

THE MEMBERSHIP PROCESS

FIND THEM

Qualifications

- Adult of good character
- Proprietor, partner, officer, manager, or
- Discretionary position in business/ profession, or
- Retired from above
(Article V, Section 2, Rotary Constitution)
- Membership Profile

Where to Look

- Classification Survey
- Friends / Family Members
- Business Contacts
- New / Existing Businesses
- Places of Worship
- Former
 - Rotaractors
 - GSE team members
 - RYLA awardees
 - Youth Exchange participants
 - Ambassadorial Scholars
- Other

Creating Awareness

- Advertising
- Public Relations
- Brochures

BRING THEM IN

Initial Contact

- Personal
- Phone
- Mail

Information

- District Brochure
- Club Brochure
- This is Rotary
- Potential Projects

Approvals

- Submit Proposal Form
(to Membership Chair)
- Board Approval
- Inform Club Members
(10 days for comments)

Club Visit

- Cost
- Introduction
- Follow-up
- Record

Pre-Induction

- Benefits
- Responsibilities
- Cost
- Opportunities
- Further Information
- Prospect Information

Induction

- Formal Ceremony
- Invite Family
- New Member Packet

KEEP THEM INTERESTED

Get Them Involved

- Red Badge Program
- Assign a Mentor
- New Member Forums
- Committee Assignment
- New Project Participation
- Act as Greeters
- Attend Fireside Chats

Address Resigning Members

- Conduct Exit Interviews
- Offer to forward contact information and dates of membership to another club

REMEMBER: The key to retention is an active club with:
 good meetings,
 great programs, and
 lots of activities,
 in which all members are involved!

In all of the above it is critical to get buy in from the club on goals and to identify who is responsible for each activity.