

"The responsibility we've been given is to build on the work of those who have gone before us — and build a solid foundation for the work yet to come . . ."

R.I. President Barry Rassin (2018-'19)

**SEMINAR:**  
**MEMBERSHIP MATTERS**  
**SATURDAY**  
**MARCH 2, 2019**

**Engage Your Members, Attract New Ones!**



Topics Covered:

**Lessons from Consumer Research: "Horizontal Segmentation" and Targeted Marketing:**

Learn effective ways to reach out to specific groups in your community you want to attract.

**Increasing Diversity Through Service:**

Strategies on engaging with your community to attract a diverse and thriving membership

**Take the Rotary Club Health Check:**

Diagnose problem areas and explore possible remedies

**Membership Models:**

Learn about new membership types: Corporate, Service, and more . . .

Location: J.C. Fogarty's, 60 Kraft Ave, Bronxville  
(1 block from Bronxville Metro-North train station)

8:30 a.m. Check-in, coffee/tea

9 a.m. - 12 p.m. - Seminar and open discussion

12 p.m. - Buffet lunch

\$10 In advance, register at [rotary7230.org](http://rotary7230.org)

\$15 at door

Includes seminar, lunch and Rotary materials.

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Earn FREE raffle tickets for Rotary swag and other prizes -  
Register in Advance!

[rotaryd7230membershipchair@gmail.com](mailto:rotaryd7230membershipchair@gmail.com)