

GROW MEMBERSHIP

Why Invite Friends to Join Rotary:

- **Share the benefits of Rotary Membership**
- **Grow our community of changemakers**
- **Strengthen our Club's impact**
- **Expand opportunities for service & leadership**
- **Build a legacy of friendship & transformation**

Tips for Inviting Friends:

- **Share personal experiences** Talk how Rotary has shaped your value & skills
- **Highlight Benefits** Mention leadership development, global connections & meaningful service
- **Showcase Club Activities** Invite friends to service projects, meetings & socials
- **Emphasize Fellowship** Share how Rotary creates lasting bonds & sense of belonging
- **Use visuals** Share videos & photos from past events to spark interest



Conversation Starters:

- **I found Rotary to be place where I grow and can give back** - Would like to see what it's all about?
- **We're hosting a community event next week** I'd love you to come and meet some of the members
- **Rotary has helped me connect with amazing people and make a difference** I think you would enjoy it too

Persistent Engagement:

- **Multiple Touchpoints** - Invite friends to different types of events
- **Share Relevant Content** Send inspiring stories from Rotary's Global impact or local successes
- **Understand their value propositions** Acknowledge their interests and show how Rotary can help meet them

Best Practices:

- **Be Authentic - Speak from the heart** - your passion is contagious
- **Listen Actively** - ask what they care about and connect Rotary to those interests
- Let them hear stories from other Rotarians - Connect them to passionate and friendly Rotarians
- **Follow Up** Send a message after their first visit and invite them again