

MEMBERSHIP DRIVE

Step by Step Guidelines

Step 1

Appoint two joint membership chairmen to take charge of program. Hold a “Membership Forum Night” and hand out the four-page classification “prompt” headed “I can’t think of anyone to invite to Rotary!”. Ask members to put their heads down, read through all classifications listed and write names of possible members alongside as many as they can.

Step 2

Ask members to come back to the meeting the following week with accurate, clearly written names and addresses to match all names written on the classification lists.

Step 3

Prepare a clear list of Membership Candidates, after obtaining Club consensus on suitability of candidates.

Step 4

Draft a circular letter to all candidates – striving to address ALL issues that are normally raised when discussing membership with various people.

Step 5

Invite five members to write “testimonials” on the benefits of their Rotary membership and experiences.

Step 6

Attach the letters and testimonials to a carefully selected quality folder of Rotary information (resource folder), and post to each candidate on the list. All letters to be personally signed by the club president, and inviting return contact by the candidate within seven days.

Step 7

Failing any response within seven days, selected club members to be charged with follow-up contact by way of a personal visit. At each visit, the “collectors” will invite the candidate to attend a specially planned Dinner Meeting of the Rotary Club – featuring an excellent guest speaker and well-prepared, brief reports from each of the Directors. All Rotary club “mentors” to sit with and entertain guests at meeting. Rotary club to meet cost of dinner for guests.

Step 8

Repeat Step 7 in about two to three weeks with a second planned meeting. At conclusion of dinner, “mentors” should request permission to submit a membership card for guests.

Step 9

Invite partners to attend well-planned induction ceremony (which should include a clear request for the new member to reciprocate his or her membership within the first 12 months). Prepare a roster of experienced Rotarians to meet and sit with new members for first five meetings after induction. Organise “Fellowship and Information Evening” (new name for “Fireside Meeting”) for each new group of members after three months.

Step 10

Give all new members “ownership” of their new club by involvement in a small, simple task or project after three months. Invite them to choose something of interest at the “Fellowship and Information Evening”.