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 approach 10 of those people about Rotary (remember the 10:3:1 rule).

> **10:3:1 Rule**
> - 10 targets (conversations)
> - 3 Prospects (to a meeting)
> - 1 Member

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2. **Invitation** Cards -- Create an Invitation card, given to each member at a meeting, asking them to give the card to **one** prospective Rotarian and invite him/her to an upcoming Membership Event. Members **register** their guests in advance to provide accountability and enable follow-up with members who have not registered a guest. See: Recipe for a Successful Membership Event

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Attracting Members

3. **Club President personally asks** each member to bring a new member into the club -- 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**?"

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4. A regularly-scheduled "**Rotary Information Hour**" once a quarter or once a month. 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. See: Recipe for a Successful Membership Event

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 # 1 PROVEN ROI Strategy

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. See: Don't Squander Your Leads

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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

Onboarding New Members

7. Create a **New Member Orientation** program and process to engage members immediately in your club. Early engagement is the key success factor in retention. To follow up your New Member Orientation, use the New Member Scavenger Hunt for a fun way to get members engaged in learning more about Rotary and about your club.

Retaining Members

8. **Upgrade Programs** -- Clubs have proven that the club experience (including great programs) is what attracts and keeps members. Programs need to be informative, educational or inspirational (or a combination thereof). Limit or avoid programs by other non-profits (members see those as fundraising requests) unless there is a value proposition for your club.

9. **Mentorship** -- Create a mentorship plan to assign an experienced member to work with a new member. Mentors help new members get acquainted and engaged with existing members.

10. **Meaningful Service Projects** -- The bottom line of engaging and retaining members is for the club to do meaningful, **Rotary-branded** service projects of its own (not writing checks to other non-profits). Hands-on, shoulder-to-shoulder service work is where members get to know and bond with each other.

HOPE is NOT a Strategy