
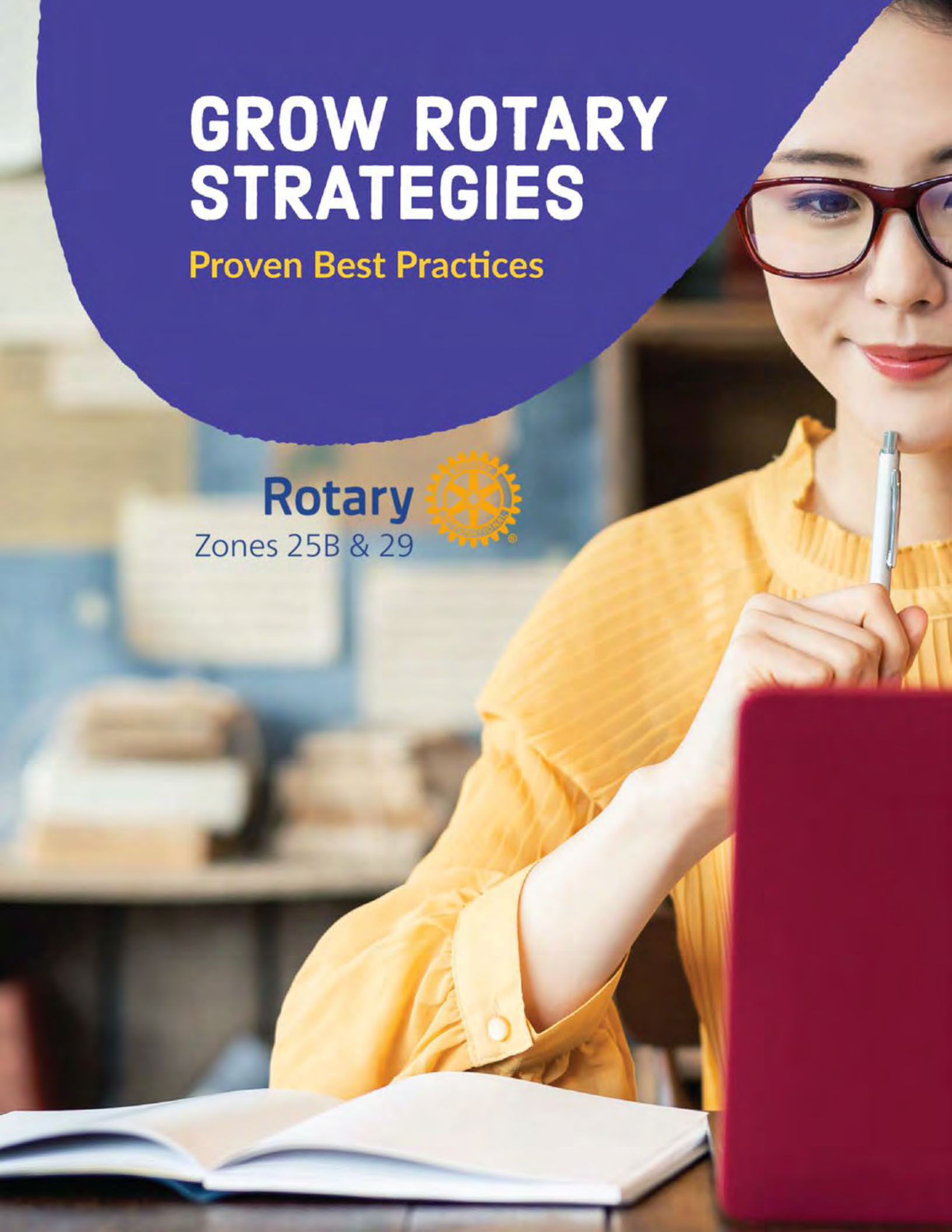


GROW ROTARY STRATEGIES

Proven Best Practices

Rotary 
Zones 25B & 29





GROW ROTARY THROUGH

1 New Ideas

2 Leads

3 New Clubs

4 New Leaders

5 Service Project Training

6 Service Project Ideas





Grow Rotary Through New Ideas

1. Make membership your club's #1 internal priority
2. Survey members to find out what they want to stop, start, continue, and *act* on findings
3. Create an online application that made it very easy to fill out all the information required.
4. Ask yourself, is it fair and will it build goodwill and better friendship?
5. Get involved and spread the news about Rotary's good work.
6. Create a list of all the great things your club does.
7. Create and keep a list of potential members.
8. Be willing to change.
9. Harness the Power of Emails to Market Rotary.
10. Look to young Rotarians for fresh ideas and perspectives.
11. Talk about Rotary wherever you go.
12. Make a list of club member's responsibilities.
13. Celebrate when you get a new member.
14. Emphasize Service. Bonus—Do something and have FUN.
15. Ask someone to bring a guest to meetings.
16. Get potential members at a service project, event, or meeting. Get them in the door.
17. Appeal to local volunteers.
18. Advertise in newspapers & cable TV.
19. Have a clear club goal & a strategic plan.
20. Letters or personal contact with local businesses.
21. Place customized bookmarks in library book.
22. Have public meetings at malls, outdoors, etc.
23. Have a booth at malls, fairs, festivals, etc.
24. Place pamphlets in doctors' offices, hospitals, cafeterias, libraries, etc.
25. Host an Open House.
26. Hold a club assembly only on membership.
27. Give the membership chair one minute at every club meeting.
28. Make the membership chair a club director.
29. Put together guest information packets.
30. Invite family members to join.
31. Send letters to people in the news with an invitation to visit the club.
32. Print club business cards with club meeting location and time.
33. Distribute extra copies of The Rotarian magazine in waiting rooms, etc.
34. Hold high-profile meetings.
35. Hold wine and cheese receptions for prospective members.
36. Ask for help from Assistant Rotary Coordinator and Innovative Club Advocates.



Grow Rotary Through New Ideas

37. Have a special guest day.
38. Send club members to a district membership seminar.
39. Make prospective members feel important.
40. Honor outstanding community members with awards.
41. Don't take age into consideration.
42. Make some meetings social events.
43. Build a club website.
44. Use group email to promote your club.
45. Put posters in public areas.
46. Ask corporations and employers to sponsor or subsidize membership.
47. Have a reward program for those who bring in new members.
48. Create more fun.
49. Give money-back guarantee—if after 3 months a new member does not want to be a club member, return their fees.
50. Invite the media to cover well-known speakers.
51. Use word of mouth.
52. Network with coworkers, friends, and family.
53. Follow up with guests.
54. Place a colored dot on the watch of every member to remind them to bring a guest.
55. Lead by example—how many members have you recruited?
56. Have members give talks at other organizations.
57. Provide guests with free meals.
58. Look for members in ethnic groups not represented in your club.
59. Provide brochures for new employee packets in members companies.
60. Advertise at sports events.
61. Ask the district for help.
62. Hold joint meetings with other groups.
63. Share your club experience with others.
64. Take part in community events.
65. Write letters to the newspaper about the campaigns your club is working on.
66. If a prospect can't attend your meeting due to time, suggest another club.
67. Publicize club successes, elections, events, in local newspapers.
68. Circulate the club newsletter widely.
69. Design a club brochure.
70. Hold recruiting events with two or more clubs.
71. Form/join a speakers' bureau.



Grow Rotary Through New Ideas

72. Wear your club's pin.
73. Mention your club at meetings of other organizations during announcements.
74. Send a newsletter to guests.
75. When asked about your leadership skills & career success, tell them about your club.
76. Ask the AG to attend a board meeting to talk about membership.
77. Ask every member to submit 3 prospects to the membership chair.
78. Give every member a club decal or bumper stickers for their car.
79. Give testimonials about your club while guests are at the meeting.
80. Repeatedly invite prospective members.
81. Practice selling your club at club meetings—have a one-minute elevator speech ready.
82. Conduct a Membership Satisfaction Survey.
83. The club president asks three club members as a personal favor for each recruit one new member.
84. Contact women's business associations.
85. Have members constantly promote and rave about your club.
86. Meet at a suitable location.
87. Assign every member to a 5-person recruitment team—each team brings in a new member every six months.
88. Develop a strategic plan membership is a year-round priority and needs to be planned.
89. Have incentives for recruitment.
90. Have a large poster that lists all the members who have sponsored a new member in the past year.
91. Display a thermometer showing progress towards the club goal.
92. Use billboards at bus stops and roadsides.
93. Membership Strategies for Rotary clubs to recruit and keep members.
94. Use a "Who do you know?" handout at a Club Assembly.
95. Provide a variety of service projects—both local and international.
96. Have engaging and fun social events.
97. Host professional development opportunities.
98. Offer leadership development opportunities, including our partnership with Toastmasters.
99. Connect seasoned veterans with younger professionals in mentoring relationships.
100. Provide networking opportunities beyond your club and.
101. Make our events easy to bring the entire family to.
102. Allow time for people to fill it out and then ask them to invite 10 of those people to a Rotary Information Hour Classification/Profession Gap Analysis.
103. Secure a list of local businesses and professions from the Chamber of Commerce and/or other sources.



Grow Rotary Through New Ideas

104. Identify businesses and professions that ought to have someone in Rotary.
105. Members of cause-based clubs can do far more than write a check.
106. Members seek opportunities for growth by looking outward and not inward.
107. Celebrate when you get a new member.
108. Be vibrant.
109. Always greet members with warmth and interest.
110. Treat members with the respect you would like to get.
111. A regularly scheduled "Rotary Information Hour" once a quarter or once a month. The "intentional" part of this is that it is a standing event on the club calendar, and email or phone reminds members to bring their prospective members. Not just to a meeting whenever you think of it, but to a regularly scheduled date, time, and place.
112. Present the list at a Club Assembly and ask which members know someone at each and who will invite them to an upcoming Rotary Information Hour.
113. Have your club president ask each member to bring a prospect to a Rotary Information an in-person conversation over breakfast, lunch, coffee, or telephone conversation. Takes the anonymity out of the ask. "Can I count on you doing this, not only for the club, but also for me?"
114. Drip Marketing" — Create a central prospect list, including email addresses, and use the mail list feature in Club Runner to send your club's weekly agendas, E-Bulletins or newsletter at least once or twice a month to your entire prospect list. Regularly reminding prospects of your club's projects impact and fellowship, so when the time is right for the prospect to join a community service organization, your club is their first choice. Be sure and include "Response" information so they know how to contact you.
115. Take advantage of flexibilities such as a Corporate Membership category, allowing multiple people from a company to become Rotarians, with one being the "Corporate Active" member and the others "Corporate Associates".
116. Create Satellite club (s) for groups of members that have a different need or focus from the standard club. (4) Get creative. Put actions in place that apply to your club. Consider things like family memberships.
117. Create a New Member Orientation program and process to engage members immediately in your club. Early engagement is the key success factor in retention.
118. To follow up your New Member Orientation, use the New Member Scavenger Hunt for a fun way to get members engaged in learning more about Rotary and about your club.
119. Upgrade the Club Experience — Clubs have proven that the club experience (including great programs) is what attracts and keeps members. Programs need to be informative, educational, and inspirational.
120. Mentorship — Create a mentorship plan to assign an experienced member to work with a new member. Mentors help new members get acquainted and engaged with existing members.



Grow Rotary Through New Ideas

121. Meaningful Service Projects — The bottom line of engaging and keeping members is for the club to do meaningful service projects of its own (not just fundraising to write checks). Hands-on, shoulder-to-shoulder service work is where members get to know and bond with each other.
122. Encourage club members to strive to get inducted into the Rotary Membership Society for New Member Sponsors. It has created a high level of enthusiasm for bringing new members into our organization and forming new and innovative Rotary and Rotaract clubs.
123. Know why people join Rotary A great starting point is to review the research we already have for why people join Rotary. Data from Rotary International's last global survey shows that most respondents said they joined Rotary or Rotaract for local community service and friendship. Respondents also listed personal growth, professional development, and professional connections as important reasons for joining. It's good to make sure your club can provide these things, and that you advertise them to prospective members you have to Ask! This might seem obvious. But you know what, if you don't tell them about Rotary AND ask them to join, most people won't. The survey showed that over 85% of new members found out about their clubs because a Rotary member invited them. Don't miss out on the opportunity. Ask your family members, friends, co-workers, neighbors, and other acquaintances to come to a meeting or event, and then follow up on any interest with an invitation to join. Why I love "Each One, Bring One!" I find the "Each One, Bring One" initiative of Rotary International President Shekhar Mehta to be brilliant because it focuses on what we can do to grow Rotary now—attract new members. His initiative clarifies that it's not just the responsibility of a membership committee of a few people, but every member's responsibility. Rotary's value proposition for individuals. As noted above, we need to be very clear to prospective members about what value we offer them, and then deliver on the promise. The survey results suggest we need to.
124. Rotary's value proposition for new clubs is sometimes the best way to meet prospective members' needs is to gather enough people with similar ideas to form the core of a new club. The value proposition we can share with them is the ability to join others who share a passion to create lasting change. Why start a new nonprofit venture when you can take advantage of all of Rotary's resources, its long track record of financial stewardship, and its expertise in planning sustainable service projects? The Rotary Foundation provides grant support. Rotary Action Groups and Rotary Technical Cadres provide technical support.
125. Set a goal of attracting more women and young professionals so you don't look like "the old guy's club." Put female members and younger members in charge of projects that increased their visibility in the community and make them ambassadors to attract other prospective members. When people see you have young professionals and women in your club, it will attract more. The prospective members will see the value of what you are doing.



Grow Rotary Through New Ideas

126. Organized service projects that build awareness of the club and help attract people who want to do service work. You can ring the Salvation Army Bell and get high participation from members and their families. During the bell ringing, you might have several people come up and ask how they can join Rotary because they want to be part of something like you're doing. The Salvation Army is a noble cause because they help so many people in need and most of the funds go to the needy vs administration/overhead. And everyone who rings the bell tells you it is a very rewarding personal experience. Many bring their children to take part so they can witness the "giving by others."
127. Tell your story on social media so non-Rotarians can see what you are doing to support your community. They want to be part of a successful team and will join. When you have service projects, take pictures, and encourage people to volunteer. This gets the name of Rotary in front of people as it's "the best kept secret" as Rotarians say.
128. Each week do a profile story on a member so people can see who is in Rotary and something about the person.
129. Post on Facebook every time you have a club meeting where we talk about the speakers or recognize people.
130. Provided meeting options. Meeting in person (except for December and January) with the option of attending by Zoom if you could not attend in person. Follow health department guidelines and post them the day before the meeting so Rotarians know what to expect.
131. Embraced diversity. It brings increased energy and new ideas. If you have projects that are very appealing, it helps you attract members from different age groups, genders, ethnicities, religions, gender preferences, and disabilities.
132. Ask members to develop a smooth, easy-to-deliver club elevator speech with follow-up talking points and can recite their story in a fluid, natural manner.
133. Ensure meetings are professionally run and offer quality content that is relevant and adds value to all in the room.
134. Create a simple brochure You've peaked someone's interest in Rotary and now they've asked for more information. Produce a single panel, two-sided brochure with information configured into a sales format. Including action photos of members doing local or international projects as an asset. Use a card stock for durability. Fits easily into a jacket pocket or a purse.
135. Publish an electronic newsletter. It's free! Collect emails from volunteers, visitors, guests, speakers, suppliers, and others your club is in contact with throughout the year. Send them email blasts for service projects, special meetings, or events. Must be light and positive in tone.
136. Telephone a Thank You. People will be surprised and honored when a Rotary club calls and thanked them for their participation. They will feel valued, and they did something significant.
137. Develop an Impact Poster. You can produce a poster using a child or family that has benefited from your club's support. Include a logo and simple message like, "We made a difference in this child's life. You can too."
138. Create Rotary signs! Include website address and contact information. Place in libraries, hotels, restaurants, Chamber of Commerce buildings and other places where professionals gather.



Grow Rotary Through New Ideas

139. Organize a LinkedIn Blitz. Challenge members to identify 10-15 professionals in your community. Ask them to send personal connect requests. When the identified people respond, along with a sentence about who you are professionally, mention in your thank you that you are a Rotarian and would like to invite them to a meeting. Sponsor a Kid's Event Sponsor a kid's event where the emphasis is on entertainment. Have members attend wearing Rotary branded shirts for easy identification. Ask them to pass out your simple brochure or impact poster to parents after the event and invite them to call for more information. When you are kind to people's children, people remember.
140. Launch a club blog. Challenge project leaders to write a 500 to 600-word story about their projects. Challenge them to include photos. Promote each post through your other social media channels, electronic newsletters, news releases and to potential members as examples of your club's service projects.
141. Challenge club members to take many photos that tell stories about international and local projects they are involved in. Use them everywhere and use them often. You can send links to online collections, use them in your club's meeting PowerPoint, send them to local media along with a news release about the project, and use them repeatedly on your social media channels.
142. Public Relations—Media Let the media know about special speakers or projects. Rotary has the human-interest stories that media are looking for. Always remember! It is the people centered difference making stories that command attention.
143. Recruiting new Rotary members is not really selling. It's matching up potential members with what he or she wants in a club.
144. Create a list of all the great things about your club. The point is not just growing your club but boosting Rotary's capacity to make a difference around the world.
145. List your star members, the advantages of your meeting location, how many members you have, the kinds of projects and events you host, and so on. The list can serve as a template when emailing or letter to a potential member. Tailor any correspondence so it addresses the specific interests and wants of any potential member. For instance, if someone is interested in international work, your email or letter should focus on that.
146. Keep a list of potential members. It doesn't matter if it's a paper list or if it's kept on the desktop of your computer. Either way, it makes you think about those people who might be a fit for your club. Discuss the list at board meetings—not just the concept of bringing in new members, but the specific names and who's going to contact them and when. And don't overlook some obvious suspects, such as members' spouses, Youth Exchange host parents—"they already have a taste of what Rotary is about"—and even former members. Sometimes people need to leave for a reason and then later they have more time and just have to be asked to come back."
147. Know your club's strengths. Most things are strengths if you target the right audience. If you meet in the morning, you're probably a good fit for someone working 9 to 5. Meet at noon and you're more likely to appeal to retirees or parents of schoolchildren.
148. You must make potential members feel wanted. You can make a poster of the individuals after they've been voted in, and we put it in the room's front at our next meeting.
149. Be persistent. It will take over one or two requests to get someone to attend a meeting. Keep asking.



Grow Rotary Through New Ideas

150. Make your club so welcoming that it takes a potential member a while to get used to it. Balloons, posters, streamers—it all helps. It really works.
151. If someone complains about Rotary, listen and see what you can do to correct the situation. None of us are perfect. We all can display poor judgment. If you find you've made a mistake or offended someone, apologize as soon as possible. Not only will your action be good for Rotary, but you will gain respect.
152. Appoint a Membership Chairperson for your club to help you be successful.
153. Know your club's strengths. Friendship, Service Above Self, projects, Club Strategic Plan, inclusion, volunteerism, Personal Growth, Leadership Development, "fun", Family Programs, Development of Ethics, Cultural Awareness, the opportunities to serve.
154. Use a Recruiting Strategy and keep a list of potential future Rotarians. Hold a club assembly meeting for membership recruiting and planning. Provide an opportunity for club members to brainstorm and make a list of potential people that they would like to recruit and sign as members. It doesn't matter if it's a paper list or if it's kept on a computer—it just makes you think about those people and others that may be a fit for your club. Post the list where it can be referred to by members to keep updated on who has been recruited for the club. Refer to it continuously as membership recruitment should be the Club's top priority. You must continue to "ASK" and follow-up.
155. Create a Recruiting Folder that lists all the great things about your club. List your major projects, the advantages of the time and place where your club meets, how many members are presently in the club, etc. include an email/letter that is welcoming and will meet the wants of any potential new member.
156. List potential areas of responsibilities. Potential members will want to know how they can fit in and what opportunities there are for serving.
157. Be persistent. There will be times it takes literally a dozen requests to get someone to a meeting. Keep "ASKING". They may come to a meeting, or tell you they can't join now because they are too busy, or they aren't interested in joining at the moment. These are all fine answers as long as you keep track of them and keep in touch. How many times did you have to be asked? (It was over a course of eight years for me.)
158. Talk about Rotary wherever you go. At church, temple, work, neighborhood gatherings, family gatherings, parties, etc. You'll be amazed at how easy it is after you practice for a while.
159. Make sure you have a Positive Public Relations Plan.
160. Realize there is no finish-line. Even if you are at the size that your club wants to be, there are always reasons people leave. And new insights always benefit a club. You're growing or you're dying. Recruiting new members is a continuous process.
161. Have a general assembly at least once per month or quarter. These really work. Try them out.
162. Organize teams. Organize teams of 4 or 5 club members. The goal of each team is to recruit one new member within 3 or 4 months. Each team needs one member who is active in the community, one knowledgeable about Rotary and one who is prepared to make cold calls to sell Rotary.



Grow Rotary Through New Ideas

163. Go public. Ask one or two members to work on a public relations campaign, sending news releases about your club to local newspapers, radio and TV stations or put up a billboard or use truck ads to promote Rotary. Include a contact phone number, e-mail address or website.
164. Feature great programs. Once you get guests to a meeting, make sure they like what they see. Organize interesting club meeting programs that will make those guests want to come back for more.
165. Educate members. The more your members know about Rotary, the better they will sell Rotary to prospective members. Make sure your club meetings feature regular Rotary education segments. One program every month should be on a Rotary topic.
166. Start a speaker's bureau. Just as outside speakers promote their causes to your club, your members can visit other organizations and talk about how they are helping the community, eradicating polio, and sending over 7,000 Youth Exchange Students around the world. While they're speaking, they can hand out club your club brochure.
167. Contact old friends. Pull out some of your club's old membership rosters and circle the names of those who have left the club. Give those members a call. Their situations may have changed since they left, and they may be ready to return to your club. If they cannot rejoin, ask them for the names of some people they think would make outstanding members.
168. Make the most of your service projects. Every time your club conducts a service project (which is hopefully often); promote Rotary to those you're serving. If your club invites the parents of scholarship winners or outgoing Youth Exchange Students to club meetings, give them information on Rotary and encourage them to join. If your club contributes to a local charity, ask the staff members to visit your club.
169. Knock on doors. Round up a few of your members on a weekday morning and visit stores and businesses in your community, especially those near your meeting place. Drop off a club brochure or newsletter and invite the owners or managers of those businesses to an upcoming meeting.
170. Set up shop. Does your city or town have community fairs or trade shows? If so, consider renting a booth and handing out information on Rotary. Set up a television and VCR and play the "This is Rotary" video available from RI. A good video is worth several thousand words.
171. Learn from others. Scan your district bulletin and other publications for news of clubs that have recently grown. Pay those clubs a visit and find out how they increased their membership. Observe how they handle their meetings and welcome guests to the group. Also, attend the district conference, district assembly, district leadership seminar and ensure your club is well represented at the district membership seminar.
172. Sing your praises. Don't be bashful about your involvement in Rotary. Whether at work or at play, talk up Rotary to those around you. You never know when you might strike a responsive chord with someone just waiting to get involved. Always wear your Rotary pin.



Grow Rotary Through New Ideas

173. Increase your circulation. Does your club send a bulletin to members before every meeting? Why not increase its circulation? Send copies to prospective members, to media professionals and to former members. Add a personal note on each, inviting the recipient to attend the next meeting.
174. Recognize recruiters. When a member successfully recruits a member, publicly thank and recognize him or her for a job well done. Do something special to show that member (and everyone else) just how important it is to bring in new members. You could ask both the recruiter and new member to sit at the head table, send a handwritten thank-you card to their home, and recognize their work in the club newsletter.
175. Roll out the welcome mat. Whenever guests come to a meeting, make them feel right at home. Encourage your members to introduce themselves and talk about the club. Many clubs assign one or two longtime members to accompany the prospect and make sure he or she gets a pleasant introduction to your Rotary Club. First impressions are important.
176. Use Rotary business cards. How many times a week do you hand out business cards? Hand out a Rotary card at the same time. Every time you hand out a card, you'll be introducing another person to Rotary. Include an invitation to attend your club on the back of the card with details of when and where your club meets.
177. Put prospects to work. If your club is planning an upcoming service project, ask several prospective members to get involved. Why wait until they join the club? Perhaps hands-on involvement in a service project may be just the thing to prod some excellent prospects into making a commitment to Rotary.
178. Plan a fun event. Not sure you want to put prospects to work before they join? Then how about organizing a party or other fun event? Invite as many prospective members as possible, along with all members and their spouses or significant others. While having a good time is the primary objective of the get together, you can also work in some Rotary education and even a soft-sell invitation to join. Just the fax Ask your members to round up as many business cards from area firms as possible. (Most members probably have quite a collection in their desk drawers.) Come up with a friendly letter inviting the managers of these businesses to a free lunch at your next club meeting. Then, using the fax numbers from the cards, fax the letter to them and follow up the next day with a phone call.
179. Put your club on display. Are there any vacant storefronts on a nearby street or in a nearby shopping mall? If so, contact the owner and ask if your Rotary Club can use a front window to display a poster and other information on your Rotary Club. Provide the names and phone numbers of some club leaders who can be contacted for more information.
180. Prospect Identification (Lead Generation). Use the "Who do you know?" handout at a Club Assembly. Actually, allow time for people to fill it out (making it clear we're not leaving 'till everyone has some names written) and then ask them to invite 10 of those people to a Rotary Information Hour (remember the 10:3:1 rule).



Grow Rotary Through New Ideas

181. Classification/Profession Gap Analysis — Secure a list of local businesses and professions from the Chamber of Commerce and/or list sources like Info USA or Zoom Info (available at your local library). Identify businesses and professions that ought to have someone in Rotary. Present the list at a Club Assembly and ask which members know someone at each and who will invite them to an upcoming Rotary Information Hour (#4 below). Club President asks each member to bring a prospect to a Rotary Information Hour (#4 below) or a service project — an eyeball-to-eyeball conversation over breakfast, lunch, coffee, alcoholic drink or a 2- way telephone conversation. Takes the anonymity out of the ask. "Can I count on you doing this not only for the club but for me too?"
182. Attracting Member. A regularly scheduled "Rotary Information Hour" once a quarter or once a month. The "intentional" part of this is that it's a standing event on the club calendar. Email or phone members to bring their prospective members. Not just to a meeting whenever you think of it, but to a regularly scheduled date, time, and place.
183. Drip Marketing — Create a central prospect list, including email addresses, and use the "Potential Member" feature in DaCdb or another email distribution mechanism (Vertical Response, Constant Contact or MailChimp), to send your club's E-Bulletin once or twice a month to your entire prospect list. Regularly reminding prospects of your club's brand makes you "Top of Mind" when the time is right for the prospect to join a community service organization. Be sure and include "Response" information so they know how to raise their hands when they're ready.
184. Assess your club experience and culture to ensure that it's inclusive, welcoming, and engaging, and make changes where needed. Atmosphere is everything.
185. Assess your club membership demographics, as well as community census data to identify demographics in your area, to identify who is not (or is under) represented in your club's membership. Once identified, plan to make meaningful connections with people to form relationships and discuss how membership in your club could be mutually beneficial. We can do this through one-on-one coffee meetings; maybe it's more formalized like creating a Rotary Community Corps.
186. Provide a variety of opportunities each month for current and prospective members to be involved—service projects (both hands-on opportunities, and tasks people could do from home if needed), social events or outings, tours of local businesses, networking times, professional development sessions or workshops, mentoring activities, fellowships for various hobbies, etc. The sky is the limit in terms of how we can connect within Rotary.
187. Talk to current, new, and prospective members about their skills and passions and what they want out of their membership and plan projects and activities around those interests.
188. Tell your club's story—People don't know what they don't see as they're scrolling on the internet! Be sure your club is posting regularly on social media, and that your club website it up to date (including your club's calendar!) with everything going on and how to be involved. Let's move beyond exhausting our own personal networks to find new members and make sure that our clubs are visible to all parts of our community that may not know what Rotary is.
189. Reach out to past participants of Rotary programs (Rotary Alumni) in your area and invite them to your club activities.
190. Build partnerships with other organizations, as well as other clubs in your area. The more knowledge and understanding of the good work your club does, the more interest will be generated.



Grow Rotary Through New Ideas

191. Celebrate and recognize new members, sponsors, and member achievements.
192. If your club has big annual projects or events where non-members attend and volunteer, be sure to take time at the start of the event to talk about membership and how they can be active in your club year-round.
193. Make membership development a priority during your club activities. Membership is everyone's responsibility—not just the club membership chair and committees. Regularly emphasize the importance of growing your club to bring in new ideas, energy, perspectives, and skills/expertise.
194. Hold a prospective member event! Invite members of young professional's organizations, Business Networking International clubs, Toastmasters clubs, Membership Leads from RI, alumni of Rotary programs, are business owners and leaders, etc. Have time for socializing and networking and consider doing a service project as part of the event to show Rotary's impact. Be sure to have a clear call to action and follow up for participants so they know how to get involved again and/or join your club.

Grow Rotary Through Leads

Why worry about leads? Easy way to recruit new Rotarians!

Rotary Year 2021-2022 Leads Information

Zone	District	Total Leads	Followed Up	Not Followed Up	Not Followed Up %	Assigned Club	Admitted	Admit %
25B	5790	89	68	21	23.6%	7	0	0%
25B	5810	88	86	2	2.3%	64	3	3.4%
25B	5840	59	49	10	17.0%	27	4	6.8%
25B	5870	59	57	2	3.4%	40	9	15.2%
25B	5890	196	195	1	0.5%	103	27	13.8%
25B	5910	80	77	3	3.8%	71	7	8.8%
25B	5930	27	13	14	51.9%	0	0	0%
29	5580	16	10	6	37.5%	1	0	0%
29	5610	17	13	4	23.53%	9	0	0%
29	5630	7	7	0	0%	5	5	71.4%
29	5650	16	7	9	56.25%	0	0	0%
29	5680	14	13	1	7.14%	3	3	21.4%
29	5710	25	25	0	0%	20	0	0%
29	5950	54	55	10	18.52%	29	0	0%
29	5960	43	41	2	4.65%	33	0	0%
29	5970	15	14	1	6.67%	12	0	0%
29	6000	29	25	4	13.79%	0	0	0%
29	6220	9	8	1	11.11%	2	0	0%
29	6250	24	22	3	12.50%	6	6	25.0%
29	6270	30	23	7	23.33%	5	5	16.7%
29	6420	25	20	5	20.0%	13	6	24.0%
29	6440	99	99	0	0%	53	4	4.0%
29	6450	87	85	2	2.30%	11	7	8.0%

What to do?

- Appoint a Leads Manager.
 - Willing to get to know the lead personally.
 - Willing to engage the clubs directly.
 - Willing to train the clubs regularly.
 - Develop a district plan with steps on how to handle each lead.
 - Train the Club Membership Chair.
 - How to create a MyRotary.org account.
 - How to document a lead handling process.
 - How to accept the lead.
 - How to use the Rotary Leads application.
 - How to welcome, include and invite the lead.
 - How to close out the lead on the Rotary Leads application.



PROSPECTIVE MEMBER OUTREACH TEMPLATE (FOR DISTRICTS)

Use these customizable scripts to communicate with and about prospective members assigned to you through the [Manage Membership Leads page](#) in My Rotary. Modify the text based on your needs and update the prospective member's status in My Rotary at each step.

It's important that every district have a process to manage membership leads. We want each prospective member to receive a response and have a positive interaction with Rotary.

VIA EMAIL

Initial outreach to prospective member

(If the lead submission is from an area with several clubs and the candidate is not specific in their submission about their preferred location)

Dear ____ (**name of prospective member**),

Thank you for your interest in joining Rotary! I'm the ____ (**district role**) for the ____ (**town/city/community**) area and would love to connect you with a club that matches your interests. Since there are ____ (**number**) of clubs in and around ____ (**town/city/community**), please let me know if there's a specific part of the area where you'd prefer to find a club.

Are there certain aspects of Rotary, such as service, professional and leadership development, or networking, that you're most interested in?

After I receive your reply, I'll connect you with one or more clubs that match your interests.

I look forward to helping you find the right Rotary experience!

Sincerely,

____ (**your name**)

What's next:

Update the candidate's status on the [Manage Membership Leads page](#) to "District contacted candidate."

2nd outreach to prospective member

(After receiving a response from the candidate about their preferred location and interests)

Dear ____ (**name of prospective member**),

Thank you for your response! Based on your location and interests, I think the Rotary/Rotaract Club of ____ (**club name**) could be a great match for you. [(**Use if applicable**) Other clubs could also be a good match, so let me know if you want to talk by phone about the options.] I've



shared your information with the club's leaders, and they should contact you soon. In the meantime, I've included the club website and social media links for you to learn more.

Rotary Club of ____

- ____ (**club website**)
- ____ (**social media links**)

Please let me know if you have any questions.

Sincerely,

____ (**your name**)

What's next:

Assign the candidate to the club on the [Manage Membership Leads page](#). Use the 'Outreach to club leaders' template below to let club leaders know you've assigned them a lead.

2nd outreach to prospective member

(After receiving no response about the candidate's location and interests after three days)

Dear ____ (**name of prospective member**),

Thanks again for your interest in joining Rotary. I'd love to hear more about your location and interests so that we can connect you with the right club.

Please let me know where in ____ (**town/city/community**) you'd prefer to find a club, and if you have any specific interests.

I look forward to hearing from you and helping you find the right Rotary experience!

Sincerely,

____ (**your name**)

What's next:

Update the candidate's status on the [Manage Membership Leads page](#) to "District contacted candidate" and include the date of your second outreach in the notes section.

Initial outreach to prospective member

(If the candidate is specific in their submission about their location and interests)

Dear ____ (**name of prospective member**),

Thank you for your interest in joining Rotary! I'm the ____ (**district role**) for the ____ (**town/city/community**) area and would love to connect you with a club. Based on your location and interests, I think the Rotary/Rotaract Club of ____ (**club name**) could be a great match for you. I've included the club website and social media links below for you to learn more.



- ____ (club website)
- ____ (club Facebook page or other social media)

In the meantime, I'll share your information with the club's leaders and have them contact you about visiting the club.

If you have any questions, please don't hesitate to ask.

Sincerely,

____ (your name)

What's next:

Assign the candidate to the club on the [Manage Membership Leads page](#). Then use the 'Outreach to club leaders' template below to let club leaders know you've assigned them a lead.

Outreach to club leaders

(When you've assigned the lead to their club in My Rotary)

To: Club president, club secretary/director, club membership chair

CC: Assistant governor

Dear club officers,

I hope you're all well! On ____ (date), ____ (name of prospective member) expressed interest in joining a club in ____ (town/city/community). Based on their location and interests, I've assigned them to your club in the membership leads system in My Rotary.

You should have received an email from Rotary that includes a link to your club's [Manage Membership Leads page](#). Please use the link to find the candidate's information and then contact them, establish a relationship, and invite them to a club meeting, social event, or service activity.

Please remember to update the person's status in the system, following the instructions in the [Grow Your Club Membership Using Membership Leads](#) guide.

If the candidate joins your club, select "Club admitted candidate" on the [Manage Membership Leads page](#). This will automatically add them to your club's roster, even if you use a third-party database. If the candidate isn't a good match for your club, indicate that in the system and we'll find a club that's a better fit.

Please confirm that you've received this message, and let me know if you have any questions.

Sincerely,

____ (your name)

VIA PHONE



Initial outreach to prospective member

Hello, may I speak with ____ (**name of prospective member**)?

I got your number because you expressed interest in joining Rotary. My name is ____ (**your name**) and I'm the ____ (**district role**) for the ____ (**town/city/community**) area. If you have a few minutes, I'd like to learn more about you so I can connect you with a club. Is now a good time? *(If yes, proceed. If no, set up another time to talk.)*

How did you find out about Rotary?

You may already know that Rotary and Rotaract clubs offer ways to get involved in the community and make a difference. Rotary also provides opportunities for personal and professional growth, such as leadership development, networking, and building meaningful friendships. Is there a certain aspect of Rotary that you're most interested in?

Regarding service, are there specific causes that you're interested in?

Do you work and live in the same community? *(If the answer is no)* Are you interested in clubs meeting in either area? Do you have a preference?

You said that ____ (**time of day**) works best for you. Are there other times that you'd be available?

The Rotary/Rotaract Club of ____ (**club name**) may be a good fit for you. I'll share your information with the club's leaders, and they should contact you soon. Do you prefer that they contact you by phone, email, or text?

Do you have any questions I can answer now?

If you think of anything later, you can call me at ____ (**phone number**) or email me at ____ (**email address**).

Thank you so much for taking the time to talk. I'm looking forward to connecting you with a club.

Take care!

What's next:

Assign the candidate to the club on the [Manage Membership Leads page](#). Then use the 'Outreach to club leaders' template above to let club leaders know you've assigned them a lead.

VIA TEXT MESSAGE

Initial outreach to prospective member

Hi ____ (**name of prospective member**). Thanks for your interest in joining a Rotary club! This is ____ (**your name**), the ____ (**district role**) for the ____ (**town/city/community**) area.



I'd love to connect you with a club that matches your interests. Is there a good time for us to talk, or is texting better? *(If texting works best, continue with the script below.)*

Where in the area would you prefer to meet or find a club?

Are there certain aspects of Rotary you're most interested in? Rotary offers opportunities for service, building relationships, networking, and professional or leadership development.

Regarding service, are there specific causes that you're interested in?

The Rotary/Rotaract Club of ____ **(club name)** may be a good fit. I'll share your information with the club's leaders, and they should contact you soon.

In the meantime, you can learn more about them on social media ____ **(social media links)** and online ____ **(club website)**.

Let me know if you have any questions. Best wishes!

What's next:

Assign the candidate to the club on the [Manage Membership Leads](#) page. Then use the 'Outreach to club leaders' template above to let club leaders know you've assigned them a lead.

VIA EMAIL

Final outreach

(In some cases, the person simply may not respond. After you've tried to contact them in multiple ways, use this template to end the interaction. Then update their status in My Rotary.)

Dear ____ **(name of prospective member)**,

We appreciate your interest in joining Rotary and regret that we haven't been able to connect with you. We understand that people's circumstances change and you might not be able to engage with Rotary right now. We'll update our records to reflect that you're not interested in becoming a member at this time.

If things change, however, please reapply at rotary.org/join to be connected with a local club. You can also contact a club leader through the club's website. Please let us know if you have any questions.

Sincerely,

____ **(your name)**

What's next:

Update the candidate's status on the [Manage Membership Leads](#) page to "District determined candidate not interested in Rotary."



PROSPECTIVE MEMBER OUTREACH TEMPLATE (FOR CLUBS)

Use these customizable scripts to communicate with prospective members assigned to your club through the [Manage Membership Leads page](#) in My Rotary. Modify the text based on your needs and update the prospective member's status at each step.

It's important that every club have a process to manage the membership leads assigned to them. We want each prospective member to receive a response and have a positive interaction with Rotary.

Initial outreach to prospective member

VIA EMAIL

Dear ____ (**name of prospective member**),

Thank you for your interest in Rotary! My name is ____ (**your name**), and I'm a member of the Rotary/Rotaract Club of ____ (**club name**).

Our club typically meets on ____ (**day/time**) at ____ (**location**) (*If your club has multiple meeting formats, mention that here*). We also organize a variety of service projects and social gatherings that allow our members and friends to get to know each other while serving our community. We would love for you to join us!

I'd be happy to connect by phone or video chat to answer questions about our club or about Rotary. Let me know when a good time would be.

In the meantime, please visit our club online at ____ (**club website**) or ____ (**club social media page**).

Thanks again for your interest in our club. I look forward to talking with you.

Sincerely,

____ (**your name**)

What's next:

Update the candidate's status on the [Manage Membership Leads page](#) based on their response.

VIA PHONE

Hi, may I speak with ____ (**name of prospective member**)? I got your number because you expressed interest in Rotary. My name is ____ (**your name**) and I'm the ____ (**club role**) for the Rotary/Rotaract Club of ____ (**club name**). Is now a good time to talk? (*If yes, proceed. If no, schedule another time to talk, or follow up with an email if they prefer*).



Thank you for your interest in our club! I'd love to learn about your interests and background, and then schedule a time for you to visit our club or join one of our social events or service activities. Can you tell me about yourself and how you found out about Rotary? (*Listen and respond appropriately.*)

Our club has been serving the community since ____ (**charter year**). Some of our key activities are ____ (**club activity**) and ____ (**club activity**). We also make a difference in our community through service, form personal and professional connections, and benefit from leadership and professional development opportunities. Is there a certain aspect of Rotary that you're most interested in?

(At the end of the conversation) Thank you for speaking with me today. We'd love for you to join us at our next ____ (**meeting/social/project**) at ____ (**time, place**) on ____ (**date**). Do you think you'll be able to come? (*If yes, proceed. If no, determine the next meeting/social/project they can attend.*) We look forward to seeing you. Have a great day!

What's next:

Update the candidate's status on the [Manage Membership Leads page](#) based on their response.

VIA TEXT MESSAGE

Hi ____ (**name of prospective member**)! My name is ____ (**your name**), and I'm a member of the Rotary/Rotaract Club of ____ (**club name**). I heard that you're interested in learning more about Rotary.

Our club typically meets on ____ (**day and time**) at ____ (**location**).

We generally organize a lot of service opportunities while building relationships with each other and the community. I would love to connect by phone or video chat sometime soon. Is there a time that's best for you?

Try to schedule a chat in person, by phone, or by video at this point. If the person is unavailable, however, the club leader can invite them to visit the club website and social media page or attend an upcoming event.

What's next:

Update the candidate's status on the [Manage Membership Leads page](#) based on their response.

Final outreach to prospective member

VIA EMAIL

(In some cases, the person simply may not respond. After you've tried to contact them in multiple ways, use this template to end the interaction. Then update their status in My Rotary.)

Dear ____ (**name of prospective member**),



We appreciate your interest in joining Rotary and regret that we haven't been able to connect with you. We understand that people's circumstances change and you might not be able to engage with Rotary right now. We'll update our records to reflect that you're not interested in becoming a member at this time.

If things change, however, you can always contact our club at ____ **(club email address)** or ____ **(club phone number)**, and you can follow us at ____ **(social media link)** to find out about our service projects and club events. Please let us know if you have any questions!

Sincerely,

____ **(your name)**

What's next:

Update the candidate's status on the [Manage Membership Leads](#) page to "Club determined candidate not interested in Rotary."

Grow Rotary Through New Clubs

Club Types

Satellite:

- Identify opportunities in adjacent communities to existing clubs
- Identify opportunities from existing events
 - Ride for Rotary
 - Musical Festivals
 - Annual partnership with domestic violence shelter

Traditional:

- Identify opportunities from Grow Rotary Tool.
- Contact Mayor, City Manager, Chamber of Commerce

Cause-based:

- Identify opportunities from causes important to communities.

Veterans	Anti-Human Trafficking	Pride	Agriculture
Autism	Organ Trafficking	Alzheimer's	Teachers
Empowering Women	Action (Service Projects)	Literacy	Global Travelers
Suicide Prevention & Brain Health	Young Professionals	Human Rights	One Warm Coat
Paths to Pollinators	Social Justice	Homelessness	Environment
Disabilities	Clean Water & Sanitation	International Focus	Equity & Justice

New Club Focus

- Community Service
- Advocacy
- Education
- Fellowship



Grow Rotary Through New Clubs

6 Steps for New Club Formation





Grow Rotary Through New Clubs

6 Steps for New Club Formation

1) Rotarian Champion

- Will help get this new club started.
- Will be passionate about starting this new club.
- Will start conversations with community leaders.
- Will not join the club, will maintain a mentor & guide role.

2) Sponsoring Rotary Club

- Will sponsor this new Rotary club.
- Will lobby district, and/or other clubs to fund seed money for chartering.
 - Fee: \$15 per new member charter fee to Rotary International.
 - Technology: Clubrunner/DacDB, Zoom, etc.
 - Equipment: Banner, flags, bell, podium, etc.
 - Budget: \$1,000 physical club, \$500 e-club.
- Will help find new members, locations, more mentors.

3) Potential Members

- Community members who are passionate about service and causes.
- Look for club leaders.

4) Information Meetings

- The primary goal is to find 30+ people willing to be charter members.
- The secondary goal is development, name, vision, and values.
- Highlight the benefits of being associated with Rotary.
- Clubs focus on providing.
 - Volunteering.
 - Advocacy.
 - Education.
 - Resources.

5) Club Leaders

- Select/Elect Inaugural.
 - Executive Committee.
 - Board of Directors.
 - Committee Chairs.

6) Charter & Celebrate

- File for EIN with IRS.
- Complete Constitution and Bylaws.
- Open Bank Account.
- File New Club Application with Rotary International.
- Receive Club Charter.
- Schedule New Club Induction Ceremony.
- Celebrate and Increase Your Impact.



Grow Rotary Through New Leaders

Strategies For Recruiting District Leadership

- Discourage them from working solo.
- Help them develop a committee and assign work to committee members.
- Use the Regional Challenges as a guide and roadmap.
- Point out the extensive documentation and training on their role.
- Point out committee members, AGs, Regional Teams, and RI Staff will support them.
- Understand why people aren't interested in the role.
 - Time commitment? Financial commitment? Too much/little training?
- It is common for someone who is new to district leadership to not be familiar with other members in the district outside of their own club. When you find a potential candidate, encourage them to attend district events so they can meet other members. You should do this with a personal ask or they can go with an AG.
- During the DGN year, future DGs need to be identifying what positions are lacking on their organizational charts for their year as DG. Many district leadership roles are 3-year terms. If they are needing a role, they should look for one when they discover the need.
- Once you find the potential leader for a role, have them work with the current chair and give them a role on the committee or assistant that current chair.
- If you don't have a current chair, building a committee around the new chair can help find future chairs.

Where To Look

- Consult the governor string / line / team.
- Consult PDG advisory group / council.
- Consult president's council.
- Contact the district leaders who have the proven results in the area. Consider replacing them from their current role into this role.
- Contact club leaders who've done well in this area within their own clubs.
- Contact current/former AGs.
- Ask the DGN.
- Members who maybe don't have what we'd consider traditional experience in the area.
 - Can and Willing to work with a committee / team.
 - Passion for growing Rotary.
 - Passion for the Rotary Foundation.
 - Passion for sharing Rotary with the community.
 - Innovative ideas.
 - Organized.
 - Well connected.
 - Communicates well.
 - Energetic.

Grow Rotary Through New Leaders

What To Look For

District Membership Chairs (DMC) candidates:

- Past/present members of the District Membership Committee
- Past club Membership Chairs with success at the club level.
- Someone with a background in human resources or customer service.
- Someone who has sponsored several members.
 - New Member Sponsor Report
 - Rotary International Membership Society.

District Public Image Chair (DPIC) candidates:

- Past/present members of the District Public Image Committee
- Past club Public Image Chairs with success at the club level.
- Someone with a background in sales, marketing, or public relations.

District Foundation Chair (DFC) candidates:

- Past/present members of the District Foundation Committee
- Past club Foundation Chairs with success at the club level.
- Someone with a background in fundraising, financial planning, or sales.
- Someone who has contributed to the Rotary Foundation.
 - Major Donor, Arch Klumph Society and Bequest Society Report
 - Paul Harris Society Report.



District Leader Recruiting

When people lead, they connect more deeply to your mission and to one another. Connection feels good. They stay. Make volunteer leadership easier and more accessible.

- 1. Role Descriptions**—Create clear role descriptions that detail weekly time commitment, training requirements, meeting requirements, duties, and team members.
- 2. District Leadership Fair**—“Who should we ask to lead this?” is asked by districts all over the world. That question depends on established connections and may overlook the most qualified. Communicate opportunities and cast a broader net. Invite every Rotarian in your district to a leadership fair. Explain the district leadership team. Describe each role and responsibility. Highlight the benefits. Describe future leadership succession.
- 3. Create Bite-Size Roles**—This will annoy the person who had the role for the last 20 years. You’ll need to politely tell them to chill. They need relief, and it’s a new day. Consider breaking the bigger jobs down into something a strong leader with an already booked life could imagine themselves doing.
- 4. Inventory Talents & Skills**—You need to know what people are eager to give. Some will be too humble to tell you. The author was directing a children’s musical at their church and was thinking she’d have to bother the usual suspects to paint the set. One of the newer members came to them with their portfolio of AMAZING art, as if they were applying for a job. The author had to resist the urge to kiss this person they didn’t know. This stranger spent countless hours creating an amazing scene. Bottom line, they didn’t know and would never have asked.
- 5. Limit Terms**—It’s easy to rely on the same people to do the same thing year after year. The shoes become too big to fill, and the unintended side effect is intimidation... not to mention stagnation. Plus, knowing there’s an exit strategy is attractive. Everyone saw how the last guy got stuck.
- 6. Include Young People & Give Them Power**—Young people have enormous leadership potential. Scaffold gently and take some risks. Young people get annoyed when older adults try to micro-manage their leadership efforts. They have it. Give them room and watch the magic.
- 7. Empower Possibility**—Rotary Districts have a habit of asking someone to “lead” and then tell them exactly how it should be done. That will turn off your most creative volunteer leaders. Be willing to accept radically new approaches and new ideas. Suggest frameworks and let them optimize.
- 8. Allow Failure**—Criticism and gossip will turn away your best leaders FOREVER. They’ve got enough of that crap in their day job. Encourage, develop, and make it okay to experiment and fail forward.



Grow Rotary Through Service Project Training

Prepare a webinar series.

- Goal: Tactical, hands-on instructions on how a club can accomplish the webinar purpose with a club Call-To-Action after the webinar.
- Cooperation with District Service, Public Image, and Membership chairs.
- Incorporate an interview format with scripted questions.
 - Answers from Service, Public Image, Membership, ICA, District Leaders, and video.
- Examples: [PWRC Tech Tutorials](#).

Webinar Marketing.

- District-wide marketing through website, social media, and emails to members.
- Each DMC, DPIC, District Service Chair recruit clubs/members directly.
- Offer incentives for participation based on what's appropriate for the district.
- Use a registration process so interested members/clubs are known.
- Follow-up on clubs not registered.

Webinar Details.

- Plan every 2 weeks or every month.
- Record the webinar and post of district website.
 - Register viewing to allow follow-up, tracking, and support.

Webinar Topics:

- Community Service.
 - Stakeholder: District Community Service Chair.
 - Purpose: Educate clubs on how to create more service projects that meet local needs.
 - Details: Identify projects, organizing, and managing.
- Public Image.
 - Stakeholder: District Public Image Chair.
 - Purpose: Educate clubs on how to let the public know about the service projects so they can volunteer.
 - Details: Using website, social media, community partners, and members.
- Membership:
 - Stakeholder: District Membership Chair.
 - Purpose: Educate the club on how to offer Comfort and Care to the volunteers so they join.
 - Details: Using t-shirts, introductions, invitations, encouragement, and future projects.



Grow Rotary Through Service Projects Ideas

Midwest PETS 2022 Ideas

1. Supplies for victims of domestic violence
2. Storytelling at daycares and nursing homes
3. Birthday Bags – take to food pantry – give to kids who have birthdays that day
4. Collect cleaning supplies for community needs agencies
5. Partner with churches that build tiny homes for the homeless
6. Diaper & formula drive
7. Trash pickup in forest preserves, along roads
8. Cleanup for women's shelter
9. Writing cards/holiday cards for seniors in nursing homes
10. Cleaning up yards for seniors
11. Adopt a park to beautify
12. Food packing
13. Collect feminine hygiene products for distribution at a food bank
14. Welcome Buckets for homeless people in the community
15. Hard boil eggs, take to alternative high school, color eggs with the kids; award prizes for 1st, 2nd and 3rd place – kids get to eat the eggs afterward
16. Have people with assigned days to visit lonely seniors in nursing homes
17. Blood drive participation
18. Read a book and post on YouTube so small kids can listen
19. Grocery delivery for the homebound
20. Salvation Army Book Bag – organize and outfit bags for different grade levels, donate supplies; do this one time per year
21. Community volunteer drive
22. Collaborate with local hospital to promote a community blood drive.
23. Hold meeting at school, then have Rotarian Read-to-Me
24. Habitat for Humanity build
25. Invasive species removal
26. Soup kitchen
27. Spring cleanup at local park
28. Plant trees/Arbor Day project
29. Reading to Head Start program kids
30. Contribute to "Sleep in Heavenly Peace" foundations; build and deliver beds to children
31. Partner with local school for literacy
32. Provide activities for young boys and girls in the community
33. Partner with community college



Grow Rotary Through Service Projects Ideas

34. Ski hill to provide ski rental and lift tickets for youth group
35. Sponsor summer youth group
36. Install kayak launch on local mill pond
37. Make and distribute lasagna to homebound
38. Clean up and restore basketball courts in community
39. Help clean up local sports parks – baseball, football, BMX, etc.
40. Collect books (or use pre-collected and packaged) and deliver to Free Little Libraries across the city
41. Deliver Meals on Wheels
42. Cleaning and/or hygiene products for food pantry
43. Feminine hygiene drive
44. Volunteer at senior center for Bingo or other activities
45. Pack weekend backpack meals
46. Collect socks for homeless shelter
47. Collect bikes for kids and other people needing transportation
48. Collect small bottles for women's or homeless shelters
49. Reading hour with kids, talk about careers
50. Cook breakfast for homeless shelter
51. Fishing day for children being served by women's shelter; collect donated gear, teach the kids how to fish, finish day with fish fry party
52. Beautification help in city – plant flower boxes
53. Provide water at a community run/walk
54. Collect and distribute shoes for kids
55. Collect and distribute coats for kids
56. Easter egg hunt
57. Used book drive; distribute books to students
58. Take purses of personal hygiene products to women's shelters
59. Meal once a month at veteran's drop-in center
60. Career Day at high school
61. Christmas gifts to underprivileged kids
62. Vocational service for disabled adults; buddy program
63. Clean up at the Arboretum
64. Partner with local humane society or animal rescue to help clean the facility or gather the items/supplies they need
65. Deliver Easter baskets to a food pantry
66. Build a Little Free Library



Grow Rotary Through Service Projects Ideas

67. Collect, assemble, and distribute hygiene/seasonal items (gloves, socks, etc) to EMS service providers for distribution to the homeless they work with
68. Road clean ups with other Clubs
69. Lake Michigan Beach clean up
70. Pack the food pantry
71. Kids' books to laundromats
72. Park cleanup for Earth Day (also recognizing environment as the newest area of focus)
73. Walk Wisconsin Rest Station in June – 2 hours
74. Help hand out lunch to kids during summer break
75. Literacy for inmates
76. Oshkosh on the Water; partner with Wolf River Alliance on their May 7 cleanup day
77. Pen pal program for people in assisted living
78. Sponsor Music in the Park
79. Student tutoring
80. Mentor and create crafts with elementary students one time per month
81. Support free little pantries, also called Community Blessing Boxes; different members donate items to different boxes
82. Partner with special needs adult homes
83. Let kids read to us
84. Art supply bags for inner city kids
85. Pollinator garden in the city cemetery

General Ideas:

86. Set up a Help-O-Meter to keep track of the number of hours youth volunteer in the community.
87. Organize a recognition program for the volunteers who lead community organizations.
88. Work in a concession stand to raise money for a good cause.
89. Make a gift for the secretary of a non-profit organization you are associated with.
90. Take photos during an event and donate them to the event organizers.
91. Volunteer to be a museum guide.
92. Plan an Ethnic Awareness Day.
93. Design a campaign to promote tolerance and understanding of differences.
94. Volunteer at a health fair.
95. Volunteer as a counselor at local summer camp.
96. Volunteer to do office work at a local non-profit agency.
97. Set up a web page for a non-profit agency.
98. Volunteer to lead a club of youth.

Grow Rotary Through Service Projects Ideas

99. Share a talent through teaching a class.
100. Make birthday cards for the elderly.
101. Run or walk in a charity race with friends.
102. Stage a carnival to promote community spirit.
103. Ask your mayor to sign a proclamation for an important community event.
104. Ask your governor to sign a proclamation for a national event.
105. Practice random acts of kindness.
106. Stage a marathon to raise money for a cause.
107. Organize an exchange between rural and urban individuals to promote understanding.
108. Volunteer to help at charity auctions.
109. Volunteer your talents at a charity auction.

On the Calendar:

110. Conduct a community service project during the Big Help Day in October.
111. Plan a Memorial Day program.
112. Recognize veterans in your community.
113. Participate in National Youth Service Day in April.
114. On Thanksgiving, make sure your family knows what you are thankful for.
115. Trim a mitten Christmas tree to donate mittens to local schools and homeless shelters.
116. Organize a coat drive in which old coats are donated for use by needy people.
117. Contact a local tree farm about donating a Christmas tree to a nursing home, homeless shelter, or needy family.
118. Decorate a Christmas tree at a nursing home, hospital, school or homeless shelter.
119. Ring the bell for Salvation Army during the holidays.
120. Deliver a May Day basket.
121. Offer safety tips for youngsters during Halloween.
122. Conduct an Easter Egg Hunt for needy children.
123. On St. Patrick's Day, don't only wear something green, care for something green!
124. Volunteer to return shopping carts during National Supermarkets Month in February.
125. Make spring baskets for seniors' residential facility, neighbors, or homeless shelters.
126. On International Picnic Day in May, take your family or friends on a picnic. You supply the food and let Mother Nature supply the ants!
127. Make a Halloween Safety Kit for youth.
128. Give your mom a hug and a homemade card for Mother's Day.
129. On Johnny Appleseed Day in March, deliver apples to homeless shelters.
130. July is Anti-Boredom Month. Help your friends fight boredom by becoming active community volunteers.



Grow Rotary Through Service Projects Ideas

131. During July on National Cheer-Up Day, share a smile and cheer someone up.
132. Mow the lawn for your dad on Father's Day.

Children, Family & Friends:

133. Surprise your parent(s) or neighbors and offer to babysit a sibling, relative or friend.
134. Design a game for young children.
135. Explore history by interviewing a nursing home resident about how they grew up.
136. Check on either a younger student or an elderly person after school.
137. Read a book to a younger kid a blind person or an older neighbor.
138. Cheer up a sick friend with a visit or phone call.
139. Celebrate a birthday by asking friends to donate items for causes instead of gifts.
140. Make get well cards for people in hospitals and convalescent homes.
141. Become pen pals to a younger person or someone from another country.
142. Knit or crochet baby blankets.
143. Conduct a clothing repair or sewing workshop for needy people.
144. Assemble a new parent's kit for the arrival of a newborn.
145. Collect old magazines and donate them to day care centers.
146. Quilt a blanket for newborn babies.
147. Plant a tree or present a tree to the parents for each baby born in your community.
148. Collect unused make-up, perfume, and other cosmetics for a center for abused women.
149. Make a cancer or aids quilt or mural to remember people of who have died from these diseases and remind others of their life.
150. Write a kids' book author and ask them to donate signed copies, auction the books off and donate the money to local library.
151. Donate old eyeglasses to an organization or place that recycles them for the needy.
152. Collect old stuffed animals and dolls, clean them up, repair them and donate them.
153. Organize a babysitting service for foster families.
154. Collect old clothes and donate them for a dress-up area at a daycare.

Safety:

155. Take a lifesaving class.
156. Create a play that teaches young children how to stay safe at home.
157. Design a flier of after-school safety tips and deliver it to daycare centers and grade schools.
158. Check railroad crossings and make signs to promote safety.
159. Offer a safety workshop prior to July 4th.
160. Ask your parents to help you get your town to fix dangerous intersections.



Grow Rotary Through Service Projects Ideas

161. Conduct a bicycle rodeo to help children learn bicycle safety.
162. Create a poison awareness campaign.
163. Ask your fire department how you can help others learn about fire safety.
164. Get permission to fix up your town's fire hydrants.
165. Make emergency kits for your home.
166. Collect money for a good cause.
167. Create a holiday safety video.
168. Start a campaign against teen suicide.
169. Volunteer at a police station.
170. Become a certified lifeguard and volunteer at a swimming pool.
171. If you're good at fixing bikes, volunteer to teach others how to fix their bikes.
172. Conduct bike safety checks for your neighborhood.
173. Sponsor a drug free post prom event.
174. Organize a drug free pledge campaign.

Crime Fighting:

175. Start a Crime clue box.
176. Survey your neighborhood to find out what people think are the leading crime causes.
177. Start a neighborhood watch program.
178. Join community crime prevention organizations such as DARE or McGruff Program.
179. Work with local government to start a victim's aid support service.
180. Create a TV or radio public service announcement against drugs and alcohol.
181. Paint over graffiti.
182. Organize a self-defense workshop.
183. Create a billboard for goo graffiti, allow people to paint sections.
184. Produce an anti-crime, anti-drug, anti-violence play.
185. Sponsor a TV blackout event that kids spend time with their family rather than watch TV.
186. Create and distribute a list of hotlines for kids who might need help

School Activities:

187. Paint a mural over graffiti.
188. Volunteer to be a teacher's aide during your study hall.
189. Collect coupons and small gift certificates for students who show progress in schoolwork.
190. Hold a used book sale and donate the money.
191. Organize a "get acquainted" lunch for students at your school.
192. Set up a buddy system to match new students with ones who have attended school.



Grow Rotary Through Service Projects Ideas

193. Start an anti-smoking campaign that encourages students not to smoke.
194. Encourage the school cafeteria to donate left over food to local homeless shelters.
195. Tutor students who are learning English as a second language.
196. Feature community minded people on a school bulletin board.
197. Make new kid survival kits for new students at the school.
198. Have your class hold an old videotape drive and donate them to your library.
199. Invite local police officers to present a drug awareness or bike safety assembly.
200. In art class, make drawings and decorations for senior citizens.
201. Collect school supplies to give to kids who need them.
202. Form a study group to help younger kids with their schoolwork.
203. Collect children's books for the needy.
204. Volunteer for student council and school government committees.
205. Tape you and your classmates reading a story and give it to a children's hospital.
206. Form a campus safety escort service.
207. Put on an information fair on how little kids can be safe at home.
208. Tutor a student that needs help learning English or some other subject.
209. Conduct a canned goods drive during a school event and donate the items to a local food bank.
210. Arrange for student music performances during lunch.
211. Make a New Kid Survival Kit.
212. Start a New Buddy Club for new students.
213. Create a play that teaches young children how to stay safe at home while their parents are away.
214. Provide childcare during a PTA meeting.
215. Conduct a seatbelt check at school as students leave the parking lot.
216. Organize a safe walk to school event.
217. Recognize teachers during National Education Week.
218. Volunteer to be part of a school flag raising ceremony.
219. Assist an after-school little league or other sports program for younger children.
220. Volunteer to serve as a crossing guard before and after school.
221. Set up a volunteer referral service between your school or organization and other community organizations.
222. Write or make a picture book to read to a younger youth.
223. Inspect school playgrounds for hazards.
224. Write a proposal for a sports safety clinic to your coach and school officials.
225. Organize a Safe Walk Service to escort young children to and from schools.
226. Make simple reading and math flash cards for a preschool or day care center.



Grow Rotary Through Service Projects Ideas

227. Organize a reading hour for children at your local school or library.

Government

228. Telephone residents and encourage them to register to vote.
229. Provide a voter pick up or transportation service for seniors.
230. Campaign for a candidate who is running for an office.
231. Organize a public issues forum for candidates.
232. Contact your juvenile court system. Find out if they have a "Kids in Court" program to match older kids who have been in court as abuse victims with younger kids who are facing a court experience.
233. Go door to door to register votes.
234. Design and paint a community mural.
235. Become an advocate. Contact your legislators on issues close to your heart.
236. Contact a local organization about donating flags to public institutions.
237. Helping the Hungry and/or Homeless:
238. Help cook and/or serve a meal at homeless shelter.
239. During National Nutrition month in March, organize a nutrition awareness campaign.
240. Organize a food scavenger hunt to collect food for the needy.
241. Alter and repair clothes for the needy, elderly, and homeless.
242. Gather clothing from your neighbor and donate it to a local shelter.
243. Make "I Care" kits with combs, toothbrushes, shampoo, etc. for homeless people.
244. Bake bread on National Bread Day in November and deliver to the hungry, homeless, or just your neighbors.
245. Help with repairs at a local homeless shelter.
246. Donate art supplies to kids in a homeless shelter.
247. Make a care package with mittens, socks, T-shirts, etc. for a child at a homeless shelter.
248. Collect grocery coupons to give a local food bank.
249. If your community doesn't have a food bank, work with local officials to start one.
250. Clip coupons and give them at your local food pantry or homeless shelter.
251. Pack and hand out food at a food bank.
252. Organize a neighborhood group to plant, tend and harvest a vegetable garden.
253. Donate the produce to a food bank.
254. Sponsor a food drive at your school or parent's workplace or business.
255. Prepare a home-cooked meal for the residents of a nearby homeless shelter.
256. Bake a batch of cookies and deliver them to a soup kitchen or homeless shelter.
257. Raid your closet and attic to find toys and clothes to donate to a homeless shelter.
258. Assist with sorting and organizing items donated to a homeless shelter.



Grow Rotary Through Service Projects Ideas

259. Food drive - set up collection bins in stores, banks, movie theaters, and schools.
260. Start a program to help poor people build their own houses.
261. Assist in a shelter day-care room, taking care of children while parents look for jobs.
262. Help raise money for Reading Is Fundamental Open Book Program - Have a Read-a-Thon or Book Auction.
263. Take homeless children on outings.
264. Make first aid kits for homeless shelters.
265. Contact a homeless shelter in your community and see if they already have a reading center and need help to keep the project going.
266. Set up a Saturday Reading Hour where you visit a homeless shelter once a month, bringing books to share and leave behind.
267. Collect items to deliver to homeless shelters (blankets, sheets, towels, toys, books, disposable diapers.)
268. Become a Big Buddy for one or more of the children at the homeless shelter.
269. Find out about low-cost housing in your area for the homeless people.
270. Contact job training and placement centers in your community.

For Those with Special Needs:

271. Volunteer to help at a Special Olympics event.
272. Set up a buddy system for kids with special needs at your school.
273. Raise money for Braille or large print books for blind or visually impaired people.
274. Volunteer at an agency that works with children with disabilities.
275. Read books or the newspaper on tape for blind or visually impaired people.
276. Make gifts with friends for kids in the hospital.
277. Prepare sack lunches and deliver them to homeless or homebound people.
278. Bring toys to children in the cancer ward of a hospital.
279. Work with physically challenged kids on an art project.
280. Build a ramp for a person in a wheelchair so it is easier for them to get in and out of their house.
281. Clean a neighbor's yard who can't do it themselves.
282. Get your class to put together a library at a children's hospital.
283. Give valentines and other cards to individuals who are in the local hospital.
284. Hold an Athletics Contest.
285. Visit a rehabilitation center. Learn about patients with special needs. Volunteer to help.
286. Neighborhood Enhancement:
287. Help neighbors paint and repair their homes.
288. Arrange for the local health department to conduct neighborhood health checks.



Grow Rotary Through Service Projects Ideas

289. Volunteer to teach classes on a sport you enjoy and know a lot about.
290. Contact Habitat for Humanity to see how you can support them in your community.
291. Work with the local health department to set up an immunization day or clinic to immunize children against childhood diseases.
292. Organize a newcomer's group in your neighborhood to welcome new families.
293. Produce a neighborhood newspaper.
294. Train to become a guide for your local tourist bureau.
295. Make maps of local parks, libraries, or historic sites.
296. Research local historic sites and provide the research to visitor's bureau.
297. Petition your city to make drinking fountains and/or restrooms in public areas available.
298. Volunteer to clean up trash at a community event or county fair.
299. Make signs to label community buildings and sites of interest.
300. Set up an art exhibit at a local business, school or nursing home.
301. Design a mural or quilt highlighting important aspects of the community.
302. Organize a campaign to paint storm drains to prevent dumping of hazardous materials.
303. Set up an informational display at a local library.
304. Volunteer to help with Vacation Bible School.
305. Organize a community chorus, orchestra, or band.
306. Volunteer to help set up for a community event.
307. Distribute leaf bags during the fall encouraging residents to clean leaves from their streets and yards.
308. Adopt a pothole and raise funds to repair it.
309. Plan native flowers or plants along highways.
310. Adopt a billboard and use it for a public service announcement.
311. Campaign for additional lighting along poorly lighted streets.
312. Clean up vacant lot.
313. Collect supplies for persons who have been in a fire or natural disaster.
314. Help fix a run-down playground.
315. Start a yard of the week award for your neighborhood.
316. Participate in an Annual parade.
317. Spruce up and paint the community or youth center.
318. Plant a community garden. Adopt a town monument and keep it clean.
319. Clean an elderly neighbor's driveway and sidewalk after a snowfall.
320. Clean up after a natural disaster.
321. Organize a local blood drive with the American Red Cross.
322. Plant flowers at town hall.

Grow Rotary Through Service Projects Ideas

323. Organize a campaign to raise money to buy and install new playground equipment for a park.
324. Survey community agencies to learn the leading causes of accidents in your community then design a campaign to reduce accidents.
325. Paint a mural or clean up a local park.
326. Plant flowers in public areas that could use some color.
327. Mow the lawns and care for the plants of neighbors who are away on vacation.
328. Conduct a community accessibility check to identify potential barriers for individuals with disabilities.
329. Plan a disabilities day where friends or classmates are given a physical disability for day and are forced to function during the day.
330. Read aloud to a person who is visually impaired.
331. Build park benches.
332. Paint fences or park benches.
333. Help winterize homes in a poverty-stricken neighborhood.
334. Lend a helping hand at a local community center.
335. Identify corners where bushes and trees make it difficult for drivers to see.
336. Conduct a neighborhood drive to collect used furniture.

Performing Arts & Sports:

337. Form a band with your friends and give free concerts.
338. If you play an instrument, help a friend learn to play.
339. Serve as an usher at a sporting event.
340. Get your marital arts or dance class to give a demonstration at a youth center, nursing home or school.
341. Write and product a play about a current issue.
342. Serve as a coach for a youth sports team.
343. Teach a friend how to in-line skate.
344. Start a collection drive for old sports equipment and donate it to needy families.
345. Get friends to assist at a sporting event.
346. Provide refreshments at a local race or sporting event

The Environment:

347. Plant a garden or tree where the whole neighborhood can enjoy it.
348. Set up a recycling system for your home and participate in your neighborhood curbside recycling pick-up.
349. Organize a car-pooling campaign in your neighborhood to cut down on air pollution.



Grow Rotary Through Service Projects Ideas

350. Set up a seed or a plant exchange in your neighborhood.
351. Grow fresh flowers and deliver them to someone to brighten their day.
352. Pick up a trail during National Trail Day in June.
353. Make bird feeders for public places.
354. Collect Old phone books in your neighborhood for recycling.
355. Adopt an acre of a park or a mile of roadside to keep clean. More Information
356. Elect a family "energy watchdog" to shut off lights, radios, and TV's when not in use.
357. Help everyone in your family conserve water.
358. Clean up trash along a river or in a park.
359. Create a habitat for wildlife.
360. Create a campaign to encourage biking and walking.
361. Test the health of the water in your local lakes, rivers or streams.
362. Got places to be? Burn energy on your bike instead of taking the family car.
363. Participate in the Backyard Wildlife Habitat Program, 703-790-4000.
364. Start a butterfly garden at home, at a community center, senior home, or school.
365. Sponsor an environmental slogan contest in school.
366. Build a bluebird trail.
367. Collect aluminum cans and donate the money to a favorite charity.
368. Get together with friends and make conservation posters for the community center.
369. Encourage your parents to buy products made from recycled materials.
370. Conduct an energy audit at your school.
371. Monitor the indoor air quality.
372. Organize an asbestos check.
373. Test the drinking water for lead.
374. Adopt an acre of rainforest.
375. Plant a commemorative tree to honor someone.
376. Create a children's nature garden, labeling plants and trees and scheduling guided tours.
377. Replace trees that have died.
378. Take household toxic waste to a proper disposal facility.
379. Check indoor radon levels.
380. Adopt highways and clean up clutter.
381. Volunteer to separate recyclables.
382. Organize a hazardous waste collection.
383. Start a recycling center at school.
384. Host a recycling fair.
385. Hold an invention contest with entries made out of recycled goods.



Grow Rotary Through Service Projects Ideas

386. Form a volunteer lawn mowing service with your friends.
387. If you see a tree that's in trouble, try to save it. Pamper it, water it, or don't water it as the case may be. Find out what's wrong with it and how to make it better.
388. Pick up litter.
389. Use a lunch box instead of throwaway bags.
390. Practice the 3 R's in your house: Reduce, recycle, reuse.
391. Adopt a park with your friends and keep it clean. More Information
392. Bring a backpack when you shop or reuse those little plastic sacks.
393. Clean up a beach or riverbed.
394. Start a compost pile and encourage your family to use it!
395. Plant trees.
396. Plant a commemorative tree to honor someone.
397. Ask your school to use recycled paper.
398. Repair homes or abandoned buildings.
399. Start an Environmental Club.
400. Hold a recycling contest.
401. Check homes and public buildings for lead-based paint.
402. Clear a new trail at a nature center or park.

Senior Citizens:

403. Adopt a "grand friend"
404. Visit a nursing home.
405. Rake leaves, shovel snow, clean gutter, or wash windows for a senior citizen.
406. Pick up medicine for an elderly person.
407. During bad weather, visit seniors to make sure they have everything they need.
408. Pick up the morning paper for a senior neighbor on your way to school.
409. Form a Mall Patrol with your friends to help seniors with their shopping.
410. Form a kids carwash squad to clean and wash seniors' cars.
411. Write your "grand friend" a letter or write letters for an elderly person.
412. Go for a walk with a senior citizen in your community.
413. Hold an afternoon dance for your local nursing home.
414. With the help of family and friends, hold a summertime play or songfest at a nursing home.
415. Teach them your dances and ask them to teach you theirs.
416. Deliver meals to homebound individuals.
417. Offer to pick up groceries with/for a senior citizen.



Grow Rotary Through Service Projects Ideas

418. Help senior citizens in your neighborhood obtain and install locks or smoke alarms.
419. Teach a senior friend how to use a computer or the Internet.
420. Get a group together to sing or present a play at a nursing home.
421. Do something creative on the holidays for the Senior Citizens (cook a meal, bake cookies, dress up in costumes, etc.)
422. Take a pet to a nursing home.
423. Do art projects with people in nursing homes (Finger painting.)
424. Organize a sing-along.
425. Offer to read to people in a nursing home.
426. Write letters to people in a nursing home, if you can't go and visit.
427. Teach an elderly neighbor a new card game.
428. Call up elderly people who live on their own to see if they need anything.
429. Teach your senior friends how to use computers.
430. Get with friends and form a Clean Up Club to help elderly with their house cleaning.
431. Be a friend to the senior citizens.

Helping Animals:

432. Volunteer at an animal shelter. Help clean up, play with the animals, or do whatever's needed to make the shelter a nicer "temporary" home for the animals.
433. Become a foster parent. Some shelters have temporary foster care programs. You take care of a pet until they can find a permanent home for it.
434. Control animal populations.
435. Find out about raising a dog for persons with disabilities.
436. Raise money for pet causes by organizing a pet photo session.
437. Organize a pet show for a local nursing home.
438. With the support of a vet clinic, organize a neuter and spay campaign to get animals neutered and spayed at a reduced rate.
439. Set up donation centers for animal products to be donated to needy.
440. Learn about pet therapy and do pet therapy with your animal at nursing homes and day care centers.
441. Form a "we love animals" club and volunteer to care for animals at a children's zoo.
442. Plan a special awareness event during Be Kind to Animals Week in May.
443. Organize a community dog wash.
444. Volunteer to clean out animal shelters at homeless shelter.
445. Collect and sort newspapers to donate to a local animal shelter.
446. Collect food and supplies needed for a local zoo, animal shelter or food bank.
447. Adopt a Zoo Animal.

Grow Rotary Through Service Projects Ideas

448. Learn about pet therapy and do pet therapy at local nursing homes or childcare centers.
449. Find homes in shelters for abandoned pets.
450. Talk to a Wildlife Conservationist or Game and Parks official. Check out their volunteer opportunities.
451. Clean wooden duck house before each nesting season.
452. Care for a neighbor's pet.
453. Find out about volunteer opportunities at a local wildlife sanctuary or survival center.