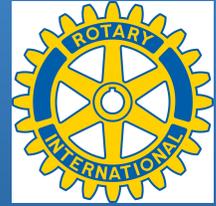


# Club Builder



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

**You may want to try a membership campaign.**

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## Teaming Up

Running a membership campaign or special event to attract new members can be a big job, maybe something your club doesn't want to tackle alone.

Many of our District clubs are involved in joint projects and joint fundraisers. It can be very rewarding and fun working with neighboring clubs on community or international projects and raising money to do those projects.

Why not try doing a joint membership event or campaign. Reach out to other clubs in the area and put on a big event to attract prospective members. You can share in the planning, costs, and of course the benefits of bringing in new members.

Maybe you want to do something like an "Under 40 Membership Campaign". Or try some other theme – either a single event or a month-long contest or campaign. Why not start right now by calling the other clubs and doing some brainstorming.

Best in Rotary,

Terry L. Reed  
District Membership Chair

## Events

### **"Boosting Your Membership"**

3 sessions --- 3 locations

**Thursday October 17**  
Golden Oaks Golf Club  
Fleetwood, PA

**Wednesday, October 23**  
Brookside Country Club  
Macungie, PA

**Monday, November 4**  
Giuseppe's Restaurant  
Warminster, PA

[Details on District Website](#)

## Coming in November

Attracting Young Professionals

Hope to see your club this fall at one of the membership workshops, "Boosting Your Membership".

## Running 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.

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.

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## Interact Clubs

Does your club sponsor an Interact Club? Not only are your Interactors extra hands for doing projects and fundraisers, they also are good source of prospective members.

Interactors grow up. They eventually may be looking for ways to serve. Make sure your club, through the school keeps track of these kids through college. You then should reach out to them when they are in their 20's and looking for a way to get connected locally, and for something meaningful to do.

Also, are your Interact students' parents prospective Rotarians.

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## Your Meeting Meals

Don't underestimate the importance in serving good food at your meetings.

## Campaign Ideas

Our best membership drive went something like this. Our membership chair asked 5 members to be team captains. Then, using a random drawing, each team got 5 members. Over a 7-week period, there was a contest to see how many guests each team could bring in each week. At the end of the 7 weeks, we had a meeting with all of those guests invited. It was fantastic! The winning team got their dues paid for one quarter, and our club netted 18 new members. – Tom Jensen, RC of Joplin Daybreak, Missouri

"Climbing ladders, ringing bells, and digging in the dirt may sound like a strange job description, but it's just part of what Rotarians do." That's how an article in a local newspaper began to announce this year's membership campaign in this 80-member club in Northern California. – Andrew Dowling, RC of Davis.

## ... Campaigns

(Continued from page 2)

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

**This article is repeated from the  
October 2012 issue of Club Builder.**

## Encourage Makeups

Every 3 or 4 weeks, have someone in your club get up and talk about a recent makeup that they did. Have the person explain how easy it is. And how much fun! Rotarians who make up missed meetings at another club experience a rejuvenation of sorts. They get all fired up about Rotary by experiencing the successes of other clubs. Tell your members to work Rotary meetings into their travel schedules whether vacation or business. Makeups are one of the most effective retention tools we have.

## New Member Inductions

Induct new members in a dignified and meaningful manner. Invite spouses, partners, and family members to attend.

## Eliminate ...

... from your Rotary vocabulary – “But we’ve always done it that way!” and “We don’t do it that way!”

## “I don’t have the time.”

Do you know that Rotarians are men and women who don’t have time? That’s right. We are very busy people. Most of us are doing lots of things in addition to Rotary. But we take time to serve others. Every Rotarian’s life “has been changed” by someone who opened the magic door of Rotary. Take the time to invite someone into Rotary.