

# Member Recruitment – Why, Who and How

- Clubs experience natural attrition every year – we need new members just to stay where we are, and even more if we are to grow
- All club members have a responsibility to contribute to membership development through continued outreach, which includes:
  - Proposing new members to the club
  - Referring qualified candidates to other clubs
  - Referring relocating Rotarians to clubs in their new location
- According to RI, qualified potential members are either:
  - Currently working in professional, proprietary (their own), executive, or managerial positions, or retired from such positions; or
  - Community leaders who have demonstrated a commitment to service through personal involvement in community affairs; or
- They must also:
  - Be able to meet the club's weekly attendance (60%) and community project participation requirements
  - Fit into a classification that is not overrepresented in our club
- Our Focus is on finding new members who will make a meaningful contribution – not just RINO's.
- Remember the 3C's – cash, connections, commitment (of time) – new members must offer at least 1 out of 3, and we must strike a balance between all the C's.

- How to initiate a dialogue on the benefits of Rotary membership? Hook them on:
  - International Service opportunities
  - Community Service opportunities
  - Professional Networking
  - Fellowship opportunities
- Email a copy of Rotary Basics or give a 'What is Rotary' card to those you speak with
- Once you have spoken with a potential member, invite them to attend our meetings on a no-commitment basis
  - Email the club to advise that someone will be your guest and that you are trying to get them to join, so we all understand and do our best to make them comfortable
  - Try to have them move around and sit with different people each week, so they can meet as many people as possible
- If after a few meetings they are interested in joining, get a short bio from them and contact Leigh. The Membership Committee will take it from there!
- Remember – if you sponsor someone into the club, you have a responsibility to ensure they live up to the standards of Rotary and of our Club

# Finding Potential Members

- Consider recruiting spouses
- Scan local business journals and newspapers for the names of influential business people and community leaders, and invite them to a meeting
- Carry our soon-to-be-completed wallet-sized guest cards with your name, the Rotary emblem, along with the words “Be my guest” and the day, time and location of our Club’s meetings
- Send a welcome letter to the owners of new businesses you hear about (Board of Trade monthly magazine insert, D&B report, etc.) inviting them to come to a Rotary meeting
- Consider other community/business/sports/recreational groups to which you belong, and assess whether any other members of those groups would make good Club members
  - Other charities, sports teams, professional associations, PTA, etc.
- Consider inviting a small group of individuals to join at the same time so they’ll feel more comfortable
- Consider recruiting guest speakers who present at our club
  
- For discussion - What other ways can we find new members?

- **A Personal Challenge:**
  - Write down the names of 2 individuals you know who you think would be prospective members
  - Then, follow up with them this week
- **Another challenge:**
  - Commit to yourself and the Club to bring along one guest/potential member to a breakfast meeting before the end of 2009
- Our club – and Rotary - needs your help to ensure our future.

