



# ROTARY DISTRICT 5340 MEMBERSHIP

# MEMBERSHIP TIPS FOR ROTARY CLUBS!

Useful information about membership  
you can put to use today.

# WHY BRING IN A NEW MEMBER?

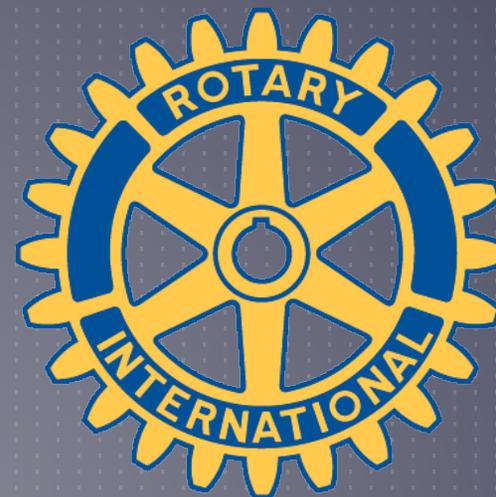


# WITHOUT MEMBERSHIP GROWTH...

- ▶ We do not have enough hands to serve!
- ▶ Less fresh ideas
- ▶ No new energy
- ▶ Nobody new for fellowship
- ▶ There is NO Rotary for tomorrow!



WHAT BROUGHT YOU IN ?



# WHAT BROUGHT YOU IN ?

- ▶ Community Service
- ▶ Networking
- ▶ Leadership Skills
- ▶ International Service
- ▶ Friendship
- ▶ Family Friendly
- ▶ Opportunities for young people



# WHAT A NEW MEMBER SHOULD BE

- ▶ Do we want just anyone?



# WHAT A NEW MEMBER SHOULD BE

- ▶ What qualities do you look for a quality member to have?
- ▶ Do we want just anyone?



# ARE YOU ATTRACTIVE?

- ▶ So.....Is your club attractive to an new or existing member?
- ▶ What does your club do right now that you can brag about???



# WHAT A NEW MEMBER SHOULD BE

- ▶ Does your club provide a good value for their time and \$\$\$ ?
- ▶ What is/was your average billing rate?
- ▶ Multiply by # of members
- ▶ Multiply by 1.5 hours each week



## AS YOU PLAN YOUR YEAR ....

- ▶ Does your proposed activity, fundraiser, service project, provide your members value and makes them satisfied they joined Rotary?
- ▶ If not, maybe think of something else.



# WHAT A MEMBER WANTS

- ▶ Attractive, interesting clubs that provide value, and give individuals a feeling of accomplishment?
- ▶ Review your club's attitude, environment, posture and direction.



# ROTARY CLUBS SHOULD.....

- ▶ Have clear direction
- ▶ Be consistent and organized
- ▶ Provide value
- ▶ Be informative
- ▶ Care about their members!



# INNOVATIVE AND FLEXIBLE ROTARY CLUBS ARE:

Fun, dynamic, diverse, resilient, tolerant, interested in trying new things, proactive, member driven, results oriented, resourceful, inspirational, and relationship rich.

They support and strengthen their membership, focus and increase their humanitarian service, and enhance their public image and awareness.

*-RI Quote from "Innovative Clubs"*



# RECRUITING

- ▶ Past RI President Bill Boyd:  
If we can explain who we are  
and what we can do, then we're  
in a position to say,  
"Come join us."

# WE ARE ALL AMBASSADORS OF ROTARY

- ▶ Be a positive attitude towards the growth and goals of your club.
- ▶ Through our interaction with the public we create an avenue for growth in membership.



# RECRUIT



- ▶ *Do your members know how to answer the question: What is Rotary? If not your job is to teach them.*
- ▶ Wear your Rotary pin = People will ask you!
- ▶ When they do.....Do you have a Rotary elevator speech?



# RECRUIT



- ▶ *Q: How many members are on your membership committee?*
- ▶ *A: ALL OF THEM!*

# RECRUITING



- ▶ Build supportive membership teams
- ▶ Invite guests to service projects and special events
- ▶ Educate club members regarding the procedures for extending an invitation to a prospective member
- ▶ Recognize members who invite & sponsor new members
- ▶ Maintain statistics on membership efforts

# MEMBERSHIP SUCCESS CYCLE.....

Reinvigorate

Recruit



Retain

Reminder: ~~August~~ is membership month...

So is  
September  
— July!

# MEMBERSHIP

- ▶ “Every one of us in Rotary is here because we were invited, and because we made a choice to accept that invitation. Every day since then, we’ve been faced with another choice: whether to just be a member of a Rotary club, or to truly be a Rotarian”

– RIPE Ron Burton

# DISTRICT MEMBERSHIP CHALLENGE

- ▶ 52 days February 9<sup>th</sup> through March 25<sup>th</sup>
- ▶ What can you do now to make your club attractive?
- ▶ Can you recruit new members in 52 days?

# DISTRICT MEMBERSHIP CHALLENGE

- ▶ Win for your club a two night stay at a beach house in Las Gaviotas, Rosarito Beach



# DISTRICT MEMBERSHIP CHALLENGE

Full House, 4 Bedrooms, 2 Baths (Sleeps 8)  
Private Beach & Point Break!



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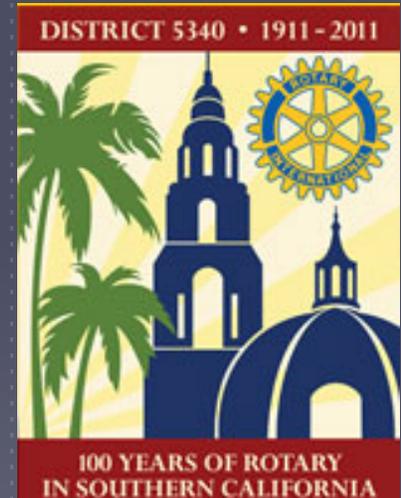
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# DISTRICT MEMBERSHIP CHALLENGE

- ▶ Every new member will earn a bottle of fine wine
- ▶ District will pay for the dinner at District Council 4/2 of all new members brought in during the contest.
- ▶ Numbers based on Rotary.org data
- ▶ The winning clubs must have a representative in attendance at District Council on Tue April 2<sup>nd</sup> for the wine and drawing.

**THANKS FOR BEING A  
ROTARY CLUB LEADER!**



District Membership Chairperson 2011-13

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