Rotary
District 6200 Membership Team

Intentional Membership Strategies

Prospect Identification (Lead Generation)

10:3:1 Rule
- 10 targets (conversations)
- 3 Prospects (to a meeting)
- 1 Member

1. Use the "Who do you know?" handout at a Club Assembly. Allow time for people to fill it out (making it clear we're not leaving 'till everyone has some names written down) and then ask them to invite 10 of those people to a Rotary Information Hour (remember the 10:3:1 rule).

2. Classification/Profession Gap Analysis - Secure a list of local businesses and professions from the Chamber of Commerce. Identify companies and professions that ought to have someone in Rotary. Present the list at a Club Assembly and ask which members know someone at each and who will invite them to an upcoming *Rotary Information Hour (#4 below)*.

3. Club President personally asks each member to bring a prospect to a *Rotary Information Hour (#4 below)* -- an eyeball-to-eyeball conversation over breakfast, lunch, coffee, adult beverage, or a 2-way telephone conversation. It takes the anonymity out of "the ask." "Can I count on you doing this not only for the club but also for me?"

Attracting Members

PROVEN STRAGETY

4. Have a regularly-scheduled "Rotary Information Hour" once a quarter or once a month. The "intentional" part of this is that it's a standing event on the club calendar, and members are reminded by email or phone to bring their prospective members. Not just to a meeting whenever you think of it, but to a regularly scheduled date, time, and place. See: Recipe for a Successful Membership Event

PROVEN STRAGEY

5. "Drip Marketing" - Create a central prospect list, including email addresses, and use the "Potential Member" feature in DaCdb or another email distribution mechanism (Vertical Response, Constant Contact, or MailChimp) to send your club's E-Bulletin once or twice a month to your entire prospect list. Regularly reminding prospects of your club's brand makes you "Top of Mind" when the time is right for the prospect to join a community service organization. Be sure and include "Response" information, so they know how to raise their hands when they're ready. See: Don't Squander Your Leads

6. Take advantage of flexibilities from the 2016 Council on Legislation, (1) such as a Corporate Membership category, allowing multiple people from a company to become Rotarians, with one being the "Corporate Active" member and the others "Corporate Associates." (2) Or create a "YP-35" membership category that follows the "Rule of 85" dues, meals, and attendance structures. (3) Create a Satellite club(s) for groups of members with a different need or focus from the standard club. (4) Get creative. Put actions in place that are relevant for your club. https://www.rotary.org/myrotary/en/club-flexibility

Onboarding New Members

7. Create a New Member Orientation program and process to engage members immediately in your club. Early engagement is a critical success factor in retention. To follow up your New Member Orientation, use the New Member Scavenger Hunt as a fun way to get members engaged in learning more about Rotary and your club. Consider a Red Badge/Blue Badge program.

Retaining Members

8. Upgrade the Club Experience - Clubs have proven that the club experience (including great programs) attracts and keeps members. Programs need to be informative, educational, or inspirational (or a combination thereof). Limit or avoid programs by other non-profits (members see those as fundraising requests) unless there is a value proposition for your club. Use the Rotary Club Health Check.

9. Mentorship - Create a mentorship plan to assign an experienced member to work with a new member. Mentors help new members get acquainted and engaged with existing members.

10. Meaningful Service Projects - The bottom line of engaging and retaining members is for the club to do significant, Rotary-branded service projects of its own (not writing checks to other non-profits). Hands-on, shoulder-to-shoulder service work is where members get to know and bond with each other.