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The Membership Minute – Vol. 1, Ed. 5

This edition of Rotary International's *Membership Minute* highlights RI's Web-based programs to assist clubs with recruitment.

Prospective Member and Relocation Assistance Programs

The Membership section of the RI Web site has three online forms designed to assist Rotarians, clubs, and districts in identifying qualified potential Rotarians:

- 1) The Rotarian Relocation Form
(<http://www.rotary.org/membership/development/moving.html>) is for Rotarians who are moving and will no longer be a member of their current club. They can be introduced to clubs in their new area by completing and submitting this form.
- 2) The Membership Referral Form
(<http://www.rotary.org/membership/prospective/referral.html>) is for Rotarians who want to refer a qualified friend, family member, or business associate as a potential candidate for membership in a Rotary club other than their own.
- 3) The Prospective Member Form
(<http://www.rotary.org/membership/prospective/form.html>) is for qualified non-Rotarians or former Rotarians to express their interest in joining a local Rotary club.

How the Programs Work

The Membership Development staff at RI Headquarters receives all relocation, referral, and prospective member forms. Each form is screened and then forwarded to the appropriate district governor and district membership chair. After further review, district leaders are encouraged to send information regarding a qualified, potential candidate to the appropriate clubs. At that point, club leaders can contact the individual to see if he/she is a good fit for their club.

How Your Club Can Use These Tools for Recruitment

These programs are a great way for individuals to express their interest in your Rotary club. Whether they are former Rotarians, friends of Rotarians, or just people who have heard about Rotary's activities, they have expressed a clear interest in learning more about Rotary in your area.

When your club receives a relocation, referral, or prospective member form from your district leadership, consider it carefully. If the individual seems qualified, you can contact him or her to find out more and share information about your club. Whether he or she knows a lot or only a little about Rotary, we recommend inviting the individual to a meeting and giving him or her your club's prospective member packet of Rotary materials. (See the July 2004 Membership Minute

(<http://www.rotary.org/membership/resources/membminute.html>) for ideas on what to include in your club's packet.) Follow-up phone calls and one-on-one meetings with the prospective candidate can also be helpful.

If the person seems like a valuable addition to your club, someone may be interested in proposing him or her for membership. Keep in mind that your club is not required to invite these individuals to join. As with all other candidates, membership proposals are completely at your club's discretion.

Occasionally, you might receive information about a person who is not yet qualified for membership in your club. However, he or she might be an excellent candidate for a local Rotaract club, Rotary Community Corps, or your district's next GSE team.

How Individual Rotarians Can Use These Tools

Are you moving soon, or have you moved recently? Because membership in a Rotary club cannot be automatically transferred, you must terminate membership in your current club and be invited to join a new club. To get in touch with clubs in your new area, complete the Rotarian Relocation Form. By submitting this form, you will notify clubs of your previous involvement in Rotary and your interest in joining a new club. (However, if you have moved but are staying in your current club, don't use the Rotarian Relocation Form. To update your contact information ask your club secretary to submit your new address to RI's Data Services Division.)

Do you have a friend or family member who lives far away from you and would make a great Rotarian? Use the Membership Referral Form to spread the word about this qualified individual to clubs in his or her area. Or the next time you attend a business conference and meet a good potential member who lives in another area, tell him or her about Rotary. Then use the Membership Referral Form to notify the clubs in the area about this outstanding candidate. Keep in mind, however, that the Membership Referral Form *cannot* be used to refer someone to your own club. (If you've used the referral form before, be sure to download the latest version from the RI Web site.

(http://www.rotary.org/newsroom/downloadcenter/pdfs/memb_referral.pdf)

This Just In: Create Your Own Posters!

An important component of membership development is enhancing your club's image in the public eye. A new RI-licensed vendor, DesignSpecific, has come up with a simple way for Rotary clubs and districts to obtain one-of-a-kind posters, signs, banners, and billboards. From the vendor's Web site, you can create an account and order standard Rotary posters or customize posters and banners for your club's needs. Use this site to create event posters, fundraising banners, membership campaign materials, and much more. To get started, visit the DesignSpecific Poster Center Web site

(<http://www.rotary.org/support/prtools/tools/posters.html>).

Editor: Jana Bodensteiner, coordinator, Membership Development

Rotary International
One Rotary Center
1560 Sherman Avenue
Evanston, IL 60201 USA

Phone: +1-847-866-3000
E-mail: membershipminute@rotaryintl.org

Learn more about Rotary membership development at:
<http://www.rotary.org/membership/index.html>