# 

# **MEMBERSHIP RECRUITMENT PLAN FOR ROTARY CLUBS**

# **INTRODUCTION**

Members frequently ask: "Why is it necessary to place so much emphasis on recruitment of new members? We have a good club, and provide service to the community, the country, and international causes. Why can't we just be happy and satisfied with our present membership?"

Unfortunately, these are comments from members of a club destined to die due to aging of members, lack of enthusiasm, purpose, and a real desire and objective to help others.

Recruiting new members brings the following benefits to the Club:

**Increased capacity to serve your community**. With 10 members, a club can do ‘‘X" number of projects. With 50 members, a club can mathematically do “Y" number of projects. In reality, studies show that the greater the mass (members), the effectiveness is more than a linear relationship, and the answer to “Y” might be 6, 7, or greater times ''X".

**Fresh ideas, interests, and energy.** New members bring new ideas, concepts, and approaches based on their experience and knowledge which broadens the total knowledge base of the club, and helps it better serve the community & mankind.

**Diversity.** Diversity of ideas and experience broadens a Club's ability to perform existing ideas better, as well as developing new ideas for service.

**Future leaders.** An ongoing recruitment program helps develop new leaders within the Club for future leadership roles--both within the Club as well as in the community and society.

**Long term continuity of the club and the organization**. Perhaps the military is the best example of the need to constantly bring in new members. Everyone ages each year, and it is critical that new members are added each year to have a constant- ongoing inflow of new talent and younger people to provide the initiative and youth to maintain a thriving and growing organization.

**PLANNING & EXECUTION ACTIVITIES**

**MEMBERSHIP COMMITTEE**:

Committee members should represent diverse businesses, geography and cultures. Please identify the members and list them here.

While committee members will be selected for specific reasons, every club member is a member of the membership committee if the program is to be a success.

**MEMBERSHIP GOALS:**

Induct at least 15 (or set number here) new members with a net increase of 10 (or set number here) new members by the end of this fiscal year. To spur competition and enthusiasm, construct a 5' high cardboard thermometer to keep a record as each new member is brought into the club and increases the membership to meet the club goals.

**COMPETITION & AWARDS:**

A contest will be conducted with first, second, and third place awards given to the members recruiting the most new members. The awards are as follows:

First place $100

Second place $ 75

Third place $ 50

Notes: In the event of a tie at some award level, two awards will be given at that level.

The current President, Past President, and Membership Committee Chair are ineligible for any awards.

Completion date for developing & starting incentive program – June 30 of this fiscal year.

**MEMBERSHIP CAMPAIGN MATERIALS & TRAINING:**

1. Responsibility: Insert Rotarian’s name

2. Order training and informational materials.

3. Conduct education and training for all members of Membership committee.

4. Prepare material in packets to be given to prospective members.

5. Make thermometer to record new members.

**RECRUITMENT OF NEW MEMBERS:** Methods of locating prospective members:

A. Past members:

1. Responsibility: Insert Rotarian names

2. Obtain Club roster records for each of the past 10 years.

3. Hold Club Assembly and get volunteers from existing membership to contact previous members about rejoining the club.

4. Follow up with entire membership providing literature, contact support, etc. as necessary to recruit new members.

B. Classification Records:

1. Responsibility: Entire membership

2. Tabulate a list of existing club classifications, as well as classifications of previous members for which records exist. Add classifications based on a review of companies business and educational organizations in the local area.

3. Using Appendix I of classifications, determine "open" classifications, and determine if there are people residing or working in the proximity of our club that could be attracted to join our club - i.e. the local school principal used to be a member, the local Township Manager used to be a member, etc.

C. Local businesses & commercial entities:

1. Responsibility: Insert Rotarian names

2. There are many local businesses and companies not represented in the club.

(i.e.) insurance companies, realtors, travel agents, etc.), that could benefit from having representation in the club.

3. Completion Date:

D. Governmental Entities and NGOs

1. Responsibility: Insert Rotarian names

2. Governmental & NGO's: Chambers of Commerce, local and regional governmental agencies, professional & trade organizations, YMCA, etc.; any local organization or person that has benefited from Rotary; i.e. GSE, Interact, Rotaract, Youth Exchange, Ambassadorial scholar, etc.)

3. Completion date: Ongoing

E. Retirement homes:

1. Responsibility: Insert Rotarian names

2. Locations: List local homes

Make contact with management at each facility and obtain permission to post Rotary literature (posters, etc.) and to contact any personnel in facility regarding membership in our Rotary club.

Objective: Three new members during this fiscal year. Completion date: Ongoing

F. Rotary Public Functions:

1. Responsibility: Insert Rotarian names

2. Have at least one club member attend every Chamber of Commerce and other community activities to pass out literature and seek new members.

3. Completion date: Ongoing

G. Community Publicity:

1. Responsibility: Insert Rotarian names

2. Promote social networking through internet, Facebook, etc.

3. Recommend club appoint a publicity person to publicize the club's activities and contributions the club makes to the local community, as well as throughout the world.

4. Completion date: Ongoing

**RECRUITMENT OF PROSPECTIVE MEMBERS:**

1. Visit with prospective member about Rotary, and give them a packet of material to read. Follow up within a week to determine their interest.

2. Invite them to a meeting. If they appear interested, complete a prospective member application form and submit to the Membership chair for review and transmittal to the club President. After review, the club President submits the application to the club Board for approval. If, and when, approved, the sponsor invites the prospective member to join the club.

3. Conduct a "fireside chat" to give the member complete information on Rotary, its

benefits, and the financial and time obligations the prospective member assumes when becoming a Rotarian.

4. Arrange for a date for induction. Invite the prospective member to bring his partner to the installation ceremony.

5. Prepare a temporary badge to be pinned on the member when they join the club.

6. Perform the installation ceremony.

7. Completion date: Each situation varies; however, try to keep the process moving

before the applicant loses interest.

**SCHEDULE FOR MEMBERSHIP CAMPAIGN:**

1. Schedule a Club Assembly for early July for the "kick-off'' of the membership drive.

2. Prepare literature recording major club achievements from the time of club charter to present.

3. Enlist support of all members to assist in the campaign to meet club objectives.

**RETENTION PLAN**

As soon as the prospective member has been inducted into the club, the following retention plan should be implemented to integrate the new member into the club, and help them become a valuable contributing member to the club & Rotary:

1. Assign them a mentor for 3 months to help them assimilate into the club.

2. Work at the Sergeant-At-Arms desk for one month of their initial first 3 months in the club.

3. Give a classification talk during the first 3 months.

4. Receive bi-weekly letters from the Membership Committee dealing with various aspects of Rotary & our club:

a. a welcoming letter explaining weekly meetings, time and duration, attire, order of activities, the 4-way test, etc. Include information on importance of regular attendance & how to "make up" meetings, stress that the "Rotary experience" should be a fun and rewarding experience where camaraderie among members is developed, as well as service to others; our club's objectives together with a discussion on how he or she can participate in achieving these goals

b.a club roster and assignment to a club committee.

c. a letter referring them to Rotary International and district and club websites; explaining the history and overall objectives of Rotary; the organization of Rotary and number of members throughout the world; the five avenues of service and how they are an integral part of Rotary.

d. a letter about our Rotary Foundation explaining the history, function and objectives.

e. . A Gundaker Foundation letter explaining its history, function and objectives.

f. Possibly a letter on the Youth Exchange, RYLA, Interact and Rotaract.

5. If the club has a project during the first 3 months, urge the new member to participate in the project.

6. Additional literature on Rotary may also be given to the members during this time to further enhance their education and knowledge of Rotary.

7. Club members should make an effort to sit beside new members at meetings to get acquainted with each new member, and make them feel a part of the Rotary Club.

NOTE: It is recommended that 1-2 members be assigned the responsibility of following and implementing the above program. These members would also be members of the membership committee.

**APPENDIX I: CLASSIFICATION STUDY**

1. List the classifications of current members.

2. List the classification of prospective members.

**Available Classifications:** - expand on this list

Automotive Service Retailing

Art Galleries Banking

Travel Agency Insurance Sales

Utilities Architecture

Contracting Communications

Banking-Savings Education Public

Orchardist Engineering - Civil

Purchasing Fire Inspector

Atomic Energy Research Education - college

Machinery Sales Distribution Home Products

Real Estate Sales Arborist

Banking-Credit Union Marketing Contractor Electrical

Manufacturing-Specialty Metals Retail Jewelry

Museum Curator Banking – Credit Union

Boy Scout Executive Managing Township Health Care

Lawyer Trial Contract Mediation

Accounting-Tax Planning Law Enforcement

Manufacturing-Specialty Fasteners Investment Advisor

Plumbing Supply Distribution Petroleum Retail

Hotel Sales Accounting

Land Development Curator Public Relations

Banking - Commercial Clergy - Jewish

Clergy-Protestant

**ATTACHMENT**

**NEW MEMBER LETTER**

Dear Bill:

Congratulations on joining the Rotary Club of Somewhere!! We hope you will find our members to be very friendly, and trust you will have a rewarding and productive experience as a member. We are pleased to have you in our club.

Over the next three months, you will receive several letters from our Membership Committee. These letters are designed to give you information on the mission and objectives of Rotary; its history and organization; and its many local & international programs and activities. If you have questions or comments as you read these letters, please feel free to ask any club member, or me. Our objective is to make you knowledgeable about Rotary, and that you will find areas where you are interested in helping our club provide service to others. You are now "part of Rotary"!!

In this first letter, I would like to acquaint you with the program & activities of our weekly meetings:

Our Rotary Club meets weekly; except we generally do not meet between the Christmas-New Year's holidays.

We meet at the (location). The attire is optional casual or business wear. The meeting starts with an (type of meal) at (list time). The meal has a cost of (list amount). We also have a progressive 50-50. Its objective is to have fun, and raise money for the club.

It is appropriate that spouses or family members or friends attend any Rotary meetings. We want to be known as a friendly, fun, and active club.

At approximately (list time), the President calls the meeting to order with a prayer, the Pledge of Allegiance, and Rotary’s 4-Way Test (of the things that Rotarians Think, Say, and Do). This is followed by introduction of guests, and "Happy Dollars". The latter is intended as a fun related method of sharing events in one's life-and also raising money for the club. The President then reports on activities of interest to the membership.

At (list time), the meeting is turned over to the Program Chairman who introduces the program. (Generally a speaker). The subject can be on Rotary-or non-Rotary related subjects. (Political material or talks are not permitted, except with prior approval). If you know of any speaker or subject, please let us know so we can schedule it. We are always looking for subjects or speakers of interest to the members.

I have assigned (list mentor) to be your mentor during your first three months to help you get acquainted with the other club members. Please feel free to contact him if you have any questions or problems.

I hope this letter of "basic information" is of value to you in understanding our club. The next letter will deal with the history-and accomplishments--of our club since its inception in (year of charter). We hope you will enjoy it. Again, "welcome aboard"!!

Sincerely

President