

D9700 Membership Growth - Something every Rotary Club needs to do!

- Establish the need to act on membership growth through Board discussion and create a specific Membership Sub-Committee of members who will do something about it.
 - *President, President Elect, Director Administration, Director Membership, Director The Rotary Foundation*
- Sub Committee develops a plan of action and strategies to make it happen.
 - *Develop advertising materials suited to local situation – Newspaper, Radio, TV*
 - *Set date for an Interest Meeting*
 - *Get members to find people to bring along to Interest meeting*
 - *Publicise contact details for Interest meeting – phone, email, ...*
 - *Purchase promotional materials “What in the World is Rotary”, “Humanity in Motion”*
 - *Print copies of your Membership Information and Application materials*
- Hold an Interest Meeting
 - *Ensure prospective members are mixed with current members, are welcomed and introduced, and have the opportunity to have questions answered.*
 - *Have an experienced member explain what it means to be a Rotarian*
 - *Commitment of time and money*
 - *Opportunity to serve locally and Internationally*
 - *Opportunity to grow personally as well as in business through new contacts*
- Extend an Open Invitation to all interested prospective members to attend future meetings and activities.
 - *Publicise contact details again so prospective members can book in for meetings and service activities being planned*
 - *Getting involved and sharing side by side is the best way to find out what it is all about*
- Sub Committee to meet again and review follow up
 - *Divide up the list of prospective members amongst the sub committee to visit, phone or otherwise make contact with prospective new members, or check that sponsoring Rotarians are doing the same*
- Welcome prospective new members and introduce them around to all other members
 - *Make sure each Prospective Member is included in any planned activities, and ensure they have contact with a variety of members rather than being with the same ones each time they are involved with the club.*
- Issue ‘New Member’ Information packs and ‘Membership Application’ materials
 - *Follow up these documents with personal contact and answer any questions that may have arisen through attendance at functions or that are raised through the printed materials.*
 - *Explain the process of Membership Review of proposed New Members and extending an Invitation to Join*
- Set the date for Induction and order Dinner badges and New Member Kits from RDU
 - *Inducting more than one new member on any one occasion has advantages in making them feel part of a special ‘new’ part of the team rather than being on their own*
 - *Print their New Member certificate from the kit, and attached their pin and dinner badge to the folder*
- Induct the New member, appointing a Mentor to work with them and encourage them to get more involved in club activities.
 - *A Mentor may be a sponsoring Rotarian, or an experienced Rotarian, or both*
 - *Find out what Rotary programs the new member is interested in and appoint them to a committee or service team*
- Hold Social Activities to include new and old member mixes, generating an understanding of the heritage of the club while also promoting its need to move forward meeting the needs and aspirations of the newer members.
 - *Break up any cliques and ensure activities include new and old members working together*
 - *Encourage the New Members to share their skills with other club members*
 - *Encourage new and old members to find more New Members*