

## "30 leads in 30 minutes." Club Assembly Exercise

This very useful worksheet, properly deployed, can be a great "lead generation" exercise for your club. Most clubs that fall short of their growth goals do so because of a lack of "lead flow", meaning they don't have enough people on their prospect lists.

### The 10-3-1 Rule

People experienced at prospecting realize that not every prospect will come through, whether as a customer or as a new Rotary member. In major league baseball, a 30% hit ratio is considered GOOD, even if it's a 30% hit ratio of only singles.

It will take about **10** leads (referrals or acquaintances) to get into **3** substantive conversations about Rotary, to get **1** member.

### How to Use This Worksheet

**Most Important:** This is not "homework". Anyone who has let a member take this home, expecting to get it back has been disappointed. That doesn't work.

**Second Most Important:** This information is **not** for the Membership Committee. When this exercise is complete, **don't** ask members to pass the worksheets in. What that does is imply that it's the Membership Committee's job to contact prospects and attract new members. Keep that shoe appropriately on the member's foot. In a Rotary Club it's **everyone's** job to attract new members.

### Quick Start Guide

1. Announce a Club Assembly where members are asked to bring their contact information
2. Send reminders a few days before and the day of the meeting emphasizing contact information
3. Print the "Who do You Know" worksheet 2-sided and lay one at each member's seat
4. At the meeting, explain why it's essential to build membership
5. Explain the exercise -- 30 minutes, heads-down, listing everyone we know
6. Walk the room to be sure members are engaged -- break up "chit-chat" sessions
7. After 20 minutes, ask for show of hands -- how many have 50, 40, 30, etc.
8. Ask them to circle 3 or 4 they would approach to invite to a future Rotary membership event or meeting
9. Ask them, individually, to do invite those circled.

## Detailed "How-to"

1. At least a week in advance, **Announce to your members** that an upcoming meeting will be a Club Assembly, where they need to bring all their personal and business contact information. That may be on a smartphone, tablet, laptop, Rolodex, business cards in a rubber band, or handwritten on notebook paper. Email or phone all members, so you also reach those who weren't at the meeting.
2. **Remind your members** to bring their contact information to the meeting. Use phone or email, a few days before the meeting **and** the morning of the meeting. Make sure there's enough communication that "dog ate my business cards" isn't a plausible excuse.
3. Lay out the "30 leads in 30 minutes" Worksheet on each table - 1 per member.
4. As you open the exercise, explain **why** this is important -- It's essential to build our membership, and we need members bringing prospects to membership events and as guests at meetings to ensure a steady flow of new member candidates. **We need more prospects.**
5. Explain **what** we're going to do -- We're going to take 20 minutes, individually, to recall as many people as we can who we know - not necessarily prospects, just people we know. This is to be a "free flow" or "personal brainstorming" process. We'll decide later who are the best prospects.
6. Go into "Proctor" mode. Some members won't take you seriously. If you let that happen, the exercise will collapse. Walk the room. "You may have a better idea for how to identify prospects, but I'm asking you to humor me for the next few minutes, and give this process a try."
7. When the time is up, ask how many people have 50 names (show of hands), 40 names, 30 names, etc. Depending on your club culture, you might chide those with less than 10, saying, "You really need to get out more."
8. Ask each member to **circle** the 3 or 4 people they plan to contact in the next week to invite them to either a pre-determined prospective member event, or to a future meeting focused on membership.
9. Ask them, individually, to invite those circled. **OPTION:** You might also have 3"x5" cards on the table where they can report their 3 names to the membership committee so you can remind them of their commitment. They take the full prospect list with them, and the membership committee tracks only the 3 "best prospects".

**IMPORTANT:** Please **don't** take up these sheets after the meeting. That suggests to the members that it's somebody else's responsibility to approach and contact these prospects.

**Follow up** -- At the next meeting or by email, ask members how they're doing on their 3 prospects. If they're not making the contacts, ask "What's getting in the way?" Then see what you can suggest to break down the excuses or roadblocks.

**GOAL:** If you can get each member to bring just **one** prospect to the table, you'll eclipse most any prior membership development effort in your club. Getting members to act on approaching and inviting members is not only your biggest challenge, but also your key success factor.

## 30 leads in 30 minutes Membership Survey

Your Name

Date

Consider all acquaintances who might qualify as potential Rotarians.

Your neighbors:

- 1.
- 2.
- 3.
- 4.

Your immediate manager (if applicable):

- 5.

Another business professional within your company or organization:

- 6.

Community leaders with a commitment to service:

- 7.
- 8.

RI or TRF program alumni your club maintains contact with:

- 9.

Professional business association colleagues:

- 10.
- 11.

Consider your professional acquaintances:

12. Physician -
13. Dentist -
14. Financial Manager/Planner -
15. Religious Leader -
16. Attorney -
17. Business Consultant -
18. CPA -
19. Veterinarian -
20. Internet Technology Consultant -
21. Public Relations Manager -
22. Entrepreneur -
23. Non-profit Executive Director -
24. School Administrator -
25. Other -

Professional acquaintance that you have done business within the last week:

26. Name & Occupation -

Professional acquaintances that you have done business within the last month:

27. Name & Occupation -
28. Name & Occupation -

Personal acquaintances who have volunteered with you (Rotary or non-Rotary):

29. Name & Occupation -
30. Name & Occupation -