

Membership

‘How to Double the size of your club in 90 Days’

Do this at the beginning of your term, July 1st.

- Passion (what is the signature work of your club?). For a membership campaign to work your members need to be fired up about their club.
- Ask each club member to create a list of five (5) respected business friends. Do not tell them what the list is for (vitally important), but make them write names down. Have them identify people (during the meeting) on their lists. This begins committing them to those names. Collect the lists if you'd like.
- Develop good meeting topics and guests for the next 90 days. You need meetings that impress guests. No boring meetings, change it up. Use music before meeting starts and during meals (I recommend ‘Dave Koz Greatest Hits’). It is perfect music to have conversations over (no singing, just instrumentals) or to enjoy your meal. If you have visual capabilities, use them. Show the past work of your club. Do not invite guests to business meetings, business meetings are boring!
- Ask each member to invite one guest from their list for the next meeting. Have a system to recognize the guest by name and their business. Collect names and addresses of each member (create a sign-in form, I can send you ours if you'd like). Give them a Rotary (sticker) name tag with their name written on it. Make them feel special...because they are! Remember...they have five names on their list. It may take two months to get all five to the meetings. At the end of each meeting, greet your guests before they leave. Remind them of the work of your club, how important your work is to your community. Then ask them to help you with that work. People are compelled to ‘help’, ask them from your heart. Send them a Rotary ‘Thank You’ card after the meeting with your Rotary business card. Treat this like client recruitment for your business. It's all about the ‘presentation’. Wow them! Purchase these supplies, it a very wise investment.
- If each of your members develops ONE new member, you'll double your club in 90 days! Many of your members will develop more than one new member! Imagine the possibilities...☺...what are your goals now?

Questions about the process?

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