

## **Proposal for increasing Rehoboth Sunrise Rotary Club membership**

### **I. Support and strengthen clubs**

What members want from Rotary (Summary of survey results):

- A. We need more age, ethnic and gender diversity. The average age should be around 50.
- B. Members joined for community service and fellowship. Many are already active in professional organizations, churches and community projects.
- C. Members show a desire to see the club get involved in local service in addition to International service, such as: The children of West Rehoboth and the mentoring of students.
- D. Encourage social interaction between members by holding quarterly happy hours or similar events. Invite spouses and potential members. Encourage members to mix with other members at meetings.
- E. Have a Rotary Moment or two at each gathering to inform members of the good works of Rotarians around the world.

### **II. New member profile:**

- A. We need more age, ethnic and gender diversity. The average age should be around 50 and more than likely a business owner, management type, clergy person or professional.
- B. Set a goal to maintain 50 members at all times. This will offset normal attrition due to resignations, age and health issues.

### **III. The tools for attracting new members.**

- A. Produce a flier and/or power point presentation that helps members recognize potential new members. Use Information available from International. Introduce at a club meeting.
- B. Ask members to seek recruits by searching business directories as well as using their business contacts.
- C. Produce a handout flier with an application form that can be given to prospective members. The flier should outline what Rotary is all about and the benefits of membership. Emphasize "Service Above Self". Ask each member to recommend prospects.
- D. Inform members of upcoming programs of interest so new prospects can be invited to a meeting that will make a good impression. Also invite prospects to happy hours and social events.

### **IV. Making recruiting fun –**

Divide the membership into teams (a football league format was suggested) appoint captains and challenge current members to compete for new members. Offer incentives in addition to bragging rights for the most effective team. Recruiting should be done annually, perhaps simultaneously with the football season and our Championship Sunday. A "season" should be no longer than 3 months. Include standings in Sunrise publications and make a visual chart (score board) to display at meetings to track success and remind

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members to continue the effort.

#### **IV. Focus and increase humanitarian service...**

Holding the interest of present and future members

- A. Retaining members is as important as recruiting new members, maybe more so. To increase members feeling of "skin in the game", seek their input as to where they want their dollars and efforts to go— Adopt local projects where new and current members have hands-on involvement and can see results of their efforts.

Projects such as:

1. Addressing the needs of West Rehoboth children.
2. "First Tee" A program involving local golf pros and clubs that teaches underprivileged kids about golf.
3. Serving as mentors to school students.

VI. Ask Championship Sunday Sponsors why they participate. If we can tap into their community interests, maybe we can recruit them and their staffs as members.

VII. Using the model from Dan's previous club (Danville Kiwanis), hold an awards luncheon for persons or organizations that benefit from our efforts— This lets the participants interact and also lets the members see where their dollars are going. Consider holding awards ceremonies to honor persons in the community who do good works, as we did for Dr. Robinson's involvement in the Sinsky Eye Clinic. All become good recruiting tools.

VIII. **Enhance public image and awareness.** Let the community know what we're doing... It's good PR and a good recruiting tool.