

FOCUS GROUP LEADER INFORMATION SESSION

MEMBERSHIP GROWTH BY ACTIVE RECRUITING

GOAL

Club Increase of One Member

Attrition + 1 = Goal

Plan Summary

Focus Groups Concept

Group Leader as Motivator

Brainstorming for new ideas

Prospecting

Targeted Recruiting using Community Classification Survey

Focus on one or two of the suggested plans of action

Training Session

The Membership Process (HMH Rev. 2004)

Identifying Quality Prospects:

Qualification:

Basics:

Professional-Business Executive /Manager

Character:

Above reproach

Exemplary Occupational reputation

Service Minded

Able to meet Financial Responsibilities

To Be Considered

Local Businesses

Professional & Trade Associations

Chamber of Commerce

Local & Regional Government offices

Current & past Rotactors
Spouses, partners, and family members of Rotarians
Retired Individuals
Community Leaders
Rotary foundation Alumni,
 Ambassadorial Scholars
 GSE
 Rotary Youth Exchange
I nteractors,
 Rotaractors
Relocated Rotarians (Member Relocation form)

Prospecting Tools:

Places to Find New Members (Attachment A)
RI Lead Referral System
Community Classification Survey
Things Every Rotarian can do
 Leave copy of Rotarian in office or library

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

While approaching Prospect ,Cater to Interests:

Invite to Club Meetings /Fellowship (Bulletin)
Invite to Service Project
Invite to Mini Fellowship: (New)
Fund Raiser

Recruiting Tools

Prospect Info. Meeting (417-EN P11, Feb Roundup)

Prospective Member Information Kit (265 MU)

What's Rotary (419-EN)

This Is Rotary (001-EN)

Rotary Basics (595 – EN)

Rotary Foundation Facts (159 – EN)

Rotary's 200M Challenge (986-en)

Open House Mixer (Attachment B)

All Focus Groups Involved

RI Videos

This is Rotary Video (449-EN)

Prospective Member Video (427-MU)

Club Brochure

Membership Development Best Practices

Put Prospects on Bulletin e-mail

Rotary Information Booth

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 (Attachment C)

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

World's largest exchange & educational Programs

Innovative training opportunities for young leaders

Inclusive of family members in a wide range of social activities

Volunteer already with other programs

Need help

Be persistent 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)

This is Rotary DVD

Refer to other clubs

How To Propose a New Member (254 – EN)

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

Follow-up Communication with your Group

Progress

Switch up on Focus

Communication with Membership Chair

Prospects Approached & Method Used

Name/Occupation/business

Interested

No interest

Work in Process

New Ideas proposed by Group