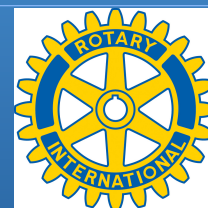


Club Builder



Tips, Ideas, and Success Stories for Attracting and Retaining Members

Getting a jump on membership as we start the new year.

Article on page 2

Celebrating Membership Month

It's a new Rotary Year! New beginnings! New ideas! And, new-found energy! It's exciting!!! Wouldn't you agree?

August is Membership Month in Rotary. We like to emphasize building our club membership and engaging our current members early in the year to take advantage of this club energy.

So, let's kick the year off right. Get your membership committee working on your plan for 2014-15. Use this month to inform your club, to get them fired up to invite prospects to meetings, and make sure your membership committee plans some exciting events for the next few months.

The District Membership Development Committee is here as a resource for you. We hope to help you out by providing ideas through Club Builder. In this issue we offer a ton of ideas on how to kick the year off right. We hope you enjoy it and find the information useful.

Best in Rotary,

Terry L. Reed
District Membership Development Committee

Events

Coming this Fall

Membership Workshops

District 7430 will offer workshops devoted to helping your club's membership efforts.

The workshops will consist of interactive discussions and practical ideas on attracting new members.

Stay tuned for details.

A Novel Membership Idea

Just Ask!!!

Coming in September

Ideas on membership campaigns and events

Some Ideas to Make the 2014-15 Rotary Year Outstanding

- Have a clear club goal & a strategic plan. What would you like to accomplish this year in terms of membership? How do you plan to do it?
- Hold a club assembly devoted to membership.
- Give your membership chair one minute at every club meeting to talk about membership.
- Make your membership chair a club director.
- Send club members to a District Membership Workshop.
- Write personal letters or make personal contact with local businesses.
- Contact the local Chamber of Commerce. Ask them for names of prospective Rotarians.
- Set up a booth or table at your local festivals and other community events.
- Place pamphlets in doctors' offices, hospitals, cafeterias, and libraries.
- Advertise in newspapers & on cable TV.
- Put a lot of attention into your website.
- Use group email to promote your club.
- Print club business cards with club meeting location and time.
- If you don't have a Facebook page, set a goal of having it up and operating by the first of October. Then assign someone to maintain your Facebook page, adding content once a week.

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Joint Meetings

Join together with neighboring Rotary clubs a couple times each year for joint meetings.

Something Rotary at Every Meeting

Keeping members engaged requires that they understand the Rotary world. The education process never stops. Every week at your club meeting, make sure that you include something about Rotary.

Your announcements need to inform – what's happening in your club, in other clubs, and elsewhere in Rotary. Also, once a month have a program that is about something Rotary.

Telling the Rotary Stories

What's the best way to introduce someone to Rotary? It just could be by telling people about Rotary.

We have an amazing story to tell. We're the organization that is bringing an end to Polio. Rotary brings emergency shelter to people who have experienced natural disasters. We send high school students around the world to spend a year studying in a different culture. We bring clean water to villages who have no fresh drinking water. We bring healthcare ideas to people suffering from disease. We

Then, there's all the great things your club does in your local community – the work you do in your schools, your not-for-profits, your parks.

Attracting prospective members to our weekly meetings can turn out to be easy if we just tell them about Rotary. Tell them the Rotary stories.

... Ideas (Continued from page 2)

- Put together guest information packets.
- Circulate the club newsletter widely.
- Design a new club brochure.
- Hold high-profile meetings with noted speakers to attract prospects.
- Invite the media to cover well-known speakers.
- Make some of your meetings social events.
- Hold wine and cheese receptions for prospective members. Or, host a happy hour meeting just for something different and ask your members to bring a guest.
- Make prospective members feel important at your meetings.
- Follow up with guests.
- Design a rewards program for those who bring in new members.
- Ask corporations and employers to sponsor or subsidize membership.
- Create more fun at your weekly meetings. Who would want to join a group that isn't fun?
- Have members give talks at other organizations.
- Provide guests with free meals.
- Provide brochures for new employee packets in members' companies.
- Advertise at sports events.
- Hold joint meetings with other groups.
- Share your club experience with others.
- Participate in community events.
- Write letters to the newspaper about the campaigns your club is working on.
- If a prospect can't attend your meeting due to time, suggest another club.
- Develop a welcome letter from the president for all new members.
- Contact all members who have resigned in the past 3 years.
- Recognize new members in newsletters.

New Member Campaign

Begin planning your Fall Membership Campaign now. Get half a dozen club members involved to spread the word around.

- Update your club's classification survey.
- Select a missing classification and work on filling it.
- Look for members in ethnic groups not represented in your club.
- Hold recruiting events with two or more clubs.
- Form or join a speakers' bureau.
- Wear your Rotary pin to networking events.
- Mention your club at meetings of other organizations during announcements.
- Put guests on your newsletter distribution list. Don't wait until they join.
- Ask every member to submit 3 prospects to the membership chair.
- Give testimonials about your club while guests are at the meeting.
- Publicize club successes, elections, events in local newspapers.
- Ask recipients of Rotary service or donations to speak for Rotary.
- Repeatedly invite prospective members. It may take some time until a person agrees to attend a meeting.
- Practice selling your club at Club meetings—have a one-minute elevator speech ready.
- Develop new member kits.
- Assign every member to a 5-person recruitment team—each team brings in a new member every six months.
- Regularly check the RI web site for ideas.
- Ask the District for help.

Share Club Builder with Your Members

Club Builder has been produced since July 2012. We hope that you've been sharing it with your club members. Please let them know that all past issues can be found on the District website.