*Sent to all Members*

February 2, 2025

Dear {%FName%},

Rotary International has a membership challenge. The solution rests with every Rotarian.

Consider what makes you most proud of Rotary.

Might that be knowing a youth exchange student whose life was changed by Rotary? Or hearing a mother thank Rotary for giving her community a well that stopped children from dying?  A kindergarten student who developed a love for reading because a Rotarian gave her a book? A Ukrainian class taught in a subway station with light provided by a generator donated by Rotary? Knowing a relative, friend or neighbor who survived polio?  And knowing that more than 2.5 billion children were immunized against the polio virus by Rotary International?

Do you know someone who would appreciate the companionship, goodwill and friendship of Rotary?

Share that which makes you proud of your Rotary membership with others.

Apply for the $400 district matching grant to host an event for former members.

It’s often easier to bring someone back than recruit a new Rotarian.

Consider forming an After Five Satellite Club. The lower cost, more flexibility and fewer meetings are an attractive model to many.

Use Rotary’s Seven Areas of Focus to find people’s passions. Invite potential members to provide a program, find a service project and apply for a grant.

Set a personal goal of recruiting just one new member.

Our District Membership Chair Brian Monroe set a personal goal of one new Rotarian a year, personally recruited. If Brian can do it, I think a lot of us can do the same.

Whose name is the first that comes to mind for you to bring to Rotary?

Thank you.

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