

# YASS SYSTEM - RUNNING A MEMBERSHIP NIGHT FOR ROTARY

- The following system has been tested by several Rotary clubs and works if **followed exactly**, no shortcuts.
- **SET A DATE FOR THE MEMBERSHIP NIGHT**  
Its important that you do this first because you have a deadline to get things done and a goal to reach.
- **TALK TO MEMBERS AND GET THEM THINKING OF PEOPLE TO INVITE.**  
The members don't need to know the people well but just know them well enough to be sure they would suit ROTARY. They also need to know their correct name and home address; home addresses are more personal.  
Suggestions: Neighbours, tradespersons, local professionals, co-workers etc.
- **CREATE A DATABASE OF THE NAMES, ADDRESSES, CONTRACT DETAILS**  
Make sure you update when letter sent, reply received and any comments especially people who make contact but can't come.
- **WRITE A PERSONALLY ADDRESSED LETTER TO EACH PERSON**  
The letter attached must be on Club letterhead  
The president personally signs the letter.  
Posted in a hand-written envelope.  
Send out two weeks before the meeting.  
Don't make the letter too long.
- **COLLECT THE LIST OF ATTENDEES – SWAP BUSINES CARDS**  
Make sure person/s who say no are retained on the database - the fact that they have replied show they are interested but not at this stage.
- **HOLD THE EVENT**  
Have a very good MC who welcomes everyone and keeps the evening flowing  
If you have a screen have the Rotary logo and your club name up on it.  
The event is one hour. – 20 minutes mix and mingles, 20 minutes speeches and 20 minutes chatting after.  
Keep the evening causal with finger food – NOT A SIT-DOWN MEAL. Members serving the food encourages chatter. Members need to mix and mingle showing how Rotary is fun while doing good for the community.  
Have a bar with members serving the drinks wearing Rotary aprons if you have them.  
Have one member maintaining the database on the night, have greeters bringing guests to this person to get their name tag and get details you don't have.  
Have the name tags print out and ready so guests know they are expected.  
DO NOT HAVE A GUEST SPEAKER – this is an evening about Rotary not some cause.
- **HAVE FOUR OR FIVE MEMBERS TELL THEIR ROTARY STORY – MAXIMUM 5 MINUTES**  
This is not a run down on projects the club does or the money you make but lots of stories that guest may relate to eg funny happening when undertaking your first project. Experiences joining others club when travelling for work. The joy of having an IYE student staying with you, the club looking after a ROMAC family, what the Rotarians get out of Rotary etc MUST NOT BE LONGER THAN 5 Mins.  
Have a mix of ages.  
Use the stories to illustrate Rotary without making it sound like hard work.  
End with a 1 to 2-minute Rotary video from MyRotary
- **At the End of the evening give guests information about Rotary and your club to take away**  
Thank the guest for coming  
Use the brochure from Brand Centre to make up using club photos, wording from Rotary Website and get it printed professional
- **FOLLOW UP**  
Each Guest should be followed up the next day and asked if they enjoyed themselves last night  
Asked if they would like to join a regular meeting next week  
**DONT ASK IF THEY WOULD LIKE TO JOIN ROTARY JUST YET** – we don't want to look desperate!

- **FUTURE MEETINGS**

The potential members should be asked to three meetings as a guest.

The first is to see how a normal meeting runs.

The second is to fill in the joining form and for the Membership Director to arrange a coffee outside of Rotary to discuss costs and requirements of Rotary.

For the board to consider the candidates suitability for Rotary and circulate to members.

At the third meeting just enjoy the evening and possible Induction.

- **INDUCTION**

This should be done as soon as possible either at the third meeting or no later than 5 weeks after the evening.

### **Points to consider**

Plan each step of the event. Its all in the detail

Have President, Membership Director and one or two others organising the event, keep it tight.

Cost – Have this covered. Make sure the finger food is easy to eat, and a wide variety of drinks are available.

Make sure all members have a job on the night and understand their role.

Maintain the Database and update so relevant for the next membership evening

Make sure the evening is slick – no mistakes. **You are selling brand Rotary.**

Follow Up – make sure this is done. Delegate if need be

In the next month have good speakers and a project that you can invite the potential members to.

Make sure the candidate knows the cost involved, don't sugarcoat it

Have all the information you need for candidates ready before the event

Make sure your Rotary branding is current especially your letterhead and make a brochure from MYRotary using photos from your club or use photos on my rotary and wording from the [www.rotary.org](http://www.rotary.org).

Rotary Birkenhead has a members assigned to a guest on the night and that makes contact the next day, we try to create a buddy system from the get go.

## The Letter

Date

XXXXXXXXXXXXXXXXXX  
XXXXXXXXXXXX  
XXXXXXXXXXXXXXXXXXXX

Dear xxxxxxxxxx

A respected Rotarian has put your name forward as a person who is serving our community either professionally or as a volunteer.

We would like to extend an invitation to you and your partner to join us, overlooking the wonderful Waitemata Harbour, and hear about the activities of Rotary International and our club, Rotary Birkenhead.

For more than 110 years, Rotarians have used their passion, energy, and professions to strengthen their connections and commit to improving lives worldwide. Our mission is to provide service to others, promote integrity, and advance world understanding, goodwill, and peace through friendships, business contacts, professional skills and talents.

An evening will be held at the Northcote Birkenhead Yacht Club, Birkenhead Wharf on February 20<sup>th</sup>, 2019 at 6.30pm. Finger food and drinks will be served, and we appreciate you confirming your attendance by emailing [president@birkenheadrotary.org.nz](mailto:president@birkenheadrotary.org.nz) or txt or calling 021 563342.

If you would like to be our guest but for some reason you are unable, please let me know so that another opportunity can be arranged for you.

We look forward to you and/or your partner being our guest on this evening.

Yours sincerely

## LETTERHEAD

Make sure your CLUB letterhead is APPROPRIATE not one made up 20 years ago. Look on brand centre and make a new one if need be.