MEMBERSHIP

Engagement Ideas

1. Give a new member responsibility immediately (Responsibility, not involvement).

2. Very formal ‘new member orientation and interview. What do you think about community projects, getting your hands dirty, writing checks, social events, networking, polio, and other causes?

3. Conduct a Membership Satisfaction Survey (RI Publication #417).

4. Have an event scheduled for new members and their sponsors.

5. Feature a member’s “benefit of the month” in the club newsletter.

6. Induct new members with pizzazz & invite their spouse/partner.

7. Develop a welcome letter from the president for all new members.

8. Recognize new members in newsletters.

9. Plan formal orientations for new members.

10. Plan special activities for residents in your chapter. Charge a small fee. Ask EMRA for assistance in developing content and speakers. Consider non-clinical topics.

11. List names of new members in your newsletter or on your Web site, including new member bio.

12. Ask board members to send a welcoming e-mail to new members.

13. List member milestone anniversaries in your newsletter.

14. Thank members for their club involvement in your publications, at your events, by e-mail, or personal note.

15. Send mini-surveys asking how you are doing.

16. Announce and publish chapter achievements.

17. Try to make four additional contacts- by phone, letter, postcard, or e-mail – to new members.

18. Develop a senior advisory group as mentors to new members. Your senior members will appreciate the recognition and your new members will benefit from the contact.

19. Recognize clubs who attain 100% of their membership goal.

20. Consider presenting a plaque to clubs that have attained 100% of their membership goal.

21. Organize fun meetings with engaging ice breakers.

22. Contact all members who have not come to meetings lately.

23. Add your Rotary club link to your member’s websites.

24. E-mail your business contacts about Rotary.

25. Try ideas from the “Vibrant Club” brochure.

26. Have every club member registered on MyRotary

27. Perform a Club Health Check