



*Bee intentional*



## Membership Committee & Chair

Create a plan. Work the plan. Assign roles so no one person does it all.

### RECRUIT

- Year round effort with spring and fall campaigns or emphasis
- Incentives for members bringing in New Members. Brainstorm what the club/club members can offer. PHF club points? What can members donate that won't cost the club money.
- Encourage members to submit names of prospects for leadership to reach out to.
- Create a 'hit list' of leaders in your community, people who have received awards or promotions and are listed in the newspaper. Assign and follow up!
- Offer 3 month "Test Drive" to new members. Free for prospects, and for their first 3 months. (You may have to cover meals. Wait to sign up on RI until full membership)
- Remind club members that membership is everyone's responsibility, not just the Membership committee

### ENGAGE

- Self-examine your club. Fun, engaging clubs have better retention. Pleasant meeting space and format, quality of programs and food, inspirational and fun projects, member engagements.
- Assign new members to a committee immediately.
- Assign a club /meeting duty
- Host new member orientations.
- Focus on great programming
- Connect members to the bigger picture, to the district and RI.
- Highlight projects across the district and your members involvement through foundation giving.

### RETAIN

- At regular Board meetings review who is not attending and reach out to them.
- Reach out before its too late.
- Personal touch. Contact all declining attendance members. Recognize their value to Rotary.
- Pair them into an activity, an assignment with another member.
- Contact all departing members. Try to retrieve them (see above point). Learn what we can from their exit comments.
- Review attendance each month. Contact those who are not showing up before they get out of habit and decide to leave. Assign this and follow up. You may find out they have a need and appreciate the contact.
- Sometimes members don't feel connected or feel guilty for not attending
- Get members plugged in outside regular meetings

### INNOVATE

- Ask ADG/DG/District Membership Chair for help on any topic
- Look at new forms of membership such as Corporate Membership or Passports
- RI resources

### COLLABORATE

### IMITATE

CR Daybreak had an outstanding 15 minute launch of their membership growth campaign. 25 new members by June. "Drive to 25". They have lost 30 members over 3 years, so this is vital to launch. I congratulated Cindy and her team, and club for their plan:

Their elements for success are strong. My notes...

- A real Committee: Cindy Bathgate and Joel Schmidt led. I gave them the email connected to this email, from our August meeting.
- Program Flyer (attached)
- A list of company sponsors for their annual Duckrace. "Who do you know at these sponsors? (attached)
- They asked all members to do the RI "Identifying Prospective Members Worksheet" (attached)
- Completed a Member Survey and shared strong responses to:
  - Why did you join Rotary?
  - What do you tell your friends about Rotary?
  - What do you like about Rotary?
  - Drawings over the next 9 months. Member name is entered when...
  - Whenever I bring a guest (1x entry per..)
  - Sponsor a new Member (3x entries)
  - Names not drawn remain for future drawings
  - Prizes - see Program flyer.
  - At every meeting.. a Board showing photos of new member sponsors. Perhaps with the new member(?)
  - Visitor information document on website and at checkin table.
  - Information shared today from members answering "Why are you here today?"
  - Polio campaign engaged me. My mother had polio (David Dredlow)
  - Selfish - grow my business, but that turned to doing good for others.
  - Father-in-law joined in AZ after retirement. He loves Rotary.