I've noticed that when our club does a project, like one that is done in one day, or maybe even a few hours, we get participation from members who may seldom, if ever get involved in a larger project.

Last year our club served breakfast to a group at a homeless shelter in Reading. We were at the shelter for just a few hours on a Saturday morning. I think we were out of there by 9 am. But you know what? We had some members show up who I hadn't seen working on a larger project or any other type of project for quite a while. I think this type of "Done-in-a-Day" or "Once-and-Done" project suited them very well. They felt useful, and experienced a real sense of having made a difference in the lives of a few people.

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

## Events

### "Boosting Your Membership!"

**Monday, October 15**  
Giuseppe's Restaurant  
Warminster

**Thursday, October 25**  
Brookside Country Club  
Emmaus

**Thursday, November 1**  
Golden Oaks Golf Club  
Fleetwood

3 sessions  
(Take your pick)

Registration & Dinner (if  
you wish) at 6:00 pm.  
Workshops begin at 7:00

Coming in November

Continuing with Retention Ideas from around the District

## Should Your Club Do a Membership Campaign?

We always say that membership development is everybody's responsibility. In some clubs it may work that way, but not everywhere. Most people join Rotary to network and to serve, not to enroll new members.

So you may want to consider doing a membership campaign. They're not for all clubs, but campaigns can help clubs to focus their existing members' effort without making membership a burden. Short campaigns also increase the chances that nearly every member will participate.

When you bring in a group of members they can make connections with each other. If you have 4 to 6 members join at the same time, they can go through a mentoring process together. It will sort of be like forming a club within a club. It will help them fit right in and find their place within the club.

Also, when you hold a campaign it may force you to get your house in order. If your message and impact are clear, if your club is well-run, if your programs are compelling, if you go out of your way to help new members connect and feel welcome, your campaign will be more successful. **(continued on page 3)**

## Recite the 4-Way Test

Every 4 or 6 weeks at a weekly meeting call on one of your Past Presidents to lead the group in reciting the 4-Way Test.

- It's an honor for the Past President
- It reminds all members what we're all about.
- It places the meeting's focus on Rotary.

## Tell the Rotary Story

Bring stories of the international work of Rotary into your weekly meetings to help members understand the broad scope of our amazing organization. Make it the responsibility of your international director to develop ideas for stories.

## Retention Ideas from Around the District

**From the Bethlehem Morning Star e-Bulletin** "Guess what came in my mail today? The Rotarian! If you got yours too, and have read it and were about to throw it away, DON'T! Please bring it in and give it to the Membership committee or to me. We would like to give them to potential members or possible Interact Club members."

**From Spring Township Centennial** You have to get new members involved immediately. Don't wait or they will lose interest quickly. Put them to work. Assign them to a committee. Make them co-chair of a fundraiser. You will know right away if they are committed to Rotary.

**From Pottstown** You just need to get them involved in some aspect of the club. We took a member who had been with the club just 3 years and ask him to be program chair. It gave him a direction and purpose in Rotary.

**From West Reading-Wyomissing** You have to make sure that you are monitoring meeting attendance and fundraiser/project involvement. When you haven't seen a member for 3 or 4 weeks, someone on the membership committee or the Board needs to make a call. Tell the member that she is missed.

## Campaigns (continued from page 2)

Clubs who have a clear direction and vision are far more attractive than Wednesday evening social clubs. Networking and "acquaintance" are certainly valuable elements of Rotary. But they are not enough of a foundation to create a thriving club these days.

Here is the formula for a good membership campaign:

- **Must have fun!** You are asking people to get outside of themselves and try something new. Fun and humor make good companions.
- **Create a focal point.** That might be an open house, a series of social or educational events, a direct marketing campaign or perhaps just a target date on the calendar. Make the target date no more than 6-8 weeks away from the start of the campaign.
- **Establish goals.** How many guests? How many new members? How many spouses of guests and members?
- **Communicate clearly.** Make it easy for prospective members to understand what makes your club special, in terms of reputation and impact. Make it easy for them to know how they fit in.
- **Create momentum.** Launch the campaign as a well-planned, organized project. Get the competitive juices going by publishing lists of the members who invite the most guests. Celebrate the big and small efforts that keep people moving toward the goal.
- **Celebrate the results.** Be sure to show gratitude and to recognize the members for their effort.
- **Learn from the experience.** Make a point to evaluate the campaign. What worked well and what could be improved? If the campaign was successful, make it easy to do it next time. The best sources of input are the new members who joined – and those who declined the invitation.

- Borrowed from RC of Greenville, SC

## New Member Checklist

With your new member packet include a "New Member Checklist". This list should be a comprehensive list of the things you would like the new member to do in the first year.

The list should include education sessions at the District level, participation in fundraisers and projects, and the inclusion in at least one club committee.

## 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.

## Wanna Keep Em Interested?

Encourage every member to serve on a committee.

It's not too late to register for the upcoming "Building Your Membership!" workshops. Go to the District website for details. Consider sending several of your club members.

This is the fourth issue of "Club Builder". If you missed the July, August, and September issues, you can access them on the District website. Or contact Terry Reed, District Membership Chair and he'll e-mail them to you – [terry.reed731@gmail.com](mailto:terry.reed731@gmail.com)