Membership Tips

Collected over the years by PDG Mark Pearce

* Plan fundraisers, activities and events that involve the external public.
* Accommodate the younger members in your club by having projects and events in which their kids can participate.
* Trash pick-ups
* Service food/gift distribution stations
* Read books to young children
* Place a Membership Progress Tally in a prominent place at your meeting room or in your weekly newsletters. Club members should ALWAYS know where the club stands.
* On a quarterly basis, plan a meeting (date certain) designed to attract guests and showcase the best aspects of your club. Make the program applicable to the interests of the types of members you want to attract. Program suggestions:
  + - Market/technology prognosticator
    - Social communication/marketing consultant
    - A regional/statewide dignitary
    - A young and vibrant entrepreneur
    - Revelation of a community survey or report
    - A celebration in honor of an esteemed citizen
* Consider inviting 3 or 4 acquaintances to join the club at once. (From industry, the clergy, military, etc.) Not only will it reduce their anxiety, but it might create a synergetic energy that will help to spur new initiatives.
* Never, never, NEVER stretch out a program to fill the allotted time. When have you ever been mad that a meeting ended early?
* Finish meetings on time or encourage members to leave when they need to. A member feeling guilty about being punctual for work is a soon-to-be former member.
* Consider allocating $1,000 in your club’s annual budget for a committee of new members to create and produce a fundraiser or community project.
* Have new members serve as club greeters.
* Conduct a social get-together periodically (bi-annually) for new members and their spouses. Make sure to allow the guests to ask questions and start discussions on matters of interest. In the Rotary world these are sometimes referred to as “Fireside Chats.”
* Design a brochure that highlights the accomplishments and objectives of your club, encourages further communication and provides an invitation to a meeting.
* Set up display boxes for your club’s brochure and arrange to have them placed in areas in which people have time on their hands – doctor and dental waiting rooms, libraries, outer offices, chamber offices, etc.
* A healthy paradigm to consider using is that “Rotary is not looking for members. Rotary is looking for leaders.”
* Form membership teams and compete for a club-building prize.
* Randomly divvy up club members into groups or 5 or 6.
* Each team selects its own leadership and creates its own identity.
* Plan a 6 or 9 month membership recruitment campaign with a contest deadline.
* Club-building teams report back to the club monthly.
* The winning team(s) get a steak dinner served by fellow club members. The losing teams get hot dogs.
* Understand that sponsoring a new club is a VICTORY. It allows for Rotary to become branded with different sets of people, projects and initiatives, allowing Rotary to grow within a region.