

How to approach a prospective member for Rotary:

1. **Identify Potential Members:** Consider friends, business contacts, Rotaractors, Rotary alumni, family, and new acquaintances.
2. **Keep It Simple:** Start with a casual conversation without overwhelming them with information.
3. **Share Personal Stories:** Explain how Rotary has positively impacted your life.
4. **Ask About Their Interests:** Understand what they are looking for in a Rotary club.
5. **Show How Rotary Meets Their Needs:** Highlight how your club can fulfill their interests.
6. **Choose the Right Event:** Invite them to an event they would enjoy, whether it's a meeting, social event, service project, or fundraiser.

Connecting on an emotional level through personal stories and understanding their needs is key to successfully engaging prospective members.