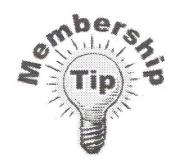
Membership Development



100 Ways to Recruit New Members

by Chris Offer Membership Matters, Vol. 4 No. 5 November 2004

- 1. Ask someone
- 2. Bring a guest to meetings
- Advertise in newspapers & cable TV
- 4. Have a clear club goal & a strategic plan
- 5. Letters or personal contact with local businesses
- 6. Contact with Chamber of Commerce
- 7. Bookmarks inserted in library books
- 8. Public meetings at malls, outdoors, etc
- 9. Booth at malls, fairs, festivals etc.
- 10. Pamphlets in doctors' offices, hospitals, cafeterias, libraries, etc.
- 11. Host an Open House
- 12. Hold a club assembly only on membership
- 13. Ask Rotary Foundation alumni to join
- 14. Give the membership chair one minute at every club meeting
- 15. Make the membership chair a club director
- 16. Put together guest information packets
- 17. Service projects that serve a need in the community
- 18. Invite family members to join
- 19. Letters to people in the news with an invitation to visit the Rotary club
- 20. Club business cards with club meeting location and time
- 21. Distribute extra copies of the Rotarian in waiting rooms, etc
- 22. Hold high-profile meetings
- 23. Hold wine and cheese receptions for prospective members
- 24. Ask for help from RIMC/RIMZC
- 25. Have a special guest day
- 26. Send club members to district membership seminar
- 27. Make prospective members feel important
- 28. Honour outstanding community members with the "Rotary Award for . . . "
- 29. Don't wait for Rotaractors to reach age 30 before they are invited to join Rotary
- 30. Make some meetings social events
- 31. Build a club web site
- 32. Use group email to promote Rotary
- 33. Put posters in public areas
- 34. Ask corporations and employers to sponsor or subsidize membership
- 35. Have a reward program for those who bring in new members
- 36. Create more fun
- 37. Give a money back guarantee—if after 3 months a new member does not want to be a Rotarian return their fees
- 38. Invite the media to cover well known speakers
- 39. Use word of mouth
- 40. Network with coworkers, friends, and family

- 41. Follow up with guests
- 42. Place a coloured dot on the watch of every member to remind them to bring a quest
- 43. Lead by example—how many members have you recruited?
- 44. Members give talks at other organizations
- 45. Provide guests with free meals
- 46. Update your clubs classification survey
- 47. Look for members in ethnic groups not represented in your club
- 48. Provide brochures for new employee packets in members companies
- 49. Advertise at sports events
- 50. Ask the district for help
- 51. Hold join meetings with non-Rotary groups
- 52. Share your Rotary experience with others
- 53. Participate in community events
- 54. Write letters to the newspaper about the polio campaign
- 55. If a prospect can't attend your meeting due to time suggest another club
- 56. Publicize club successes, elections, events, in local newspapers
- 57. Circulate the club newsletter widely
- 58. Design a club brochure
- 59. Hold recruiting events with two or more clubs
- 60. Form/join a speakers' bureau
- 61. Wear your pin
- 62. Mention Rotary at meetings of other organizations during announcements
- 63. Send newsletter to guests
- 64. When asked about your leadership skills & career success, tell them about Rotar
- 65. Ask the AG to attend a board meeting to talk about membership
- 66. Ask every member to submit 3 prospects to the membership chair
- 67. Make it FUN
- 68. Give every member a Rotary decal or bumper stickers for their car
- 69. Give testimonials about Rotary while guests are at the meeting
- 70. Repeatedly invite prospective members
- 71. Practice selling Rotary at Club meetings—have a one minute elevator speech about Rotary
- 72. Conduct a Membership Satisfaction Survey (RI Publication #417)
- 73. The club president asks three club members as a personal favour to each recruit one new member
- 74. Bring your boss to a club meeting
- 75. Make direct contact with women's business associations
- 76. Bring your co-workers to a club meeting
- 77. Bring your subordinates to a club meeting
- 78. Have new member kits
- 79. Use books, brochures, videos and posters from RI
- 80. Hand out invitation cards for a "Free" lunch (breakfast, dinner)
- 81. Members constantly promoting and raving about Rotary
- 82. Meet at a good location
- 83. Assign every member to a 5 person recruitment team—each team brings in a ne member every six months
- 84. Develop a strategic plan membership is a year-round priority and needs to be planned
- 85. Have incentives for recruitment
- 86. Have a large poster that lists all the members who have sponsored a new member in the past year
- 87. Select a missing classification and work on filling it
- 88. Display a thermometer showing progress towards club goal
- 89. Feature a member's "benefit of the month" in the club newsletter

- 90. Induct new members with piazzas & invite spouse/partner
- 91. Develop a welcome letter from the president for all new members
- 92. Contact all members who have resigned in the past 3 years
- 93. Use billboards at bus stops and road sides
- 94. Ask Rotarians to put Rotary ads on their commercial trucks
- 95. Recognize new members in newsletters
- 96. Regularly check the RI web site for ideas
- 97. Subscribe to the Rotary Membership Minute on the RI web site
- 98. Invite spouses to social functions
- 99. Ask recipients of Rotary service or donations to speak for Rotary
- 100. Pass out M & M candy to remind members that "Membership Matters" and that \(\text{need "More Members"} \)

Article originally appeared in November 2004 issue of Membership Matters.