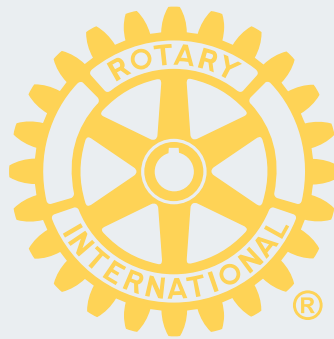
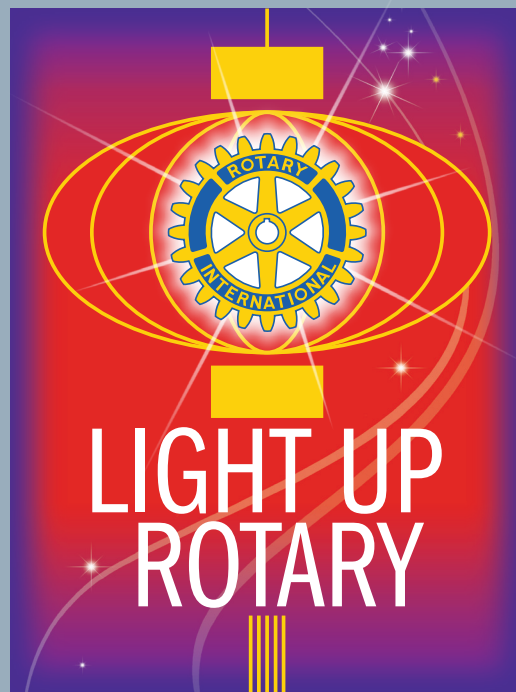


# Rotary



## ROTARY DISTRICT 5520 2014-2015 MEMBERSHIP PLANNING CALENDAR



**"EXCITE AND IGNITE!"**

A month-by-month planning guide for membership growth and retention

**Kathie Williams**  
District 5520 Membership Chairman

**June 30, 2014**

**“Education is not the filling of a pail, but the lighting of a fire.”**

**William Butler Yeats**

Dear Fellow Membership Chairmen,

We’ve all heard the old saying “fight fire with fire” so my challenge to you, as we begin this new Rotary year together, is to find that fire within you and spread its glow to all the members in your club. We are all a part of the solution – each one of us has the ability to impact growth and change. Our ultimate responsibility as Rotarians is to understand that we are all responsible for membership growth in our clubs—we all hold the key to not only sustaining our clubs in the future, but to impacting positive growth for years to come.

Positive membership growth can be an exciting thing for your club. It can rejuvenate old members and fill new members with knowledge that they have made the right decision by selecting a vibrant and exciting club for their Rotary experience. It can impact your budgets and your projects and overall enthusiasm for the vision of Rotary.

Our District had its first real growth numbers this year in overall membership so we are definitely on the right track, but in order to keep up this trend all of us need to make membership growth and retention a priority in our goals for the coming year.

You were selected as membership chairman because your club saw in you a “fire” and a passion for Rotary that would help focus the right resources and the right people to both recruit and retain as Rotarians. In this day and age membership no longer “just happens”. It is the result of time and energy. It is the result of having a pre-determined plan and a commitment to making that plan an integral part of your Rotary club’s goals and objectives.

The attached calendar can be your guide to an integrated membership plan for the coming year. It is not designed to give you all the answers, but it can aim you in the right direction. Many clubs have used these techniques and ideas to successfully promote membership. But please feel free to take it and make it your own because only you know how to best use the strengths of your members and the uniqueness of your own club to achieve growth.

As the months go on you will be receiving additional communications and ideas about membership and I encourage you to share your success stories with all of us. Our District Rotary family is large and diverse, but we are all united in making this the best District in the country so we can all celebrate together.

Best regards,

Kathie Williams, District 5520 Membership Chairman 2014-2015



## **JUNE 2014:**

### **MAKE YOUR PLANS:**

1. Make sure your membership committee is in place and ready to go.

Regardless of the size of your club you need a dedicated membership committee. If you are a large or medium size club this could be 10 to 15 members. If you are a smaller club it could be 2 or 3 members or in some cases your entire Board of Directors may serve as the membership committee. It's just important that there are a few dedicated members willing to help plan and organize membership activities.

2. Set your membership goals for recruitment.

You've already been asked at PETS to submit your membership goals for the year to the District. This information is then submitted to our Zone and eventually to Rotary International for monitoring. It is an important activity and deserves some careful thought. On an average you can expect that your membership will decrease by at least 10% every year, so in order to experience positive growth you will have to plan on more than 10% for your goal. If your membership is between 5 and 19 and you can commit to a net 10% increase then you need to aim for a minimum of 2 to 3 new members. For positive growth you'll have to make this number 20% to 30% depending upon your retention.

3. Set your goals for retention.

Getting new members is very important to the survival of our clubs, but so is retaining our current members. We have to have a good balance between the two to achieve our goals. It would be great if every club could keep retention at 90% or above. Planning for retention starts the very day that someone becomes a member of Rotary and really never stops. Getting that member involved in the club right away and committed to the club on an on-going basis is critical. For more tips on Retention you can visit the District Web site Membership area.

4. Develop your plan.

No matter the size of your club it's important to have a written plan for membership development. Getting together and discussing ways to do that is critical for success. Are you going to have a "Bring a Guest Day" once a month? Are you going to reach out to members that have left your club and invite them back? Are you going to invite RYLA parents to visit your club? Have you ever considered asking your weekly speakers to join your club? There are so many ways that you can impact membership. Talk about it and see what fits for your club and then make that plan.

**JULY 2014:**



**LAUNCH THE POWER OF 5 MEMBERSHIP DRIVE!**

**A 5 STEP PROCESS:**

1. Set your Membership Teams: Take the number of members in your Club and divide by 5 --- this is how many Membership Teams you will have during this Membership Drive. You can divide your members any way you want. You can have them draw teams out of a hat, at random, or you can decide your teams and then announce them. You know what works for your members so just do what makes them comfortable.
  
2. Promote the Program: Launch The Power of 5 Membership Drive early in the Rotary year—during the month of July--- and make it a big part of your meeting. Create a sense of urgency by having some early deadlines. You may want to have the first wave of this program last for 60 or 90 days. Then evaluate and if it looks like it's working then consider doing it for another 90 days. You may also want to do some club activities to invite potential new members and encourage each team to come up with at least one person to invite.
  
3. Have the Teams Meet on a regular basis at your meetings. Set aside some time at your meeting, even if it's only 5 minutes, for the teams to first meet and discuss their approach and then later to discuss their progress. It's important that they begin to get that team feeling and keep it going. Be sure to encourage members to follow-up on guests they invite and keep asking them back. Also encourage them to invite guests to other activities and to meet with them outside of club.
  
4. Celebrate your Success: Share with the club right away how people are doing and start inducting members right away. Consider having a New Member chart or post a goal and check your progress. Post pictures of new members so people can get to know them better.
  
5. Report your Progress: Send your new members names into District as soon as you get them and let us know how it's going. And know that what you are doing for the District and for your Club is so very important.

Thank You for  
being our guest!



## AUGUST 2014:

### HAVE YOUR FIRST “BRING A GUEST” MEETING OF THE MONTH:

1. Announce to the entire club what weeks you want to designate as “Bring a Guest”—if you want to really make a big impact you could do it all month!
2. August is Membership Month at Rotary International so there’s no better time to promote your club.
3. Remind the club that the most common reason given for not joining Rotary is that: “No one ever ask me!” In fact, only 15% of Rotarians ever sponsor a new member.
4. Provide information to the members to give to a potential new member guest:
  - Use Guest cards for a complimentary lunch with meeting information included
  - Have Brochures or handouts on your individual club. (You can have these printed or you can print on your computer and make copies if you don’t have much money in your budget.) Be sure to include all the activities you do in the community.
5. Introduce guests each week and make them feel welcome at your meeting.
6. Follow-up their visit with a call and hand-written “Thank you” card and be sure to invite them back.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
27	28	29	30	31	1	2
3 ☾ 1st Quarter	4	5	6	7	8	<b>9</b>
10 ☽ Full Moon	11	12	13	14	15	16
17 ☽ 3rd Quarter	18	19	20	21	22	23
24	25 🌑 New Moon	26	27	28	29	30
31	1 Labor Day	2 ☾ 1st Quarter	3	4	5	6

**Saturday, August 9**, 9am to 10:30am  
for the District 5520 Webinar:  
“ How to Enhance your Membership  
Activities using On-line  
Marketing and Social Media.”



## **SEPTEMBER 2014:**

### **FOCUS ON SMALL BUSINESS WITH A SPECIAL EVENT:**

1. Plan an event outside of your regular meeting aimed at the small businesses and entrepreneurs within your community.
  - Business Open House after work with drinks and snacks
  - Coffee and donuts early one morning—not on your regular meeting day
2. Develop a list with your members of people to invite.
3. Look in your local newspapers for people and businesses in the news and consider them as potential Rotarians.
4. Can you get a list of businesses from the Chamber of Commerce?
5. If your club is in a bigger community can you get a list of businesses that are in the zip code surrounding your weekly meeting place?
6. Did you use the “I’m a Proud Rotarian” materials last year from the District? Maybe you could encourage your members who have other businesses to ask people that have businesses along the same street where they are located to talk to their neighbors.
7. Consider sending letters to select people telling them they have been pre-approved to be a Rotarian and what that means.
8. Hand-deliver Invitations too special businesses.

**OCTOBER 2014:**

**HI-LITE SERVICE BY INCLUDING PROSPECTIVE MEMBERS IN YOUR COMMUNITY SERVICE PROJECTS:**

1. Have potential new members join club members in a Service project during this month.
2. Talk to your club members about this being the perfect opportunity to introduce them to Rotary.
  - \* Make it a workday at a local shelter
  - \* Sort food at the food bank or help with a food drive
  - \* Clean up a disabled veteran’s yard
3. This is also a good time to try to get some local PR about the events you are doing so give the newspaper a call and let them know.
4. Encourage the guests to also bring their families to help.
5. Be sure to introduce your guests to as many members as possible.
6. Hold an event after the project to socialize more—take them to lunch or to a dinner potluck at someone’s house.
7. Share with the guests all the things you do for your community as part of Rotary service.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
28	29	30	1 ☾ 1st Quarter	2	3	4
5	6	7	8 ☉ Full Moon	9	10	11
12	13 ☽ Quarter Day	14	15 ☾ 3rd Quarter	16	17	18
19	20	21	22	23 ● New Moon	24	<b>25</b>
26	27	28	29	30 ☉ 1st Quarter	31 Halloween	1

**Saturday, October 25,  
“World Polio Day Promotion”  
in District 5520**

## **NOVEMBER 2014:**



### **HOST A ROTARY ALUMNI DAY:**

1. We all know it's easier to sell someone on Rotary who already knows something about it. --So seeking out Rotary Alumni is a great idea for membership.
2. Make a list of all the different kinds of Alumni you may know in your community:
  - Past Members of your Club
  - Previous Roteract Members
  - Previous Interact Members
  - Previous RYLA attendees
  - Previous GSE Team Members
  - Previous Exchange Students (even host-families of exchange students)
3. Pick the Day and plan a special Speaker for the event.
4. Send out nice invitations to invite the Alumni.
5. Have a committee to follow-up on the invites by making calls.
6. Be sure to recognize the guests in a special way
7. Write thank-you notes and be sure to invite them back.





## **DECEMBER 2014:**

### **HAVE A PARTY FOR YOUR MEMBERS AND ASK PEOPLE TO BRING GUESTS:**

1. One great way to help potential new members get to know your club is to invite them to a Social event:
  - Plan a Holiday Party at a restaurant or at someone's home
  - Host a Holiday Open House where your club meets or at someone's home
  - Have a Holiday meeting/party and invite guests to come
2. Have Name Tags and also invite spouses and family members and introduce them to everyone and make them feel at home.
3. Do follow-up and invite them to your next meeting.
4. Consider visiting with them outside of the meeting to discuss Rotary. It's very difficult to visit with potential new members during your meetings so it's always a good practice to talk to them at another time about what it means to be a Rotarian. Anyone remember "Fireside Chats" when club members visited potential members in their homes to find out if they would be a good Rotarian. Those "chats" can still assure that you get interested committed members to join your clubs.



## **JANUARY 2015:**

### **HOST BRING A GUEST WEEK AGAIN:**

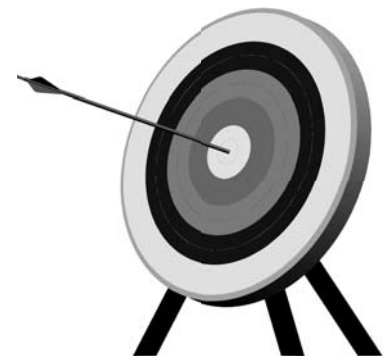
1. What happened when you had your Power of 5 Team member drive? If that worked to get Guests to come to a meeting you might want to try it again. (Use new teams to keep up the interest.)
2. How was your first "Bring a Guest Week"? If it was good then re-do what worked. If not, ask yourself if you advertised and promoted it enough every week?
3. Maybe members need some ideas of who to ask so consider giving them a list of ideas:
  - Review your list of Classifications for gaps
  - Bring ideas from magazines or newspapers of "people in the news"
  - Talk about spouses or adult children as potential new members
  - Know someone who recently retired—they might be great
4. The list of potential Rotarians is endless. But sometimes it takes someone just reminding people to get them to help. Some clubs give each member a small blank card and have them list 5 potential new members and carry it with them as a reminder.
5. What about your New Members? Is it a part of your Red Badge requirements that they bring another new member to the club? If it isn't consider making that something that they need to do within their first year of membership.
6. Have your members wear buttons for one week that say "Ask Me About Rotary" to generate interest.

## **FEBRUARY 2015:**



### **ORGANIZE A MEETING FOCUSED ON WOMEN:**

1. We all know that we need more good women in Rotary because they are still a minority—on average women make-up 25% to 30% of a Rotary club today. That leaves quite a lot of room for improvement.
2. Give some real thought to a special meeting or event that is tailored to women:
  - Book a great woman speaker who can inspire your women guests
  - Ask the women in your club to host a private ladies luncheon for potential new members
  - Have an event or open house at a local shop or retailer and invite possible women who could be good Rotarians to come
3. Ask every woman in your club to commit to bringing another woman guest.
4. Try to get some publicity on your speaker and advertise it to other women's groups.
5. Think about a special brochure or flyer that highlights the journey of women in Rotary.
6. Let your guests know what an important role women now have in Rotary.



## MARCH 2015:

### HOST A YOUNGER GENERATIONS GUEST DAY:

1. Another hot target identified by our District and by Rotary International as having great potential as new members is the younger generation.
2. In most of your clubs younger would be anything under 50, but there's a group of young people from 35-40 that are also a prime target. They are settled in their careers and have started their families and they have a great desire to serve their communities.
3. Look for a dynamic young speaker who will really challenge this group.
4. Maybe choose someone that is recognizable in your community so you can get some free publicity from the local paper.
5. Consider a local Coach or maybe a sports executive—someone with some “name recognition”. I once heard Jack Dorsey speak (he's the founder of Twitter and although he was just 32 years old he was one of the most interesting people I've ever heard)
6. Try seating your younger guests at tables with some of your younger members during the meeting so they can get to know them.
7. Do any of your members have children in this age group? If so, encourage them to invite them as guests.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5 ☽ Full Moon	6	7
8	9	10	11	<b>12</b>	<b>13</b> ☽ 3rd Quarter	<b>14</b>
15	16	17	18	19	20 ● New Moon	21
22	23	24	25	26	27 ☽ 1st Quarter	28
29	30	31	1	2	3	4 ☽ Full Moon

**March 12-14,  
PETS**

**APRIL 2015:**



**USE YOUR VOCATIONAL AREA TO HOST AN ETHICS IN BUSINESS DAY:**

1. What better way to get new members involved in your club than to promote one of the main principles of Rotary: Ethics in Business.
2. This can be done in several ways:
  - Have various club members nominate businessmen in your area for this honor
  - Have several nominated and then announce one winner at this event
  - Have all of the nominated individuals come to your meeting
3. Have a speaker on the value of business ethics or someone that can speak on the use of the Rotary 4 Way Test to reinforce ethical business practices and standards.
4. After the event be sure to advertise the winner and talk about Rotary.
5. Follow-up and ask these Businessmen to become Rotarians.

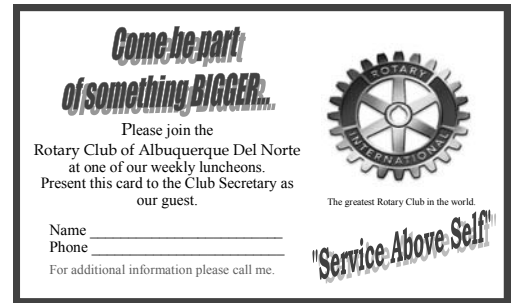
**April / May**

Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	<b>30</b>	<b>1</b>	<b>2</b>
3 ☾ Full Moon	4	5	6	7	8	9
10 Mother's Day	11 ☽ 3rd Quarter	12	13	14	15	16
17	18 ● New Moon	19	20	21	22	23
24	25 ☽ 1st Quarter	26	27	28	29	30
31	1	2 ☽ Full Moon	3	4	5	6

**April 30 to May 3**  
 Rotary District 5520  
 Convention Clovis  
 NM

**MAY 2015:**

**MAKE IT “BRING A GUEST “ DAY AGAIN:**



1. Start your announcements for Bring a Guest Day at the first of the month.
2. Consider having a prize for the member that brings the most Guests the entire month.
3. Pay for all the guests' lunches out of your budget to encourage members to bring guests and not have to pay for them.
4. Make up some handouts that talk about being a guest and give several to everyone so they have details to give to the potential guest.
5. Ask members to give you a list of who is going to attend at least a week ahead of time.
6. Ask members to re-call their guests to let them know they are looking forward to bringing them to lunch.
7. Not only introduce your guests, but also have each member talk a little about the person's business or activities in the community.
8. Be sure to thank them at the end of the meeting and also thank the person that brought them.
9. Have the President of the Board write them a person thank you note.



**JUNE 2015:**

**CELEBRATE YOUR SUCCESS WITH A NEW MEMBERS PARTY:**

1. Rotarians never need a reason to celebrate, but new members need to be constantly reminded that they are welcome. Having a party for them just reinforces that message.
2. You could also celebrate their graduation from being a Red Badge to being a Blue Badge. And celebrate them completing their training.
3. Did you get them assigned to a committee? Did you get them integrated into the activities of the club? (all great reasons to celebrate)
4. Be sure to ask their sponsors to attend and celebrate the fact that they brought in a new member.
5. Ask their Mentors to come (if that person is different from the sponsor) because they are also important.
6. Consider making the party for not only new members and their spouses, but for their families. Surveys show that most Rotarians like having activities that can include the entire family.