

List of 12 Attraction Strategies

- Give all speakers and parents of Student of the Month a club brochure (use the Brand Center) about your Rotary club and ask them to return as your guest to learn more about Rotary. Have the Membership Chair make a follow up call.
- Invite Rotaractors to participate in all Socials, Service projects, and New Member Orientation. Develop a program of investing in the young professionals by providing free fees if they become a Rotarian while they are in Rotaract and a reduced fee for the first few years they age out of Rotaract.
- Implement an associate membership, couples membership, family membership or corporate membership
- During the first assembly of the new Rotary year, have each table brainstorm 8 people they believe would be excellent Rotarians and assign a member at that table to invite each of those 8 people within the next month
- List the benefits of joining your Rotary club on your website and Facebook page. Add a video showcasing the fun your members have so as to evoke a feeling of being part of a team
- Host an open house where you show service projects funded by the Rotary Foundation and Polio Plus and promote it via Facebook ads. You can set your own budget and reach a wider audience.
- Use the “People of Action” Campaign on your Facebook page to promote your club’s image of service (use Brand Center downloads to attach to your club’s photos)
- Develop a Membership competition program with points and a grand prize at the end of the year for the team that brings in the most new members
- Do away with members paying for every meal whether or not they attend and make meals “pay as you go” or optional
- Live stream on Facebook the speaker. Have members send via Facebook messenger the video to friends or associates who may be interested in that area of information
- Have one meeting per month be a social or service project and invite friends and perspective members
- Develop a Satellite Club with at least 8 members have a common interest. For example, a group of people interested in ecology may want to do service projects based on their interest.

Action Plan for Attraction Strategies

Attraction Example

Strategy: Develop a Membership competition program for a three month period with points and prizes.

What:

1. Ask the Board for money for Rotary prizes and club PHF points.
2. Ask Club President for time at the next Club Assembly.
3. Explain the competition.
4. Divide the club into teams of 5-7 people.
5. Ask the team to brainstorm people in the community that would be good Rotarians.
6. Have the team contact those people and invite them to a service project, social, or club meeting.
7. The team that generates the most new members over a three month period gets a Rotary travel mug and 100 Paul Harris Fellowship Points for each member of the team.

Who:

1. Membership Team Member asks the Board for prizes and PHF points
2. Membership Team Member explains the competition at the next Assembly.
3. Membership Team Member divides the club into teams
4. Membership Team Member appoints the chair of each team to get people together and encourage the team to generate new members.
5. Membership Team Member checks with each captain once a month to see what is happening on his/her team

When:

1. At the next Board meeting
2. At the next Club Assembly the Membership Team Member explains the program which will probably take 30 minutes.
3. Competition happens between September - November

Result Anticipated: 12 new members

Membership Team Member Assigned to Champion this Strategy: Joe Smith