

UPCOMING EVENTS

September 14
Membership Summit
Howard Community College

October 24
World Polio Day

November 16
Rotary Leadership Institute
Frederick

February 8, 2020
PETS (A) Bowie

February 22, 2020
PETS (B) Columbia

February 22, 2020
Rotary Leadership Institute
Towson

Chesapeake PETS
March 5-7, 2020

May 8-10, 2020
Rotary District Conference
Hyatt Golf Resort and Spa
Cambridge

May 16-17, 2020
Rotary Leadership Institute
New Faculty and Refresher
Training in Annapolis



HONOLULU
HAWAII 2020

June 6-10, 2020
Rotary International
Convention
Honolulu, Hawaii

MEMBERSHIP SUMMIT ON SEPTEMBER 14

By Governor Barton Goldenberg

The Membership Summit will teach a pragmatic step-by-step approach to drive membership growth. We want to make sure that participants can easily operationalize the step-by-step approach starting that following Monday.

Here we summarize the important items about this Membership Summit:

We will cover 3 areas during the Membership Summit:

Generating Leads

- One step will be best practices for leveraging the leads that PDG Ken Solow will be generating for the clubs from Digital Marketing efforts.
- Another step will be best practices for receiving, tracking and nurturing RI leads via the DACdb and DACdb CRM module.
- Another step will be best practices for putting together your Club's membership committee and explaining the responsibilities of this committee.

Nurturing Leads (turning prospects into members)

- One step will be best practices to welcome prospects as they arrive to your

club meeting(s).

- Another step will be best practices for the fireside chat with the prospect.
- Another step will be best practices for getting a lead involved in a club events during the nurturing period (e.g., inviting them to participate in a local project or social event).

Sustaining Membership

- One step will be best practices during the first 90-days of membership, e.g., making them a 'greeter', getting them involved in a club committee, other.
- Another step will be best practices during the first year of membership, e.g., getting them to attend one or more RLI session, attend the D7620 Conference, lead a club event, other.

The Membership Summit will close with a review of the step-by-step approach that participants will put into place that following Monday morning, followed by a Q& A discussion.

Please register today at <https://www.dacdb.com/index.cfm?EventID=77452564>. We look forward to your participation. Thank you for your support!



[Above] Assistant Governors busy at work during the August 19 monthly meeting.