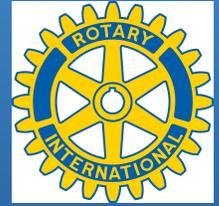


# Club Builder



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

**August is Membership Month in Rotary – Celebrate it in your club.**

**We're borrowing ideas from other parts of the Rotary world.**

Article on page 2

## Your Prospect's First Meeting

I got to thinking recently about the first experience that a prospective member has with Rotary. I hosted a young woman at one of our weekly meetings. We have visitors every week, and many become Rotarians.

We have a very friendly club and I think we do most things right when it comes to greeting and hosting guests. Everything appears to be just right – just the right amount of camaraderie, fellowship, laughter, dignity, and Rotary talk. And, we have such great programs.

However, when we were leaving and I wanted to provide my guest with some information on Rotary, we didn't have anything to give her. Ouch! Officially, our info is sent after 3 visits by the prospect. We definitely have to work on that.

What do you provide your guests when they are leaving a meeting? Do they receive a brochure or packet of information. Do you suggest that they visit the RI, District, and club websites? Do you follow up with within the first few days of her visit? What would you expect?

Best in Rotary,

Terry L. Reed, District Membership Chair

## Events

September 21  
Zone 24 – 32 Special Event  
**Membership Retreat  
& Keynote Speaker  
RI President Ron Burke**  
Cherry Hill, NJ

[Details on District Website](#)

Coming in October  
**Membership Workshops**  
3 multi-area sessions at  
different locations around the  
District.

[Details coming to your club  
later in August.](#)

**Coming in September**

How to Run a Membership Campaign

## Ideas from the Rotary World

### From Rotary District 1080 in England

#### How to prevent membership loss

- use a mentoring scheme for new members in your club
- family participation (include spouse in information meetings)
- involve new members in club projects from the outset
- educate new members about Rotary
- new Rotarian to introduce a new member within six months
- be conscious of competing time demands
- Do your club members really value membership?
- Annual survey of member's interests - are you meeting them?
- enable members to evaluate speakers and programs

### From Rotary District 6400, SE Michigan & SW Ontario

Have special “theme” guest meetings, e.g., a “Rotary alumni meeting,” a “youth leaders in the community” meeting, or simply “bring a friend day” as an opportunity to acquaint prospective Rotarians with Rotary *now*.

Introduce people to Rotary through public relations – brochures or local newspaper ads highlighting Rotary accomplishments and spotlighting community leaders in Rotary. Or add your Rotary meeting to your local newspapers’ community calendar.

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## Be My Guest Cards

Does your club have cards printed with your club meeting place, date, and time?

These business card-sized cards can be distributed to club members for them to hand out to prospective members.

## Wear Your Rotary Pin

Rotary pins are not just for Rotary meetings. Get into the habit of wearing your pin to business and networking functions. It makes a great conversation starter.

## Your Club Website

Are you working on it to make it prospective-member-friendly?

## From a successful club in Utah

Be a “high touch relationship” club. New members who build relationships quickly will want to stay. Introduce your new member to everyone and vice versa. Ask her to be the greeter for the next month.

Your new member wants to be a part of your club. She wants to be an insider who understands what Rotary International is – as well as your history, the jokes, terminology and what is going on at the meeting and club level. Help her feel comfortable ASAP. Orient her with a week of her induction.

Reinforce the importance of attending every meeting. Make sure she sits with different members each week. Help her select a committee that interests her AND introduces her to the chair, so she can start participating immediately.

Membership is job #1 and it is every member’s job. As a “high touch relationship” club, you will have enduring success in attracting and retaining members.

- From Jim Coleman, a longtime member of the Rotary Club of St. George, Utah, and Past District Governor of District 5420

## ... Ideas (Continued from page 2)

### From RC of Meru, Kenya

Subscribe to the periodic newsletter that provides membership development ideas, resources, and tools. Information about the newsletter can be found on the RI website at:  
[www.rotary.org/en/Members/GeneralInformation/MembershipResources/Pages/MembershipMinute.aspx](http://www.rotary.org/en/Members/GeneralInformation/MembershipResources/Pages/MembershipMinute.aspx)

### From Matt Davis, RC of Tulsa

My favorite membership drives have been **focused on key missing businesses**, where we have brainstormed about companies obviously missing from those represented within a club, contacted a key person within that business and asked for the name of a good Rotarian-candidate within that business.

I definitely agree that **mentioning the need for new members regularly** in meetings is a big help, as is **circulating a list of classifications**. While we no longer need to keep a classification in mind when bringing in a new member, I have found that a list of open classifications jogs my memory of people I know who might make good Rotarians in those classifications.

Finally, anything that involves teamwork within a club gets **some good, healthy competition going** and increases the chances for success.

### From Bob James, Membership Chair, District 5340, California

Friends of the Club President: The Club President asks 3 members as a personal favor to propose a new member within a month. When the first one does so, approach another the same way so as to always have 3 members working on a personal pledge to the Presidents.

## Your Club Website

Did we mention that you've got to get working on it?

## Track attendance.

When someone has missed two or more consecutive meetings, and you don't know why, call them to let them know they're missed and make sure they're OK.

## Greeters

Encourage a practice of greeting everyone (e.g., "secret handshaker") or at least greeting everyone at your table.

## Seating Habits

Encourage Rotarians to sit at different places at different meetings, and to sit with people they don't necessarily already know. Fine members who sit next to the same people at two consecutive meetings.

## Share Club Builder with Your Members

Club Builder has been produced since July 2012. We hope that you've been sharing it with your club members. Please let them know that all past issues can be found on the District website.