



# PROSPECTIVE MEMBER OUTREACH TEMPLATE (FOR CLUBS)

Use these customizable scripts to communicate with prospective members assigned to your club through the [Manage Membership Leads page](#) in My Rotary. Modify the text based on your needs and update the prospective member's status at each step.

It's important that every club have a process to manage the membership leads assigned to them. We want each prospective member to receive a response and have a positive interaction with Rotary.

## **Initial outreach to prospective member**

### **VIA EMAIL**

Dear \_\_\_\_ (**name of prospective member**),

Thank you for your interest in Rotary! My name is \_\_\_\_ (**your name**), and I'm a member of the Rotary/Rotaract Club of \_\_\_\_ (**club name**).

Our club typically meets on \_\_\_\_ (**day/time**) at \_\_\_\_ (**location**) (*If your club has multiple meeting formats, mention that here*). We also organize a variety of service projects and social gatherings that allow our members and friends to get to know each other while serving our community. We would love for you to join us!

I'd be happy to connect by phone or video chat to answer questions about our club or about Rotary. Let me know when a good time would be.

In the meantime, please visit our club online at \_\_\_\_ (**club website**) or \_\_\_\_ (**club social media page**).

Thanks again for your interest in our club. I look forward to talking with you.

Sincerely,

\_\_\_\_ (**your name**)

### **What's next:**

Update the candidate's status on the [Manage Membership Leads page](#) based on their response.

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### **VIA PHONE**

Hi, may I speak with \_\_\_\_ (**name of prospective member**)? I got your number because you expressed interest in Rotary. My name is \_\_\_\_ (**your name**) and I'm the \_\_\_\_ (**club role**) for the Rotary/Rotaract Club of \_\_\_\_ (**club name**). Is now a good time to talk? (*If yes, proceed. If no, schedule another time to talk, or follow up with an email if they prefer*).



Thank you for your interest in our club! I'd love to learn about your interests and background, and then schedule a time for you to visit our club or join one of our social events or service activities. Can you tell me about yourself and how you found out about Rotary? (*Listen and respond appropriately.*)

Our club has been serving the community since \_\_\_\_ (**charter year**). Some of our key activities are \_\_\_\_ (**club activity**) and \_\_\_\_ (**club activity**). We also make a difference in our community through service, form personal and professional connections, and benefit from leadership and professional development opportunities. Is there a certain aspect of Rotary that you're most interested in?

(*At the end of the conversation*) Thank you for speaking with me today. We'd love for you to join us at our next \_\_\_\_ (**meeting/social/project**) at \_\_\_\_ (**time, place**) on \_\_\_\_ (**date**). Do you think you'll be able to come? (*If yes, proceed. If no, determine the next meeting/social/project they can attend*). We look forward to seeing you. Have a great day!

**What's next:**

Update the candidate's status on the [Manage Membership Leads page](#) based on their response.

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**VIA TEXT MESSAGE**

Hi \_\_\_\_ (**name of prospective member**)! My name is \_\_\_\_ (**your name**), and I'm a member of the Rotary/Rotaract Club of \_\_\_\_ (**club name**). I heard that you're interested in learning more about Rotary.

Our club typically meets on \_\_\_\_ (**day and time**) at \_\_\_\_ (**location**).

We generally organize a lot of service opportunities while building relationships with each other and the community. I would love to connect by phone or video chat sometime soon. Is there a time that's best for you?

*Try to schedule a chat in person, by phone, or by video at this point. If the person is unavailable, however, the club leader can invite them to visit the club website and social media page or attend an upcoming event.*

**What's next:**

Update the candidate's status on the [Manage Membership Leads page](#) based on their response.

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**Final outreach to prospective member**

**VIA EMAIL**

(*In some cases, the person simply may not respond. After you've tried to contact them in multiple ways, use this template to end the interaction. Then update their status in My Rotary.*)

Dear \_\_\_\_ (**name of prospective member**),



We appreciate your interest in joining Rotary and regret that we haven't been able to connect with you. We understand that people's circumstances change and you might not be able to engage with Rotary right now. We'll update our records to reflect that you're not interested in becoming a member at this time.

If things change, however, you can always contact our club at \_\_\_\_ **(club email address)** or \_\_\_\_ **(club phone number)**, and you can follow us at \_\_\_\_ **(social media link)** to find out about our service projects and club events. Please let us know if you have any questions!

Sincerely,

\_\_\_\_ **(your name)**

**What's next:**

Update the candidate's status on the [Manage Membership Leads](#) page to "Club determined candidate not interested in Rotary."

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