



Attracting Members

First - Assess Your Club

Attracting people to support Rotary is no different than attracting them to support a business. Having only one chance to make a first impression, we should strive to deliver our best club offerings and be on our best behavior at every meeting. Below is a list of attributes every club should aspire to.

- I look forward to joining my friends at our vibrant club meetings.
- Our club meeting place and time is attractive and convenient.
- We have a greeter who welcomes members and guests to meetings.
- Our meetings are well organized and run professionally.
- We offer a warm Rotary welcome to our guests offer them an introduction.
- Our club program presentations are relevant, interesting, and varied.
- Members sit at different tables each week to meet and talk to different people.
- We always offer a heart-felt appreciation to our guests at the end of the meeting.
- We have a well-organized annual plan of local and international service projects.
- Many members participate in Rotary events at the district and/or international level.
- Our club collaborates with other clubs in district and global grants service projects.
- Our members contribute to The Rotary Foundation and PolioPlus eradication initiative.
- We raise funds in a way that allows members to contribute what they wish.

- Our club is open to new activities and service projects to enrich members' experience.
- We provide Rotary orientation, leadership education, and mentoring for our members.
- Our leadership team is well-prepared and pro-active to plan and accomplish club goals.
- We have an active plan of membership attraction and retention that involves all members.

Next – Sell the Benefits of Rotary Membership

Provided you have an attractive club, or at least an active vision, you can now prepare your members to invite friends and community acquaintances to meet their Rotary friends. While most people will say they do not have time to join a club, very few will turn down the opportunity for a free meal and new friends. Selling Rotary membership is fun when you do it right!

Hold a VISION of an ideal club membership that embraces Rotary's Core Values:

- Fellowship: Invite members that you would enjoy sharing a meal and serving with.
- Leadership: Business and community leaders bring assets that allow us to better serve.
- Integrity: Our members must embrace the 4-Way Test of the things we think, do, or say.
- Diversity: We benefit by welcoming all people who subscribe to Rotary's Core Values.
- Service: Our motto "Service Above Self" is our obligation and personal reward.

Build a Membership Committee of the most qualified trainers and "salespeople".

- Develop a comprehensive club membership plan with goals.
- Create a Classifications List to identify potential member targets.
- Regularly communicate the plan and progress toward the goals.
- Educate and prepare the members to sell the rewards of Rotary membership.
- Provide the tools and special opportunities to engage prospective members.

Stand for Rotary – Do the Work!

- To attract others to Rotary we must project our sincere enjoyment of Rotary service.

- Identify people who may enjoy Rotary and invite them to a free meal with your friends.
- Make sure to introduce your guest to club members they might enjoy meeting.
- While seated, share all that you enjoy about Rotary and the value of Rotary service.
- Follow-up with your guest to see if they appear to be interested in joining.
- Submit an application for approval followed by an invitation to join once approved.
- Repeat the six steps above!

Resources for Club Assessment

- [Club Planning Assistant](#) — Answer questions about your club to get specific advice to address your club's challenges. Then build the suggested strategies into your club's membership plan.
- [Rotary Club Health Check](#) — Identify your club's problem areas and make changes to help it stay relevant for members and the community.
- [Is Your Club Healthy?](#) — Take this Learning Center course to help your club improve its member experience, service and social events, public image, and club operations.
- [Understanding Membership Reports: Getting Started](#) — Learn how to use membership data to determine where to focus your membership efforts.
- [Membership Assessment Tools](#) — Analyze your member profile to identify prospective members and diversify your membership.
 - [Representing Your Community's Professions](#) (classification assessment)
 - [Diversifying Your Club](#) (member diversity assessment)
 - [Finding New Club Members](#) (prospective member exercise)
 - [Improving Your Member Retention](#) (retention assessment and analysis)
 - [Enhancing the Club Experience](#) (member satisfaction survey)
 - [Understanding Why Members Leave](#) (exit survey)
- [Building a Diverse Club](#) — Take this Learning Center course to identify opportunities to connect and engage with underrepresented prospects in your community. By better representing your community, you can increase your club's capacity to serve.