**STRATEGIES FOR ATTRACTING NEW MEMBERS**

**(45 minutes)**

## Relevance: Clubs need new members in order to be vibrant and active.

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| **Idea exchange** R:\COMSHARE\FProd\ FOR WEB\PDFs\Leadership Dev\Leaders Guide Icons\Idea-Exchange_2.png | Best for discussing topics participants knowGuided by a trainer to keep discussions on topic and allow everyone a chance to speakFollowed by an activity for participants to apply the ideas being discussedSeating arranged in a U-shape for a maximum of 30 |

### Learning objectives

At the end of this session, participants should be able to:

* Customize an approach for attracting members based on the needs of their target groups
* Develop a plan for engaging prospective members

**Before the session**

* Review the speaking points, discussion questions, and activities offered and plan your session.
* Get comments from the district membership chair on attracting new members, or consider asking an expert to lead the session.
* Decide whether you will use the PowerPoint template provided and develop slides, or use a flip chart or whiteboard.
* Consider any relevant district or regional issues.
* Choose an activity based on the needs and interests of your participants.
* Make sure you have the materials you need.
* Review the resources listed below.

### Resources

* [Strengthening Your Membership: Creating Your Membership Development Plan](https://www.rotary.org/myrotary/en/document/strengthening-your-membership-creating-your-membership-development-plan)
* [Rotary Club Health Check](https://www.rotary.org/myrotary/en/document/rotary-club-health-check)
* [Prospective Member Brochure: Impact Begins With You](https://shop.rotary.org/membership-development)
* [Creating a Positive Experience for Prospective Members](https://www.rotary.org/myrotary/en/document/creating-positive-experience-prospective-members)
* [Customizable club brochure](https://brandcenter.rotary.org/en-GB/App/Approval/AdrenalineTemplate/Details/4?RedirectUrl=%2Fen-GB%2FApp%2FApproval)
* [Discover Rotary](https://www.rotary.org/myrotary/en/document/discover-rotary)
* [Connect to Membership Leads](https://www.rotary.org/myrotary/en/document/connect-membership-leads)
* How to Manage Membership Leads (for [clubs](https://www.rotary.org/myrotary/en/document/how-manage-membership-leads-clubs) and [districts](https://www.rotary.org/myrotary/en/document/how-manage-membership-leads-districts))
* [Membership Leads video](https://vimeo.com/157204966) (English only)
* [Membership Assessment Tools](https://www.rotary.org/myrotary/en/document/club-assessment-tools):
  + [Representing Your Community’s Professions: A Classification Assessment](https://www.rotary.org/myrotary/en/document/representing-your-communitys-professions-classification-assessment)
  + [Diversifying Your Club: A Member Diversity Assessment](https://www.rotary.org/myrotary/en/document/diversifying-your-club-member-diversity-assessment)
  + [Finding New Members: A Prospective Member Exercise](https://www.rotary.org/myrotary/en/document/finding-new-club-members-prospective-member-exercise)

**During the session**

* Welcome participants and introduce yourself.
* Review the learning objectives.
* Highlight these key messages:
  + Participating in service and having fun with fellow members are the primary reasons that people join and stay in Rotary.
  + To attract new members, it’s important to assess which areas of your club are doing well, which areas need attention, and whether your club reflects the values of Rotary.
  + Identify which professions and demographics are missing from your club so you can focus on these groups while seeking new members (the [classification](https://www.rotary.org/myrotary/en/document/representing-your-communitys-professions-classification-assessment) and [member diversity](https://www.rotary.org/myrotary/en/document/diversifying-your-club-member-diversity-assessment) assessments will help you).
  + Develop a pool of potential candidates, such as women, young professionals, alumni, recent retirees, an ethnic group, or Rotaractors to target in your promotional efforts (the [prospective member exercise](https://www.rotary.org/myrotary/en/document/finding-new-club-members-prospective-member-exercise) will help you do this).
  + Rotaractors can now be members of a Rotary and Rotaract club at the same time.
  + Once you’ve identified your target group, tell the group about the relevance, value, and benefits that a Rotary membership offers — this is often called a value proposition. Your approach to attracting these demographics will differ based on each group’s needs.
  + Club presidents, secretaries, and membership chairs receive alerts when your club has an online [membership lead](https://www.rotary.org/myrotary/en/manage/club-district-administration/club-administration/membership-leads). Regularly check with these people who have expressed an interest in joining Rotary.
  + Meet with prospective members and decide whether they’re suited for your club by asking them what they’re seeking.
* Use these discussion questions to spur conversation:
  + What has growth been like in your club over the past five years?
  + What strategies has your club used to attract members?
  + How well has your club succeeded in inviting Rotaractors to become Rotarians? How can your club develop them to become members?
  + How do you promote your club to the community?
  + How can you use social media to promote your club and appeal to different demographics?
  + How do you approach prospective members? How can your alter your approach based on the group you’re targeting?
  + What is your practice for engaging prospective members?
  + What factors do you consider when evaluating whether a prospect would be suited for your club?
* Lead one of the activities below.
* At the end of the session:
  + Take questions from participants.
  + Highlight key resources and where to find them.
  + Review the learning objectives to make sure they’ve been achieved.
  + Ask participants to write down one idea they’ll use from the session.

**Activities**

Choose an activity:

1. Purpose: Create strategies for different target groups
   * Allow 20 minutes for this activity.
   * Give the worksheet Creating a Value Proposition, at the end of this guide, to participants.
   * Divide participants into six groups and provide a flip chart or paper for each group.
   * Assign one of these target segments to each group:
     + Young professionals
     + Rotary alumni
     + Women
     + Rotaractors
     + Recent retirees
     + Regional ethnic group that is underrepresented
   * Ask each group to use the worksheet to:
     + Develop a value proposition for its assigned target group that communicates the relevance, value, and benefits of membership to that group, and write the proposition on the flip chart.
     + Think of strategies for attracting its assigned target group and write them on the flip chart.
   * Ask each session group to share its value proposition and strategies.
2. Purpose: Engage with prospective members
   * Allow 20 minutes for this activity.
   * Ask participants from the same club to sit in groups; give a flip chart or paper to each group.
   * Ask groups to think of a plan for following up with prospective members that considers the questions below (list questions on a slide, flip chart, or whiteboard):
     + Who will be responsible for following up with prospective members?
     + Who will check and manage the status of online [membership leads](https://www.rotary.org/myrotary/en/manage/club-district-administration/club-administration/membership-leads)?
     + How would you decide whether the candidate is a good fit for your club?
     + If the candidate is well-suited, what are your next steps?
     + What would you do if the candidate is not a good fit?
   * Ask each group to write its plans on the flip chart.
   * Ask each group to share its responses.

It’s important to consider various approaches to attracting and engaging members. Target groups have different needs and want to customize their Rotary experience. Encourage your club to develop a value proposition for each group it wants to target. These target groups have been identified as good potential sources of Rotary members.

**WORKSHEET:**

**CREATING A VALUE PROPOSITION**

Segment 1: Young professionals

Segment 2: Rotary alumni

Segment 3: Women

Segment 4: Rotaractors

Segment 5: Recent retirees

Segment 6: Regional ethnic group that is underrepresented

A value proposition is a promise of value to be delivered. It’s the primary reason a prospective member should join your club. With your session group, review your assigned target segment and consider these questions:

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| What service or product does your club offer? |
| What makes your product different? |
| What is the benefit for the potential member? |

Use this formula to write a value proposition to put on your website, posters, fliers, etc.

* **Headline.** Use one short sentence to convey the benefit you’re offering. You can mention the product and the customer.
* **Subheadline or a paragraph of two to three sentences.** A specific explanation of what you do or offer; for whom; and why it is useful.
* **Three bullet points.** List the key features of membership.
* **Visual.** Images communicate much faster than words; show the product or consider what image you could use to reinforce your main message.

**Sample**: “Make a difference in your community. Joining Rotary will connect you with community leaders and develop your skills, give you the opportunity to make lifelong friendships, and transform yourself and your world.”

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| **Develop Your Value Proposition** |
| **Target Segment**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **Headline**: ­­­­­­­­­­­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **Subheadline**:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

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| **Strategies to Attract Target Groups** |
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