



Rotary International 2013-2014

Zone 32 Membership Award

President, Rotary International

Ron D. Burton

Director Zone 32

Bryn Styles

Rotary Coordinator Zone 32

Alan Hurst

Assistant Rotary Coordinator Zone 32

Joseph Dino, Jr

REQUIREMENTS

1. Every member should be encouraged wear their Rotary pin at all times.
2. Every member should have a 30 second "Elevator Speech" prepared when asked "What Is Rotary?" or "What is that pin?"

Be proud and speak with enthusiasm!

3. Know your Rotary Moment; that particular event that stands out and holds a specific and special meaning for you and share this experience with as many people as possible.
4. Produce a Club brochure to hand out; approximately 500 to 1,000. There are many templates available online (If you can't find one please contact Joseph Dino, Jr. at josephdinojr@optonline.net); **Included should be a list of your past major projects.**
5. Hand out Club brochures at all fundraisers, meet-and-greets and any other time the general public is available. Don't miss out on an opportunity to promote Rotary and your club.
6. Select a membership chairperson to supervise and train committee members in attracting new members, retaining present members, and new member orientation procedures.
7. Assign a public relations chair whose duty it will be to secure all information necessary to release to local media for publication, include photographs whenever possible. All public relations and advertisements used by the Club should contain information regarding Club's location, time of meeting and contact information for membership chairperson and/or the club President.
8. Conduct an induction ceremony to emphasize the importance and prominence of becoming a Rotarian. Assign an orientation committee to educate new members. It should consist of Past District Governors (when possible), Past Presidents and/or other experienced Rotarians.
9. Assign a mentor to each new member. The mentor will be responsible for answering questions about projects and activities and also to encourage and maintain attendance.
10. Conduct a Meet And Greet Function to create awareness in your community. This consists of inviting prospective members to a local restaurant, meeting hall; space large enough to hold at least 8-10 members plus guests that you would like to educate about Rotary. The event should last approximately 1 hour to 1 ½ hours with Club brochures handed out and discussed. (A light fair can also be served, beverages, hors d'oeuvres (etc.)
11. Contact the local chamber of commerce and/or business association for list of new members to invite to the Meet And Greet. People prominent in the community that perhaps you know.

12. Hold a fireside chat. This is a very informal get together possibly over coffee and dessert; 2-3 couples at someone's home for the primary reason of educating and discussing Rotary and your Club's goals.
13. Conduct a membership satisfaction survey; Analyze results with Board of Directors to improve the functioning of the Club and satisfy its members. This survey is available on the RI website.
14. Encourage members to bring guests at every meeting, acquaintances they feel may be interested in becoming Rotarians.
15. Ensure that there are interesting programs at every meeting. This will make your Club fun and informative. Give members a reason to come, knowledge and entertainment are key
16. Assign an attendance chairperson; award perfect attendance pins each year. Monitor attendance so that people not coming can be contacted. Follow-up **find out why they have stopped attending and alert President.**
17. Any time a person leaves Rotary, find out the reason(s) they are leaving. Exit interviews are extremely important. The membership committee can then evaluate problems if members continue to leave for the same reasons.

Certification

I, _____, President of the
Rotary Club of _____,
District _____, certify that our club has implemented 12 of the
protocols listed in this form and have grown our club by _____% as of
June 30, 2014.

Honorable Mention Award net 5% - 9% growth.
Distinguished Merit Award net 10% growth or more.

President's Signature: _____
Email: _____
Date: _____

Please send this completed form to
Zone 32 Assistant Rotary Coordinator
Joseph Dino, Jr.
Fax: 973-942-3208
Email: josephdinojr@optonline.net