**Just Ask!***A Conversation about the Possibility of Rotary Membership*Rotary District 7450 - Philadelphia, PA

**CAMPAIGNS**Much time, energy and planning goes into developing elaborate “campaigns” to grow Rotary Membership. Campaigns typically have a theme , incentives, and various levels of recognition. Most campaigns are short-lived, non-sustained and while often producing short term results, they are usually minimally effective over the long term.

Based upon many conferences, meetings and speeches, the overwhelming view is that the most successful, sustainable and impactful way to attract new members into the world of Rotary is through interpersonal conversations which includes a simple “ask” by one person/friend to another person/friend.

**ENROLLMENT CONVERSATIONS**The effective way to have someone take action (i.e. visiting or joining a Rotary Club) occurs vie an “enrollment conversation”. The best enrollment conversations are composed of three steps:

**1. Getting In Their World:** Exploring what is going on in the other persons world is crucial to understanding another person. What are they up to, what pressures do they have, what has been their past experiences, what do they enjoy doing, what is important to them, etc. are all crucial parameters to better understand the other person. Once you understand these important facts, you can then better position Rotary as a “possibility” in their busy life. This DOES take more than the stereotypical elevator pitch. The length of time to drink a cup of coffee should be enough.

**2. Authentically Sharing Yourself:** BRIEFLY sharing what’s going on in your world, including your “Service Above Self” commitment to Rotary, provides an authentic and heartfelt testimony about what Rotary has meant to you and how it has changed your life. Your sharing provides a better understanding of Rotary that they probably wished they had the opportunity to experience.

**3. Enrollment and Action:** The next part of the enrollment conversation is about them “considering the possibility”. As a part of your own sharing, you have inherently presented a “possibility” to your friend. You have shared something wonderful that you have and they do not have, i.e. Rotary Membership. Now is the time to “Just Ask” about the possibility of visiting your Club to find out more about this great community service organization named Rotary. As part of that possibility, it’s also an opportunity to meet new friends, gain new experiences and make a difference in the lives of others that will last a lifetime! “Hey, how about coming to visit my Rotary Club to find out what this is all about?” This simple question has the power to change a person’s life… FOREVER !

**WHAT IS ROTARY MEMBERSHIP ALL ABOUT**The proposing of Rotary membership to another person is not just about adding to a Club’s membership list. It’s not just about getting more dues money. It’s not about gaining more Foundation money.

Rotary membership IS about making a profound difference in the life of another person, their family, and their associates. Every time we have an enrollment conversation with another person, we can look them in the eyes and just think of what possibility exists for this person as a result of joining a Rotary Club. Just like current Rotarians, the new Rotarian will have new experiences, learn new ideas, travel to new places that they could never imagine without the influence of Rotary in their lives. Best of all, they will have the opportunity to make a difference in another person’s life that they may never meet and never know.

**All we have to do is …. “JUST ASK”**

**Membership Growth Action Plan**Rotary District 7450 - Philadelphia, PA

Successful implementation of the “Just Ask” membership recruitment program requires creating an awareness of the program. Such awareness requires conversations. Such conversations require structure and emphasis to make the concept of “Just Ask” a priority in people’s lives.

**GROWTH and RETENTION**

**1. Club Membership Chairpersons:** We will assure each Club has in place, or newly appoint, a Membership Committee Chairperson. This Chairperson’s primary responsibilities are as outlined in the Rotary document “Club Membership Committee Manual (RI Document # 531) and the “Membership Development Resource Guide” (RI Document #417)

**2. Area Membership Chairs:** We will appoint “Area” membership Chairs to work directly with the 5 to 6 Club Membership Chairs in each Area towards promoting the “Just Ask” campaign, while also implementing the Membership Development process of “Identify, “Introduce”, “Invite”, “Induct”, “Inform”, “Involve” and “Educate”. Area Chairs will be responsible for meeting both individually and collectively with Clubs in their respective areas.

**3. District Membership Chair “Team”:** We will appoint a three-person District Membership Chair “Team”. They will be asked to serve for three years in order to provide continuity of our Membership Development plans and actions. Potential members of this Team will be recruited from individual Clubs who have demonstrated exceptional results in the growth of their own Club’s membership. We will have three members to assure no one person feels like they have to do it all AND so we still have continuity in case one person is not able to provide the needed leadership. This Team will be the liaison between District and/RI Leadership.

**EXPANSION**

**1. Expansion Opportunities**: We will identify specific geographical areas within the District that are likely candidates for expansion/addition of new Clubs. We will consult with surrounding Clubs and ask for their input and guidance about these expansion opportunities and enlist their support for these efforts.

**2. Expansion Chairpersons:** Once location opportunities are identified, we will request a “Sparkplug” person or Team be appointed from the ranks of surrounding Clubs for the primary purpose of cultivating, inspiring and creating new Satellite Clubs that will evolve into approved Rotary Clubs with one to two years.

**ROTARY CLUB CENTRAL**

We will use Rotary Club Central as our method for measuring results. High usage compliance of Club Central will require a significant educational program for our current Club Presidents, Club President-Elects, Club Secretaries and Assistant Governors and G-Line Governors to become proficient with this tool.

We will appoint District Training personnel to develop a training program for the target audience and begin this training in November each year followed by a follow-up training in January of the following year.

**MEMBERSHIP GROWTH GOALS - 5 YEARS**Rotary District 7450 - Philadelphia, PA

**1. District Membership (July 1, 2014) 1508**

**2. District Growth - 2014-2015**

* Three clubs induct ten new members 30
* Six clubs induct five new members 30
* Twenty clubs induct three new members 60
* Twenty clubs induct one new member 20

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District Gross Gain + 140/year (9%)   
  
 Member Attrition 6% - Normal - 93/year (-6%)  
  
  
 **3. Club Attrition** (Lose Two clubs in Five years - transfer   
 existing members to other clubs – lose 5 per year) - 5/year

**4. Club Extensions** - 3 New Clubs first year

1 New Club each year after first (30 members each) + 90/year

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**5. Membership Expectations:** 2014-2015 1640

2015-2016 1712

2016-2017 1784  
 2017-2018 1856

2018-2019 1928