**Rotary Member Leads Procedures for D5000**

**(2020-2021)**

Each year, more than 19,000 people express an interest in Rotary by going to [rotary.org/join](http://rotary.msgfocus.com/c/1aNo2J6VYvDeu6RJXSkUgqD0852). Once assigned to D5000, an email will go to the DG, District Membership Chair and AGs. The District point person will contact the person.

Here are the steps from the point the prospect is assigned to D5000:

1. Candidate provides some basic information about themselves through the online form
2. District point person will contact the candidate within 3 days by email or text, if unable to reach them by phone. If no response, will follow-up in 1 week. Letter/post card to follow if still no response.
3. Once contact is made, Sally will suggest a club based on prospect’s interests. Lead status gets updated to “District assigned candidate to club”. The club president, secretary and a copy to the area AG, receives an email notification asking for follow up with the potential new member. Sally will also contact the President to relay information she uncovered.
4. Club officer should make contact within 3 days to invite the to a meeting, project, etc.
5. Club updates the website when the candidate was contacted and when they join, by logging in to rotary.org 🡪 Manage 🡪 Club Administration 🡪Mange Membership Leads
6. When adding the prospect as a member, important to use the Rotary ID number they were assigned as a prospect, otherwise they will have 2 numbers.

**FIVE STEPS FOR CLUBS TO MANAGE YOUR PROSPECTIVE MEMBERS**

1. Become familiar with the [membership leads process](http://rotary.msgfocus.com/c/1aNo2QTEDkNJrxVi71SYMPpit0f) and decide which club leaders will be responsible for following up with prospective members and keeping their status updated online.
2. Review all leads — including new, current, and any older ones — through the [Manage  Membership Leads](http://rotary.msgfocus.com/c/1aNo2YGni9YeoYYQgbr3jebANVs) page of My Rotary and contact candidates to learn more about them.
3. **Beginning 1 July, clubs can store information about** [**prospective members**](http://rotary.msgfocus.com/c/1aNo36t5WZ8Jmq2opkZ7PCXT8QF) **on their Manage Membership Leads page**. This will keep the information secure and in one place, while still accessible to club and district leaders.
4. Admit new members to your club directly through the Manage Membership Leads page, or use the Rotary ID numbers they were assigned as candidates to add them as new members of your club.
5. If the prospective member isn’t a good match for your club or doesn’t respond to your attempts to contact them, use the feedback section to note that before you send the candidate back to your district for reassignment.