

TOP TEN WAYS TO IMPROVE ROTARY CLUB MEMBERSHIP

10. Strong Collegiality Within the Club.

- A happy, healthy Club is the solid foundation upon which Club growth must begin.
- Treat each other with the highest degree of respect
- Do not project your expectations of what others should be doing. Remember we are all volunteers. Internal discord is a disease that can spread rapidly within a Club and is very destructive.
- Show a perspective member they will gain a host of new friends by joining the Club.

9. Run Your Meetings Well.

- Show perspective members how well organized and professional the Club is.
- Have fun at the meeting.
- Make the Club Meeting an enjoyable experience the new or perspective member will want to attend.

8. Good Publicity.

- The days of Rotarians working quietly behind the scenes are over.
- Appoint a publicity chairperson and get the word out about what Rotary is doing locally and Internationally.
- Peak the interest of a potential new member with good publicity.

7. Appoint Membership Chair.

- Appoint one of the Club's best and most active members. Realize membership is one of Rotary's most difficult challenges. Keep membership at the top of everyone's consciousness.

6. Membership Meeting.

- Make a list of potential members. Obtain input from all the current members. Then invite the perspective members to a meeting, a dinner or a party and introduce them to the Club, Rotary and all that RI does and means.

5. Have Fun.

- All work and no play turns Rotary into another obligation. Make sure your members are having fun and project that onto new or potential members.

4. The School District.

- One of the best ways to get someone's attention is to have a positive and rewarding experience with their child.
- In many communities the local School District is the center of all activities. Actively recruit school administrators, teachers and personnel. Make sure your Club involves the school in its projects.

3. Youth Exchange.

- Outbound students, their parents and Inbound Host Families are fertile ground for new members. The same is true for Rotoract, Interact and Earlyact.

2. Community Involvement.

- Well run community projects bring Rotary to the attention of local residents and give them a reason to join.

1. Ask.

- The number one way to grow membership, without a doubt, is to ask.
- The best recruiters of new members are the ones who ask the most.
- Every current Rotarian was first asked by someone to join.