

**MEMBERSHIP GROWTH BY ACTIVE RECRUITING**  
CLUB PRESENTATION AUGUST 8, 2009

**INTRODUCTION**

**August is Membership Month**

Recruiting

Retention

Most important, influenced by committee

Membership

Fellowship

Programs & Meeting

Attendance

Recruiting Requires activities by Committee

Above

Public Relations

Biggest Component of Recruitment is You

This what this presentation is about

**MEMBERSHIP GROWTH BY ACTIVE RECRUITING**

Membership month is August but it is a year long project

**Need For Recruiting** (Dave did nice job of introducing membership)

Every Club Needs New & Diverse Ideas & Talents

Leads to Increased Capacity to Serve

More opportunity for Fellowship (look across the table)

Insures Club Continuity & Future Leaders

Past presidents?

Reuping?

Join membership Committee?

**GOAL**

**Each Club Increase of One Member**

Attrition + 1 = Goal

## **RECRUITING NUTS & BOLTS**

### **Identifying Quality Prospects:**

#### Character:

Above reproach  
Exemplary Occupational reputation  
Service Minded

#### Qualification:

Able to meet Financial Responsibilities  
Professional,  
Business Executive Managerial  
Retired  
Community Leaders  
Rotary foundation Alumni,  
Ambassadorial Scholars  
GSE  
Rotary Youth Exchange  
Interactors,  
Rotaractors  
Relocated Rotarians

#### Prospecting Tool:

RI Lead Referral System  
Classification Survey

## Approaching Prospect

Be Prepared

What is Rotary

What's Rotary wallet card

Selling Points of Rotary (Elevator speech)

Opportunity

Fellowship & Networking

Develop Skills

Use Skills

Service to Local & World Community

Why you are a Rotarian & What it means to you

Testimonials at Collin's Fellowship Gathering:

-Instant acceptance of Steve Schwind  
in Elevator

-garbage removal with movers &  
shakers

-Elizabeth spoke of inspiration  
International projects

- Priceless Vingette on Comradery at  
the Urinal by Pres. Dean

Makes your explanation of Rotary Personal

"Bring Life to Rotary, Your life"

While approaching Prospect ,Cater to Interests, invite to:

Invite to Club Meetings /Fellowship (Bulletin)

Past:

Jim Passage, Cascade Medical  
Mike Haram, Drug Enforcement  
Treasure  
Senator Linda Parlett,  
Lisa Bergman, Icicle Music Center

Future: ( Listed in Bulletin)

Wenatchee Wild Hockey Team  
Icicle Broacasting KOHO  
Program Dir Clint Strand  
Salmon Dinner at Banks”  
Cascade School Dist – Rob Clark  
Picknic with Cashmere

Invite to Service Project:

Bicycle Ride Assistance,

Invite to Mini Fellowship: (New)

Fund Raiser

Strawberries

What's Rotary attached  
Buckett sticker  
Thankyou note + Bulletin

## **Recruiting Tools**

Prospect Information Meeting  
Membership Development Best Practices  
Put Prospects on Bulletin e-mail  
Rotary Information Booth  
This is Rotary video  
What's Rotary Handouts

## **Asking for the Sale**

Listen carefully to the Answer

Reply if you have one  
If not retreat to fight another day

**Overcoming Objections**, don't be put off. Use "feel, felt, found"

Time Conflicts

Meeting Attendance

50% rule  
Make up as an Adventure (use club locator)  
31,000 Clubs  
165 Countries  
Many Rotarian activities constitute a makeup  
e-clubs

Business

Networking  
Develop Skills  
Use Skills

Family

Worlds largest exchange & educational Programs

Inovative training opportunities for young leaders

Inclusive of family members in a wide range of social  
actiities

Volunteer already with other programs

Need help

**Be presistent not overbearing, Hang back and let them digest**

What you have presented

Bump into Things the PR committee is and will be instituting

## **Follow up After contact**

- Make notes for future contacts
- Give copy of "What's Rotary"
- Invite to Club Event
- Present Club Brochure
- Prospective Member Kit (423-en Coming)
- This is Rotary DVD
- Refer to other clubs

## **How To Propose a New Member**

- Proposer Completes Part A
- Board Approval
- Candidate is informed of duties and Privileges
- Candidate signs part B (permission to publish)
- Membership has 7 days to object
- In none he is elected as a member

## **OVERALL RECRUITMENT STATAGY**

**Much has been covered**

**March is membership month but is year long activity**

**Club into 6 groups for the year**

- Each group of 7 will have the good to recruit 1 new member
- Will be given guidance and tools

## **CONCLUSION**

As mentioned retention is important.

One of the tools of retention is member education.

c Towards that end I would like Jim Adamson to give you some information oncerning GSE

## **UNPLACED ITEMS**

- REFERING CANDIDATES TO OTHER CLUBS
- REFERING RELOCATING MEMBERS TO NEW LOCATION
- 25 MINUTE MEMBERSHIP SURVEY
- DIVIDE CLUB INTO 7 MEMBER RECRUITMENT GROUPS P9

Leads from referrals P10