



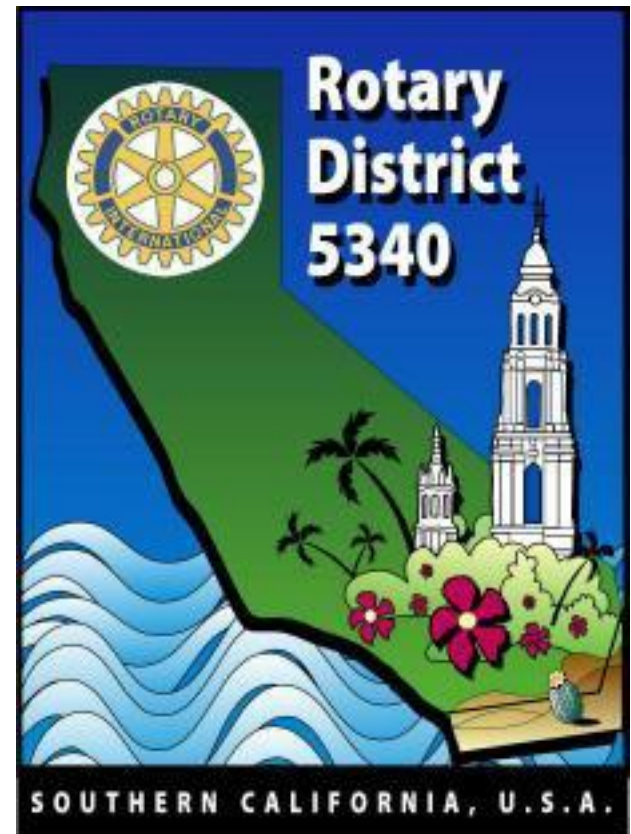
***“Be the Torchbearer who lights
the path of Rotary”***



MEMBERSHIP ATTRACTION

William (Bill) Angus,
Membership Chair 5340 / 2013-14

Larry Sundram
Past District Governor. 2011-12





Agenda

- What does your Club stand for? - Bill Angus
- How do you attract people? - Larry Sundram
- Ideas for finding new members - Bill Angus



Club Mission – Bill Angus

- What is your club passionate about?
- How would you find out, if you don't know?
- Does your club web site or brochure tell people what you do?
- Do your members know what your club does?
- Is your club meeting agenda visitor/guest friendly & focus on the guest experience?



Membership Strategy - Larry

■ The 4 R's

- *Re-Brand*
- *Re-Tool*
- *Re-Engage*
- *Recruit*



Membership Strategy - Re-Brand

Communicate your Passion

- *Remind Members*
- *Newsletters*
- *Emails*
- *Facebook*
- *Website*
- *Newsmedia*
- *Fundraisers*



Membership Strategy - Re-Tool

- New ways to attract members?
- What works for you?
- Where to find people who share your passion?



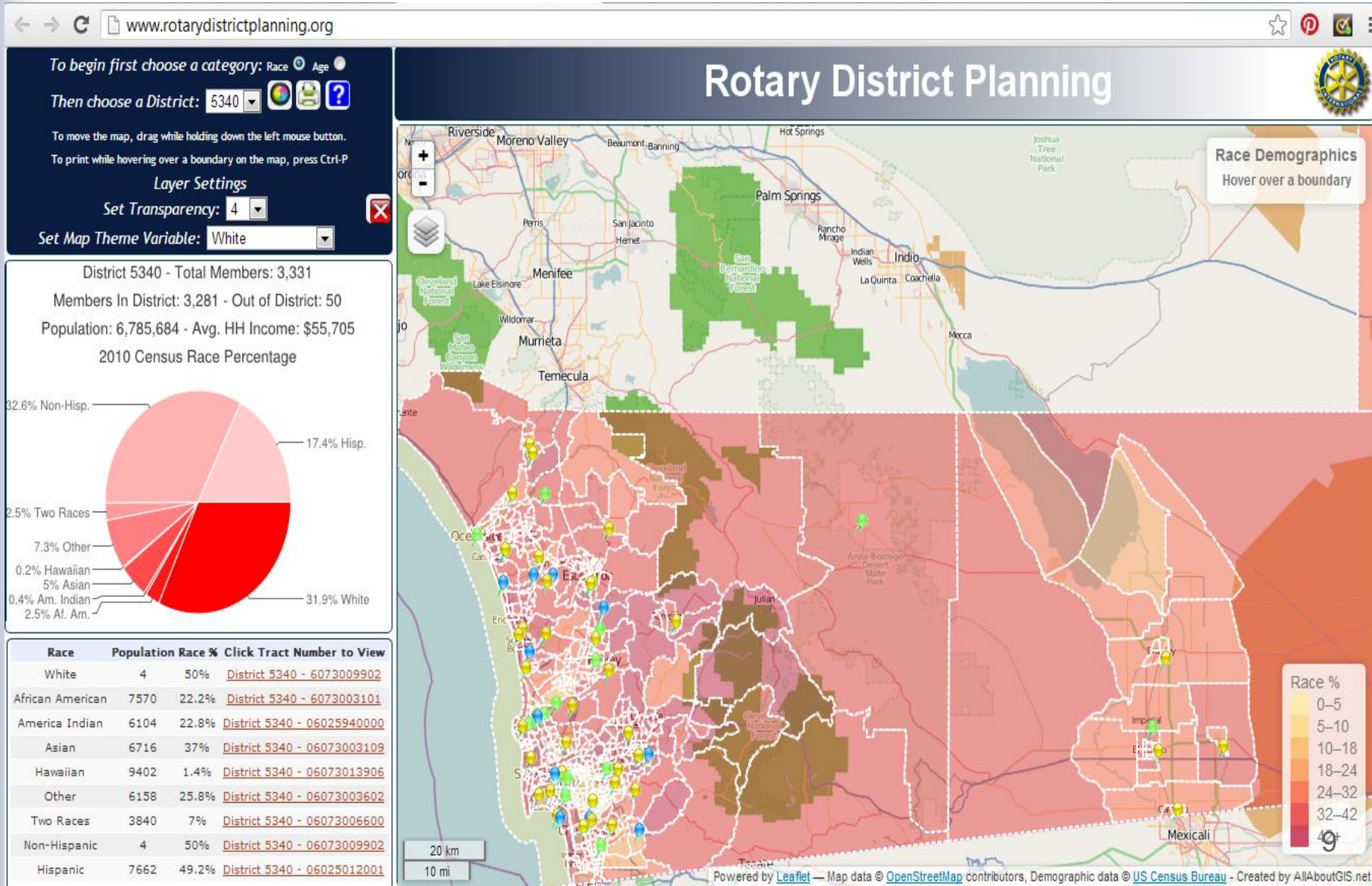
Membership Strategy – Re-Engage

Six Ideas

- **Open House**
- **Satellite Club**
- **Meet community leaders**
- **Youth Service – Parents**
- **Connect fund raisers to your passion**
- **Who lives in your community?**



Who lives in your community?





More Ideas - New Members

- **Proposal Card** ...At a Club meeting have every Member fill out a Proposal Card. Follow-up by assigning individuals to invite the proposed individual to a Club meeting or service project.
- **Friends of the Club President** ...The Club President asks three (3) Members as a personal favor to propose a new Member within a month. When the first one does so, approach another the same way so as to always have three (3) Members working on a personal pledge to the Presidents.



More Ideas - New Members

- **Six-Month Plan...**Encourage every new member to bring in another new member within six months. A district in Arkansas, USA, experienced 17 percent growth using this plan.
- **Five for One Team...**Divide the Club into groups of 5. Assign each group to bring in at least one new member within three (3) months. Make this a contest with proper recognition for the winning group.



More Ideas - New Members

- **It Takes Two ...** Assign an accountability partner to each member of the club and call each other weekly to follow up on who they are inviting to Rotary this week. Pair them up by complimentary classification.
- **Rotary Guest Day...** Develop a list of potential members and distribute invitations to those on the list. Host a meal or Happy Hour and information evening for those who accept the invitation.



More Ideas - New Members

- **Classifications ...** The Rotary Club of Trenton, Ontario, Canada, reads a list of unfilled classifications at each meeting. This regular reminder helps Club members consider potential members during their daily interaction with a wide variety of people. The Rotary Club of Trenton gained 20 new members through this strategy.
- **Alternate Meeting Times ...** Majority of loses in Rotary Clubs -LUNCH MTG-



More Ideas - New Members

- **Community Projects** ...A successful project attracts new members. Encourage Club members to invite their friends to participate in a worthwhile community project.
- **Increase Efforts** ...Increasing generational diversity. Change the Club practices to be more attractive to the next generation. Focus on the guest experience at your club and revise your meeting agenda / format.



Attract The Next Rotary Generation

- **Look Back to Plan Forward ...**Re-connect with the mass of young people who already know you and have benefitted from what you do.
- **Start Small ...**Invite younger prospective members to help out with short-term targeted projects.
- **Focus on Outcomes rather than Process ...**What are you achieving; Who are you helping;& How are you making an impact?



Attract The Next Rotary Generation

- **Use Stories to Get Your Message Through ...**The facts and logic may impress them, but your stories and experience will inspire them.
- **Concentrate on Common Purpose not Common Interests ...**The next generation of Rotarians look, sound, and think differently than you.



Highlights of 2013-14 Presidential Citation Membership Criteria

Membership Criteria

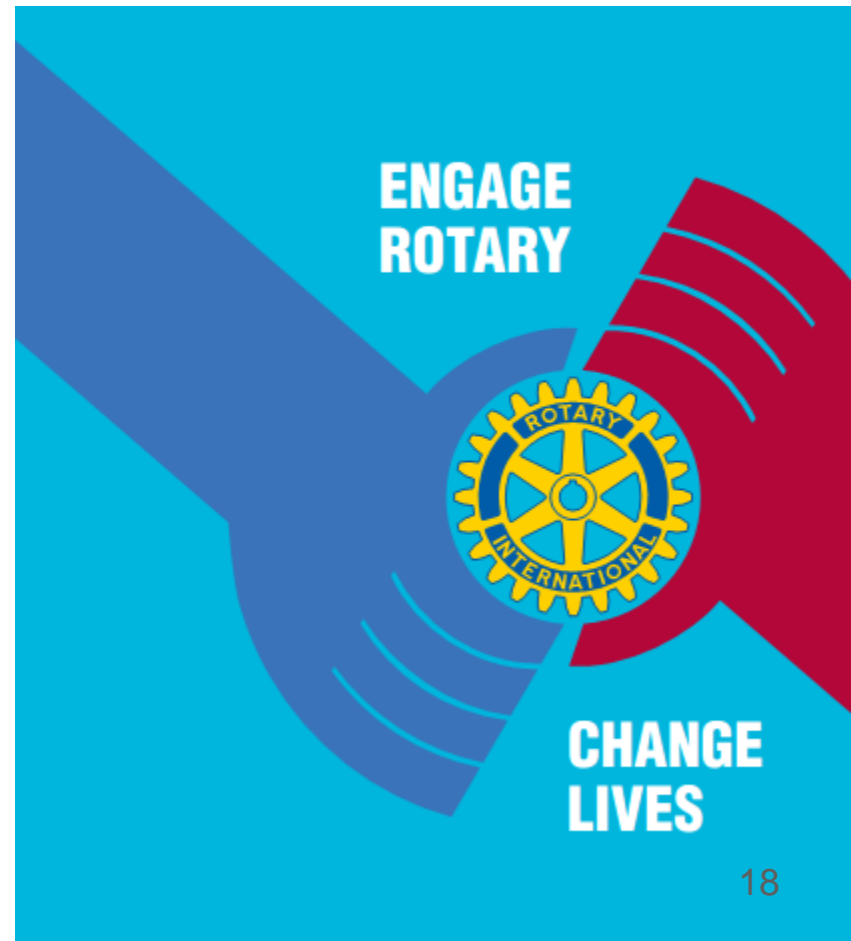
- **Organize at least one networking event in which club members can meet other local professionals and introduce them to Rotary. Work with your membership chair on this.**





Engage Membership Question

What are
you
doing
that is
working?





≈Invite, Unite, Ignite≈