MEMBERSHIP

Attraction Ideas:

1. Develop and practice your own Rotary Value Proposition.

2. Develop and practice your own Rotary testimonial or Rotary moment.

3. Bring a guest to a meeting, service project or club social function

4. Advertise in newspapers & cable TV

5. Communicate a clear club goal & a strategic plan

6. Letters or personal contact with local businesses

7. Contact with Chamber of Commerce

8. Place customized bookmarks in library books

9. Have public meetings at malls, outdoors, etc.

10. Have a booth at malls, fairs, festivals etc.

11. Place pamphlets in doctors’ offices, hospitals, cafeterias, libraries, etc.

12. Host an Open House

13. Hold a club assembly, only on membership

14. For a Rotary Club, ask Rotary Foundation alumni to join

15. Give the membership chair one minute at every club meeting

16. Make the membership chair a club director

17. Put together guest information packets

18. Service projects that serve a need in the community

19. Send letters to people in the news with an invitation to visit the club

20. Print club business cards with club meeting location and time

21. Distribute extra copies of magazines that relate to your club in waiting rooms, etc. (i.e.: Rotarian)

22. Hold high-profile meetings in your town

23. Hold wine and cheese receptions for prospective members

24. Ask for help from RIMC/RIMZC

25. Have a special guest day

26. Send club members to district membership seminar

27. Make a prospective member feel important. Let him/her stand, introduce him/herself and tell a little bit about their family/career/life.

28. Honor outstanding community members with awards

29. Don’t take age into consideration

30. Make some meetings social events

31. Build a club web site

32. Use group email to promote your club

33. Put posters in public areas

34. Ask corporations and employers to sponsor or subsidize membership

35. Have a reward program for those who bring in new members

36. Create more fun

37. Give a money back guarantee—if after 3 months a new member does not want to be a club member, return their fees

38. Invite the media to cover well known speakers

39. Use word of mouth

40. Network with coworkers, friends, and family

41. Follow up with guests

42. Place a colored dot on the watch of every member to remind them to bring a guest

43. Lead by example—how many members have you recruited?

44. Have members give talks at other organizations

45. Provide guests with free meals

46. Offer incentives to members who recruit new members.

47. Provide brochures for new employee packets in members companies

48. Advertise at sports events

49. Ask the district for help

50. Hold joint meetings with other groups

51. Share your club experience with others

52. Participate in community events

53. Write letters to the newspaper about the campaigns your club is working on

54. If a prospect can’t attend your meeting due to time, suggest another club

55. Publicize club successes, elections, events, in local newspapers

56. Circulate the club newsletter widely

57. Design a club brochure

58. Hold recruiting events with two or more clubs

59. Form/join a speakers’ bureau

60. Wear your club's pin

61. Mention your club at meetings of other organizations during announcements

62. When asked about your leadership skills & career success, tell them about your club

63. Ask the AG to attend a board meeting to talk about membership

64. Give every member a club decal or bumper stickers for their car

65. Give testimonials about your club while guests are at the meeting

66. Repeatedly invite prospective members

67. Practice selling your club at Club meetings—have a one minute elevator speech ready

68. Bring your boss to a club meeting

69. Make direct contact with women’s business associations

70. Bring your co-workers to a club meeting

71. Bring your subordinates to a club meeting

72. Have new member kits

73. Use books, brochures, videos and posters from RI

74. Post your newsletter on your Web site.

75. Hand out invitation cards for a “Free” lunch (breakfast, dinner)

76. Pass out M & M candy to remind members that “Membership Matters” and that we need “More Members”

77. Have members constantly promote and rave about your club

78. Meet at a good location

79. Invite spouses to social functions

80. Ask recipients of Rotary service or donations to speak for Rotary

81. Have a large poster that lists all the members who have sponsored a new member in the past year

82. Prorate and/or discount dues for the rest of the current year.

83. Display a thermometer showing progress towards club goal

84. Use billboards at bus stops and road sides

85. Ask club members to put club ads on their commercial trucks

86. Subscribe to the Rotary Membership Minute on the RI web site

87. Regularly check the RI web site for ideas

88. Recognize members who bring in members in your newsletter. Invite other restaurant customers who are there at the same time as your meeting.

89. Chalk messages on the sidewalks of your town.

90. Post a FB event for all chapter meetings

91. Place posters in store fronts.

92. Make awesome Rotary t-shirts or golf shirts.

93. Organize a service project that reach out to your local community and invite like-minded prospects to join you.

94. Make sure your board includes member issues as a standing item on their agenda. This is particularly important if you do not have a membership committee.

95. Send letters to people in the news with an invitation to visit the club

96. Invite an awesome speaker to your meeting and promote it

97. Build a chapter Facebook page

98. Participate and advertise in school and community events

99. Host a special "bring a friend" meeting featuring an ice-breaker exercise, a brief club orientation, and refreshments. Each member must bring a friend with them to the meeting.

100. Call or e-mail visitors after they have attended a meeting. Thank them for visiting the chapter and invite them to your next event.

101. List your upcoming meetings and speakers in your local newspaper.

102. Set up tables displaying Rotary materials and events at local activities fairs and conferences.

103. Provide prospects who first attend your meeting with an information packet about your club. Include a calendar of events and a list of officers.

104. Organize a behind-the-scenes tour of a popular organization such as an amusement park, casino, brewery, or winery.

105. Offer a club scholarship, book award, or essay award to high school students.

106. Participate in a charity event with other clubs. Invite members of other groups to visit one of your meetings and learn more about your club.

107. Think WIIFM- "What's In It For Me?" That's what prospective members are thinking. Be sure to tell them specifically how membership will benefit them.

108. Make each prospective member feel special. Have each member make an introduction to the prospect at the end of the meeting.

109. Appoint a membership committee chair who will take the responsibility of accomplishing the club membership goal.

110. Provide business mentorships to newer younger members – and spread the word.

111. What kind of club would you be attracted to?

112. Always speak with excitement and pride when describing your club. Remember: Enthusiasm is contagious!

113. Post Rotary meeting signs at the major entrances to your city.

114. Have joint meetings with the club Public Image Committee.

115. Seek ideas from the District or Zone Public Image Chair.

116. Create a Prospect Management System to keep track of prospects.

117. Award and publish a “Student of the Month” Award.

118. Regularly make e-mail contact with past RYLA and Scholarship winners.