

ATTRACTING NEW MEMBERS FOR CLUBS

Facilitator: Danielle Lallement

There were two separate sessions and below are the “blending” of these two sessions for various questions:

Question 1: How would you attract yourself as a prospective member today?

- An International organization with Global impact, opportunities to travel for a cause;
- Programs and services; who are we working with?
- Social but not the primary function; tying together the community
- Supportive community of people to be engaged
- See tangible projects in your community
- Be involved – change to do something
- Experience, support, build relationships
- Leadership opportunities – learn and implement
- What can Rotary do for my career? Business opportunities and connections.
- Make it fun
- Promote as opportunity
 - to meet people,
 - to do good works
 - to travel, international goodwill in an established international network
- vocational sharing
- theme meetings for participation
- leadership opportunity/training opportunity for personal career development
- mechanism to affect (?) rules
- Invite to Social Events
- Use Social media
- Give college credits to Rotaract members
- Scholarship programs
- Hear that meetings aren’t all just about business
- A great place to give \$s safely and confidently based on Rotary F model; Bill Gates partners with Rotary!
- Inclusion of families
- Allow “me” to advertise my career
- Females are now critical members in clubs
- Free lunch when invited and later when considering membership
- Provides community service hours (for Rotaract)
- Connecting with leaders
- Exchange Students enrich your lives
- Communicate we respect your time and know you have time boundary expectations
- Your ideas can spark new projects/programs
- Learn about other projects that are impactful (eg. “shoes that grow”)
- Recognize my “abilities” that I can contribute

- Members give presentations on what they are doing and/or ideas they have for community projects
- Connections beyond club to others in district – expand your potential
- It's about Service Above Self – a true value that many are looking for.
- Work with “me” if finances are issue (scholarships for limited period of time, or ?)
- Make me aware I will be able to associate with community and business leaders
- Realize people are attracted to something that will be fun with people of similar interests
- Make me realize I can practice and develop leadership and management skills in a safe environment
- I will have fun and involvement with people I like and trust
- New ways of seeing Rotary: Membership is about engagement not attendance; multi ethnic, women, etc. to correct misconceptions
- Have a variety of activities and projects; projects have beginning and end
- You can give and get – an exchange that has win-win value
- Not political; solve things in a collaborative manner
- Can do face to face business that has reputation for ethics
- Rotary club programs are like a “life long learning” program for members
- Be invited to participate in an internship networking, mentorship opportunity
- Be invited to help in a “International Project”
- Business opportunities with new and inspiring people

Question 2: What is the most successful new member initiative you have heard of?

- Social media! Champagne party!
- Seed money for a team to create a project a whole cohort – NEW MEMBER PROJECT – engaged from the get go
- Social Hour before evening club like us
- Making people feel valued
- LCR (?), business cards, chamber, HSU, etc ...
- Champagne party
- Inviting past members back
- Business networking
- Mixers to bring friends
- Invite sales people
- Rotary (?) mls scholarship
- Now people can fit in – Social Media
- New Member Project
- Social events/ work projects
- Projects with High School to get parents interested
- Focusing on recently retired people

- Network thru chamber
- Invite to meetings pitching they are “fun” and informative
- Be open to members who don’t fit “regular” profile
- Invite parents of Rotary Youth Programs
- Mentoring new members, sponsoring a member
- Ask friends (YE student from Paraguay)
- Publicize our projects
- Retain new members by having a fund for a group of new members to pick and do a project
- From RI past director, Tom Thorfinnson re 2001 RI drive; gift certificates for winners of new member drive – one certificate to new member and one to member who brought in new member
- Publicize our name on things – develop our “brand”
- Develop a “Rotary Magazine” with club contact info that is for our community – couple it with social media “magazine” that links to stories re community project images of local Rotarians at work.
- Inviting friends that you do business with
- Consider targeting business leaders from other ethnic groups (eg. Indian, Asian, etc.)
- Put resources to improving “outward face” of club – web page, FB, public announcements
- Ask business leader to be program presenter so they can see firsthand and hear about the club’s work.
- Promote events that get people together
- Have new events each year, not just same as previous
- Develop on quarterly basis showcasing 3 new businesses at a meeting (use if needed “fictitious business name” filings in newspaper)
- 2x per year require members to bring a guest (need to plan/help make it work over time)
- Awards for examples in community of “4 Way Test” by non Rotarians.
- Have a Homecoming Day – needs to have special event feel; consider making it a hosted dinner or meal.
- New members need to have a “mentor” to help them in their first months – sponsoring member may not have skills or enough past experience to do
- Local clubs get together to underwrite a “billboard” to promote joining Rotary
- Initiative to establish diversity
- Chartering a new type of Rotary Club that match different folks and community needs

Question 3: Think of a friend or relative who would be the perfect member. How do we get them into the club? (Or how would you attract someone who might not be familiar with Rotary?)

- Invite to an activity- compelling project or program – target to their interests rather than “a meeting” (program committee needs to make sure high interest programs are announced well in advance)
- Clear of club expectations as barrier for both young and retired
- “Friend of Rotary” share your Rotary story
- Dues?!?* - an issue to work on
- “This isn’t your grandpa’s Rotary Club”
- Realize old perceptions persist and make sure to “update” prospective members about Rotary today
- Not as expensive as I thought (costs compared to numerous benefits)
- Winners of Chamber’s Business of Year (or other categories) become a member for a year.
- Exchange students “host parents” have joined
- Arrange for Interesting speakers that would be of interest to new members; promote through Social Media
- Rotary “business card” as one type of “sales ware” to leave behind with friend/relative
- Can change your life as well as other people’s lives
- Jamboree with Interactors
- What it means to me
- Show Rotary intro video
- Explain how relationships are formed
- Explain own experience
- Explain flexibility of monetary situation
- Stop “fining; people, instead “recognize” people as way to pay their dues
- Invite relative or friend to join in service project
- Set aside \$300 for a new member in exchange for “x” hours of community Service – 10 people joined and 5 stayed (Pam, no last name or club shared this idea).
- Work with speaker to post on his/her social media that he/she is speaking to X Rotary Club and invites public (or other category) to come
- Explain that this is for people who like adventure/travel, like to serve
- Danielle: tell them why they would make a great Rotarian and how it “fits” them (not why it is good for Rotary) –why it is good for them is more important than it is good for our club to have more members.
- A Meeting with no purpose – arrange an evening meeting at a local bar and have it just be for socializing.
- Keep asking the prospective member and send “calendar invites”.
- Ask your children to join
- Listen to what they want/expect
- Allow them to explain their business as well as their passions and interests
- Promote more events (even membership category) for families to be involved in

- Have a “satellite meeting” off site, social event where Rotarians invite a guest
- Ask them! People are honored to be asked/invited.
- Ask Interact students (pay them) to “babysit” for a mixer or other event where mom and dad attend meeting
- Invite to help with hands on service project before a meeting.
- New types of membership: E-Club; Trial Period Membership based on a specific project; Rotary on Demand; evening clubs; clubs with shorter meetings;

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Rotarians/Rotaractors who might be interested:

S. Schaefer, Lost Coast Rotaract