Growing Our Membership

by

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The most important challenge for Rotary Clubs is to strengthen our ability to attract new members and develop them into active Rotarians.

It takes effort and energy to convince a potential member that becoming a Rotarian is worth their investment of time and resources. As engaged Rotarians, we should show them how to make the world a better place.

How it begins - seek out and recruit potential members who are successful in their professional and personal lives and have a diversity of experience, interests, and ideas on how to accomplish meaningful change through Rotary Service.

This is not just the job of the club membership committee. Every club member should be involved and understand how they can help recruit new members. The club president and the membership committee should create a club culture where every member thinks about looking for quality prospective members in the community to recruit.

HERE IS WHAT YOU CAN DO IN 6 EASY STEPS TO GROW YOUR CLUB:

1. **IDENTIFY**

   Every club member knows prospective candidates.

   - Consider professional & businesses relationships, social connections, past club members, friends, and family members.
   - If you do not have a personal connection or are hesitant to approach the person, make a referral to your club membership committee.

2. **ASK**

   Personal contact is always the most effective way to gauge interest.

   - Have your “What is Rotary” speech ready (See RI wallet card).
   - Be prepared to explain the benefits of Rotary membership through service, fellowship, and networking.

3. **PROVIDE**

   Additional Rotary and club informational materials help start their Rotary journey.

   - It will explain what Rotary does and what your club is doing:

- Personally, or through referral from your membership committee.
- Materials can include club brochures, newsletters, event fliers and links to your club and RI websites and social media platforms.

4. **INVITE**

   An invitation to a club event is the ice breaker for a prospective member.

   - Opportunity to meet club members and see what your club is doing.
   - Done in a casual, no pressure, no obligation visit.

5. **FOLLOW UP**

   - If interested after the club visit, prepare, and submit a new member nomination form.
   - Coordinate with your club leadership and membership committee.

6. **TRACK STATUS**

   - Thank the new member after nomination and induction.
   - Help with new member orientation and mentoring.
   - Determine their passion and where they want to help.
   - Stay involved with their development as a Rotarian going forward.

Membership growth depends on a coordinated effort at all levels: Rotary, our clubs and most importantly, our dedicated and committed members.

Thank you for your Rotary Service and best wishes for the New Rotary Year.