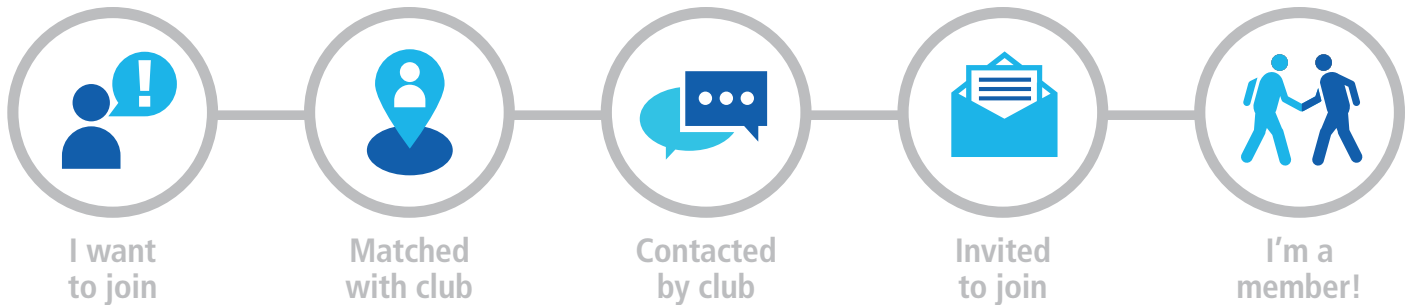


# CONNECT TO MEMBERSHIP LEADS



Membership leads route prospective members to you to help you grow your membership. By signing in to your My Rotary account, you can see a list of your prospective, referred, and relocating or returning members all in one place! It's one way we're helping clubs connect with prospective members in their community who want to create positive change.

## A PROSPECTIVE MEMBER'S PATH TO MEMBERSHIP



### PROSPECTIVE MEMBERS

Rotary processes tens of thousands of membership leads from people around the world who are interested in joining Rotary. These potential members are all around you — they might be Rotary alumni who moved to your area or someone who heard about Rotary in the news or saw your club's billboard.



### RELOCATING MEMBERS

Is one of your members relocating or looking to change clubs because of schedule conflicts or other obligations? Keep them active in Rotary by helping them **rejoin or find a new club**. And be sure to check your leads for members who are moving to your area or looking for a new club to join.



### REFERRED MEMBERS

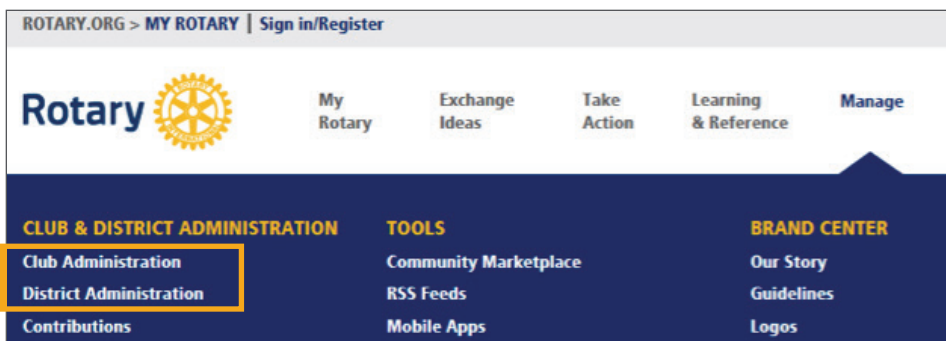
Do you know someone who would make a great Rotarian but isn't in your area or can't meet when your club meets? **Refer a member** and we'll help them find a Rotary club that works for them. By referring qualified candidates to another club — and acting on referrals to your club — you help strengthen Rotary's ability to do good in the world.

## HERE'S HOW IT WORKS

- 1 A prospective member, relocating member, or Rotarian who is referring a potential member submits information on Rotary.org.
- 2 Rotary staff members screen the lead to make sure the candidate meets basic membership qualifications and then assign it to a district in the candidate's preferred club meeting location.
- 3 The district governor and district membership committee chair get an alert about the new lead, go online to review it, and match the prospect to a club.
- 4 The club's president, secretary, and membership committee chair get an alert to review the lead and take the next steps. Club officers decide whether to contact the prospect or ask the district to consider the prospect for another club.

## TRACK YOUR LEADS

You can track and act on all your leads by signing in to My Rotary and selecting Club Administration or District Administration, depending on your role. Need help? Use these guides for **clubs** and **districts**.



### District leaders

- + Review and assign your membership leads to the appropriate clubs.
- + Make sure clubs follow up on leads.
- + Run reports to track membership interest trends and analyze prospective member demographics.

### Club leaders

- + Review and act on membership leads sent to your club.
- + Contact candidates who could be a good fit for your club. If the lead isn't a good fit, note why when you return it to your district.
- + When a member leaves your club due to relocation, business obligations, joining a new club, or "other," refer the member to another club.

## WE KNOW IT WORKS

Since 2001, inquiries from qualified candidates have increased by 400%. Of the screened leads we forward to districts, 63% of referrals and 60% of members relocating or changing clubs join a Rotary club within six months.

## TIPS

Make sure your membership lead's experience with Rotary is a good one.

- Follow up promptly.
- Find out what the prospective member is looking for.
- Invite the potential member to a service project, club meeting, or other event.

## SPREAD THE WORD

Add a link to the **Member Center** on your district's website, blog, or newsletters. There you'll find links for prospective members to **join**, returning or relocating members to **rejoin or change clubs**, and Rotarians to **refer a member** to a club other than their own.