

All Club Members: Get Ready, Get Set, Grow!

www.rotary.org – Rotary International

www.rotary6000.org – District 6000

**Membership is not just everyone's responsibility, but *OUR* responsibility.
Otherwise, it's nobody's responsibility.**

The future of Rotary depends on our ability to make Rotary meaningful, relevant, and attractive to the next generation of Rotarians. Prospective members under age 45 have different goals and lifestyles than the generations preceding them. When people are approached about joining Rotary, regardless of their age, they usually use the WIIFM (What's in it for me?) approach. They must be convinced joining the club is worth their time, energy, and money.

Effective July 1, 2007, the Rotary Council on Legislation has enacted the following membership qualification change: A person who has demonstrated personal involvement in community affairs and a commitment to service and to the object of Rotary will qualify as a member. This person does not have to be involved in a business or profession. This change definitely opens the door to active community volunteers as prospective Rotary club members.

Important principles to remember when assessing candidates for membership:

- ✦ The individuals and companies they represent are of good reputation.
- ✦ Candidates must:
 - ◆ Be service minded.
 - ◆ Have ability to meet the financial obligation of membership.
 - ◆ Have willingness and the availability to attend meetings on a regular basis.
 - ◆ Have decision making responsibility within their business organization, profession or volunteer capacity.

Responsibilities of all club members:

1. Promote Rotary and be on the lookout for good prospective members. Remember, Rotary recruitment is not just a numbers game! Quality is more important than quantity. Rotary is much more than just a social club and opportunity to network. Rotary is a service club!
2. Invite prospective members to 2-3 club meetings and have club pay for their meals. After the meeting spend a few minutes with the guest to see if they have questions.
3. Don't pressure anyone to join. Let them know becoming a Rotarian is their decision, but also an opportunity to help make a difference in the world.
4. Make prospective members aware Rotary is more than just a greet, eat, and meet club. It's a worldwide organization that has significant impact all over the globe, including your own community.

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5. Make sure each prospective member is comfortable the club is a good fit before taking the step of joining. We want them to examine us and learn about Rotary before they make a decision.
6. Let prospective members know Rotary club membership is by invitation only and you see something special in them that qualify them for membership.
7. When approaching a prospective member give a personal testimony of what Rotary means to you.
8. Be sure prospective members clearly know the time commitment and financial requirements before they make the decision to join.
9. Share names of current club members with a prospective member so they know who is a part of the club. That may raise their comfort and interest level.
10. Don't worry if some classifications are already represented in a club. A new RI rule states that 10% of the membership can have the same classification.
11. Toot your Rotary horn! Let the community know about Rotary and what you do. Rotary is an international organization in over 200 countries. Make sure your community is fully aware there is a local club.
12. If you believe a guest speaker is a prospective member, ask speaker to come back as your guest. This is a much better approach than to ask the speaker about club membership the day they are giving the program.
13. Re-invite members who may have dropped membership a few years earlier due to working hours, health, family situation, etc. Club membership may be more appealing to them now.
14. Encourage spouses of members to join.
15. Remember: a guest may not be a prospective member. When visitors attend a meeting for the first time, don't be too premature by talking about potential membership.
16. Share your club bulletin with prospective members.
17. All clubs need younger members in the 25-45 age group. This group definitely has the WIIFM (What's in it for me?) mentality. They must be convinced Rotary is something that would benefit them before they are willing to make a commitment.
18. About 20% of guests who are invited to Rotary will join. About 50% of guests will join if they are invited by a club board member.
19. Soft selling Rotary is much more desirable than a hard sell.
20. Develop a brochure or information guide that tells how to invite new members.
21. It is extremely important for the club president to personally greet each guest.
22. It is more effective to ask someone to become **part of your club** rather than simply ask them to **join Rotary**.
23. Membership boils down to **ask – ask – ask!**
24. Other responsibilities . . .