

## Membership Statistics for District 7620

*ZONE 33 Statistics: For the 4th month in a row, we are 1st of 21 districts with +61 in new members.*

### District 7620 Statistics:

July 2020 Membership: 2068  
October 2020 Membership:  
2129

### New Members since July 1: 138

New Members in October:  
16

Termed Members since July 1:  
59

Termed Members for October:  
7

### Top Sponsor for 2020 to Date:

Marilyn Nevy-Cruz with 5  
new members

**Most New Members to Date:**  
metroBethesda and  
Washington Global each  
with 9

## MEMBERSHIP REPORT: #1 OF 21 DISTRICTS

### 10 Intentional

### Membership Strategies

*By Jennie Coppit, District Membership Chair, [rotariancoppit@gmail.com](mailto:rotariancoppit@gmail.com)*

#### Prospect Identification (Lead Generation)

**1. Use the “Who Do You Know?”** handout at a Club Assembly. Actually 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). You could put this into a Google Form and send out electronically so all of the data ends up in one spot or send an email.

**2. Classification/Profession Gap Analysis** – While clubs are not required to use the classification system anymore to determine membership potential, doing such an analysis may help your club identify the gaps in your community. Secure a list of local businesses and professions from the Chamber of Commerce and/or list sources like InfoUSA or ZoomInfo. Identify businesses 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. Takes the anonymity out of the ask. “Can I count on you doing this not only for the club but also for me?”

**4. A regularly-scheduled “Rotary Information Hour”** once a quarter or once a month. This type of event

could be something engaging such as a service project in which the prospect is asked to help. During such an event, the club is deliberate in making sure prospects are informed of your club’s background, projects/fundraising and expectations. Some clubs have Happy Hour type events. 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.

**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.

**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 Satellite club(s) for groups of members that have 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>

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