

Why Discover Rotary?

- Club meetings are designed for people;
 - familiar with Rotary
 - your club's culture
- Meetings and Rotary jargon can be confusing & intimidating to visitors
- Every club loses approx 15% of their members every year
- If you don't plan to add new members, you're on the road to be irrelevant
- **Discover Rotary WORKS!**



BEST PRACTICES

- Us, not Me
- Frequency
- When & Where
- The Ask
- The Presentation
- FOLLOW UP!



US (not Me)

- Create a Discover *TEAM* with at least 2 people; 3 - 4 is better
- Don't do it all yourself, it will not be sustainable
- Division of labor;
 - Collecting names & contact info for invitees; maintain prospect list
 - Sending Save-the-Dates, Invitations, and Thanks for Attending
 - Facility rental & logistics planning & prep
 - The actual presentation (best to have more than one person)
 - Follow up

FREQUENCY

- Some clubs that hold these sessions monthly
 - I think that is too often. We're volunteers!
- 2 to 4 times a year seems to work well

WHEN & WHERE

- **Where?**
 - A good location / meeting room is important.
 - Hotel, Restaurant, even a Home
 - Minimize distractions
- **When?**
 - Same time & place as your club meeting
 - The evening before your club meeting
 - It's okay to experiment

THE ASK

- Invite people to *DISCOVER (learn more)* about Rotary.
- No pressure to join
- Keep inviting all to subsequent sessions
- People join related to the cadence of life

THE PRESENTATION

- **Total time should be an hour or less**
 - 15 minute welcome / social
 - 30 minute Presentation
 - 15 minute Q&A
- **Break the story into pieces**
 - Rotary big picture
 - 100+ years, million+ people, every country, original social network
 - Your Story
 - your specific passions, your club's makeup
 - What's In It for You?
 - Questions & images to imagine themselves as changemakers

FOLLOW UP!

- Someone may join on the spot, but ...
- Most will need to absorb what they've learned
- Stay in touch;
 - send emails sharing what you're up to
 - invite them to service projects, and ...
 - invite them again to future Discover sessions
- Touch them at least 3 - 4 times a year