Strategies For Attracting New Members To Your Club

What has been successful for your club?

* Special pricing for Rotaractors: 1/2 dues and meals
* Giving Scholarships
* Interacting with Interactors, and keeping in touch with them after graduation
* Seek out retired military members
* Emphasise “You don’t have to live here to be part of our club”
* ROTARY’S RELAXED RULES -be sure you change/update bylaws to match
* Donate and put Rotary signs on bike racks in area parks
* Ask: ‘If you can’t make our regular date/time, what days/times are convenient for you?’ Some clubs have multiple days/times to accommodate

Strategies for Retaining Members

* Make a Sustainability Plan
* Use the info on the Orange Sheet in your pack: ‘Best practices for engaging your members’
* Do the Membership Assessment on Document 801EN ([MyRotary.org](http://MyRotary.org))

How do you market your club?

* PSAs in local newspapers: they are much more open to publishing these days, as local flavor is what keeps them in business
* TV: Show videos 4x/month; radio: frequency is important
* Use Social Media every week: new material
* Have special ceremonies when a new member is inducted. Send their bio to the newspaper
* Have presidents of local companies as speakers. Ask them to join afterwards, and/or have employee(s) represent the company at each meeting
* Offer Corporate memberships
* Attract Small Businesses in your area by emphasising the networking in and by the club
* Hold events with other non-profits in the area. Maximize marketability
* Hand out UPDATED club brochures. These can be customized by using templates in [MyRotary.org](http://MyRotary.org)
* Wear/give out Rotary hats at all events
* Invite speakers from Women’s Charity organizations
* Provide educational opportunities for the local area: financial, drug prevention, etc. with local experts to speak. Emphasize all are welcome!
* Get Rotaractors involved in your club’s activities
* Have Rotary placemats in local restaurants. Emphasize club’s accomplishments. ‘Silent Seller’

Attracting Young Professionals

* Discuss, then emphasize your club’s VALUES:
  + 4 Way Test
  + Families: hold events frequently with families
    - Have families work events with you
  + Rotary is about giving back to the community and the World. Excellent investment of your time and effort
* Create new times for meetings/events
* Invite Interactors, Rotaractors to attend, speak at meetings
* Emphasise District Interact events
* Give info on Rotary and the Club to Interact, Rotaract parents
* Be sure to have a Pull-up banner with the club’s accomplishments at all events/meetings.
* Advertise in non-partisan media
* Treat Interactors as adults to spread the message

Examples of ‘The Ask’ (Get Your Ask On!; Get Your Ask In Gear!)

* ‘You can expand your business by joining Rotary!’
* ‘There are great networking opportunities for you!’
* ‘Come to a meeting. I’ll buy your (breakfast, lunch, dinner)’.
* ‘Bring your sons and daughters to our (meeting, event)’.
* ‘Are you a Rotarian? WHY NOT?’.
* ‘We’re a great organization for parents, with excellent examples for your kids!’.
* We provide great service to the community. I know you’d like to be part of that!’.

Assess Your Market Area: What are the possibilities? Create a map:

* Corporations
* Small businesses
* Schools, Universities
* Churches
* Charitable organiations and non-profits
* Hospitals
* Doctors offices
* Restaurants
* Banks
* Attorneys
* CPAs
* Utilities
* More

Tri-District Membership Seminar

October 21, 2018

Wooster, OH