

Ideas to Increase Rotary Membership



Time



Time

- Flexibility
- Convenience
- Nights, Weekends
- Zoom
- Alternative Club Models



Money



Money

- Minimum Cost
- Membership Enhancement Fund
- Scholarships
- Be Careful of “Add-ons”
- Community Service Focus



Marketing



Marketing

- Networking with other Groups
- Brochures / Business Cards
- Social Media
- Visibility: Signs/Shirts at Projects
- Personal Connections



Follow-up Systems



Follow-up Systems

- Prospect list
- “Capture” everyone who interacts with you
- Contact Guests afterwards: Thank You
- Engage Organizations you’re Supporting
- Congratulation notes: Community Achievement



Value



Value

- Networking Opportunities
- Learn about the Community
- Opportunity to “Give back”
- Promotes their Organization
- Provides Recognition / Visibility



Member Engagement



Member Engagement

- Effective Onboarding Process
- Mentors for New Members
- Members serving in their Strength Areas
- All members have Responsibilities
- Give all members an Opportunity to Shine



Recognition



Recognition

- Rotary Members
- Community Members
- Local Businesses
- Local Community Officials
- Students



Outside the Box

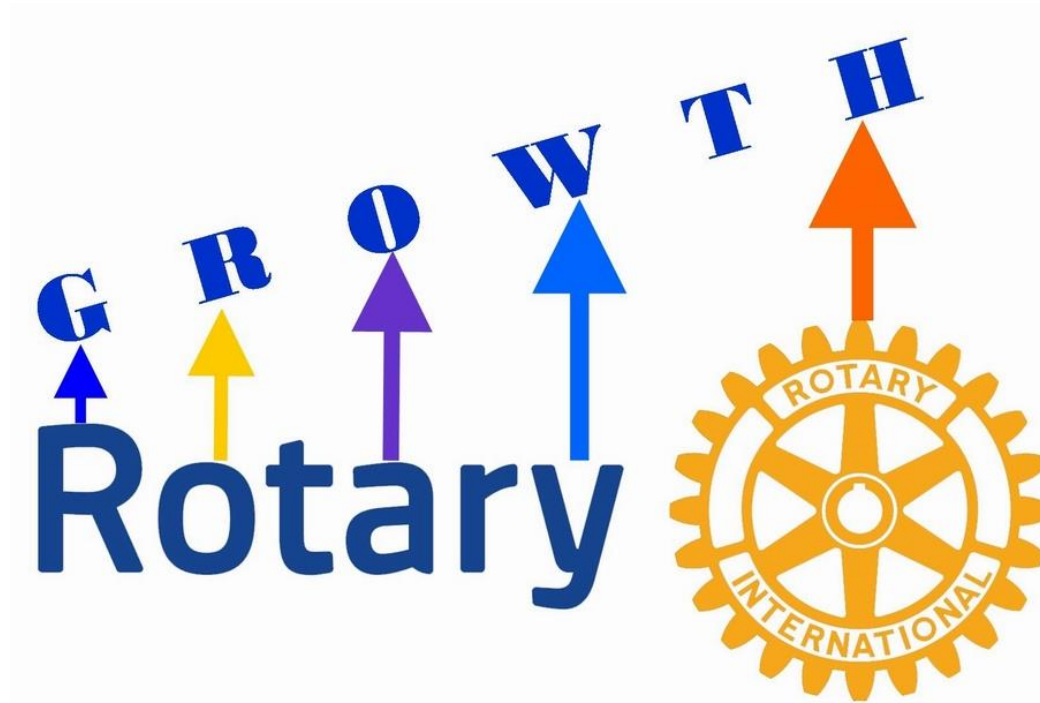


Outside the Box

- Diversity
- Alternative Club Models
- Community Service Opportunities
- New ideas / Outside of our Comfort Zone
- Hub of Community Service

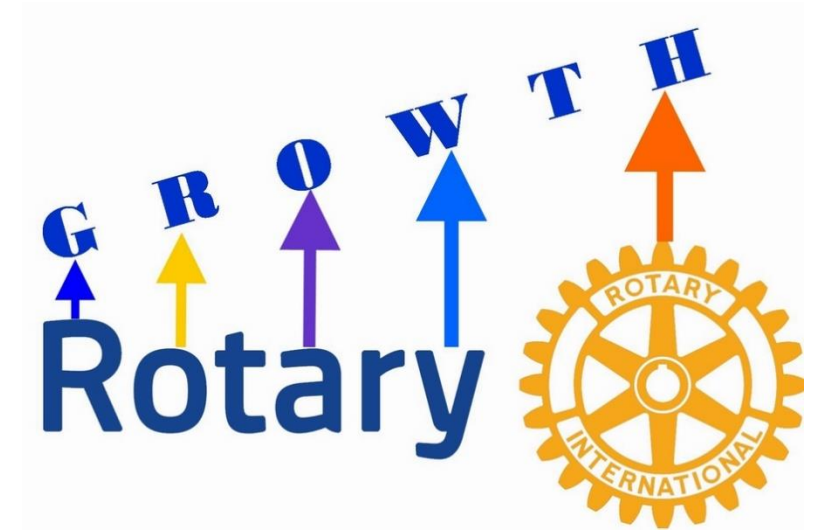


Alternative Clubs



Alternative Club Models

- Traditional Club
- Satellite/Impact Club
- Corporate Membership
- Interest-Based Club
- Passport Club

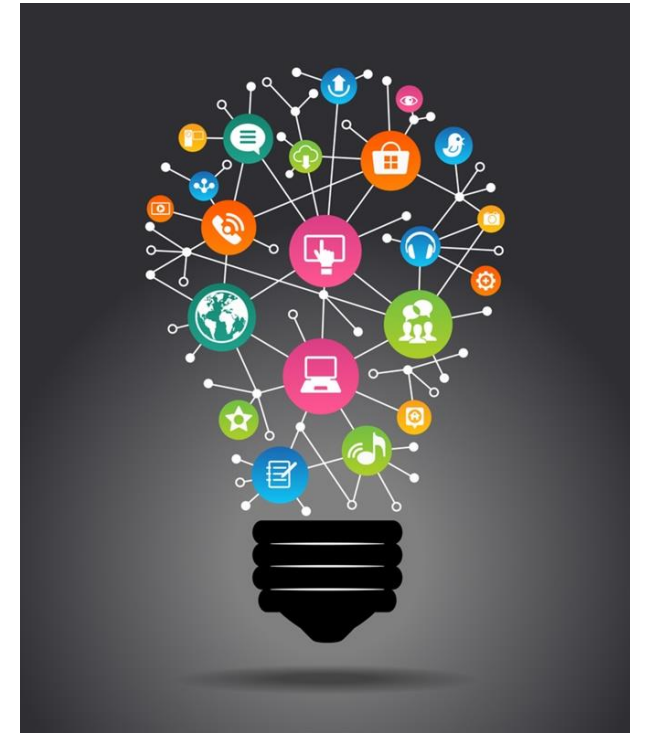


Resources



Resources

- Benchmark other Clubs
- Rotary International
 - Audley Knight: 678-800-2176
- District Leadership Team
 - Philip Reed: 404-310-0220
 - Patrick Longano: 828-217-3558
 - Chip Cross: 828-317-9522
- Zone Leadership Team: Patrick Eakes
- Tammy Mosteller: DG and her Leadership Team



Ideas to Increase Rotary Membership

- 2022 – 2023 District 7670 Membership Team
 - Chip Cross: 2022-2023 Membership Chair
 - Philip Reed: 2020 – 2022 Membership Chair
 - Patrick Longano: Founder: Lenoir Impact Club



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