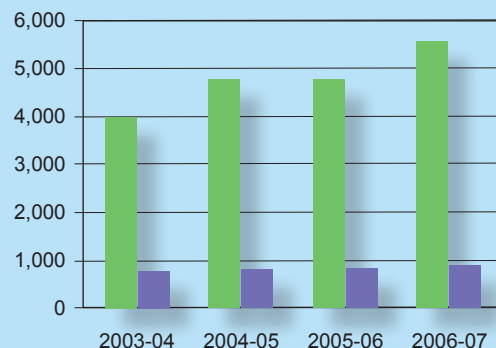


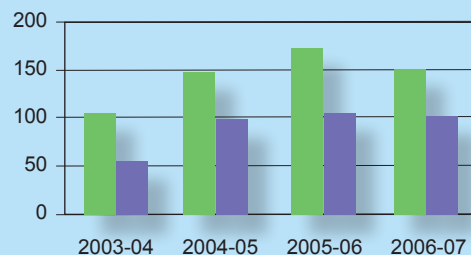
Four-Year Conversion Rates

**Four-Year Prospective Member Form
Conversion Rate**



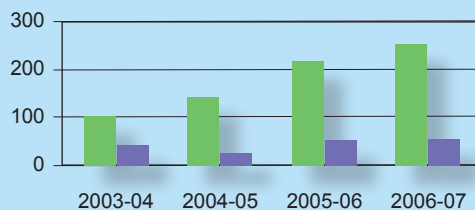
Total	4,008	4,648	4,691	5,661
Inducted	585	626	649	750
Conversion Rate	15%	13%	14%	13%

**Four-Year Rotarian Relocation Form
Conversion Rate**



Total	106	148	171	150
Inducted	55	94	104	100
Conversion Rate	52%	64%	61%	67%

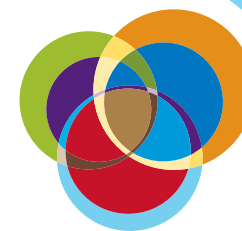
**Four-Year Rotarian Referral Form
Conversion Rate**



Total	102	143	239	256
Inducted	39	26	44	46
Conversion Rate	38%	18%	18%	18%

A study of the conversion rate from inquiry to membership shows that about 13 percent of those who submitted prospective member forms in 2006-07 joined a Rotary club. More than 60 percent of Rotarians who completed a relocation form joined a club in their new community. And 23 percent of those referred for Rotary membership ultimately became members between 2003 and 2007.

**The Clubs, Your District,
and Rotary International:
Partners in Membership
Development**



ROTARY INTERNATIONAL®

One Rotary Center
1560 Sherman Avenue
Evanston, IL 60201-3698 USA
www.rotary.org



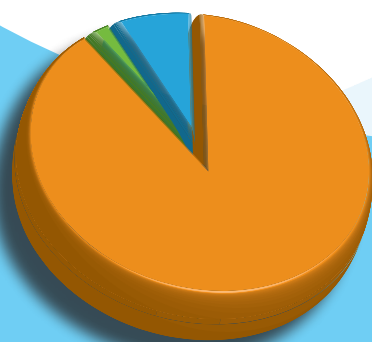
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The Clubs, Your District, and Rotary International: Partners in Membership Development

Recruiting and retaining qualified, enthusiastic members are primary goals of all Rotary clubs. To help in this process, Rotary International administers a Web-based program designed to assist in the identification of prospective members and place relocating Rotarians in new clubs.

Three forms are available at www.rotary.org:

- **Prospective Member Form**, for qualified non-Rotarians or former Rotarians to express their interest in joining a club
- **Rotarian Relocation Form**, for Rotarians who are moving and cannot remain in their current club
- **Membership Referral Form**, for Rotarians wishing to recommend a qualified friend, family member, or business associate as a potential candidate for membership in a Rotary club other than their own



Prospective Referral Relocation

*Of the three Web forms, the Prospective Member Form is, by far, most frequently used. Above pie chart shows the breakdown of the total forms received in 2007-08.

Processing the Forms

RI receives and reviews all prospective member, relocation, and referral forms. After removing inquiries from students or individuals who don't hold a professional position, RI sends the inquiries to district governors and/or district membership chairs for screening.

As district governor, you're encouraged to evaluate each candidate. You can then either contact prospective members directly, providing an overview of Rotary, suggesting local clubs, and coordinating meeting visits, or pass the information on to the district membership chair and/or club president(s) for follow up. As always, invitations for membership are at the discretion of individual clubs.

After the initial contact has been made (or after you've forwarded the information to a club president, if contact isn't made by the district), send a progress update to membershipdevelopment@rotary.org so that the status of online membership inquiries can be tracked and the effectiveness of the program measured. Send further updates following induction or after the membership process for each candidate has been completed. In addition, RI will send you quarterly inquiries on the status of the forwarded contacts.

Responding to the Candidate's Interest

Many districts have developed a standard welcome e-mail to initiate correspondence with prospective members and provide the following information:

- Welcome and thank-you to candidate for his/her interest in Rotary
- Overview of Rotary with a brief outline of the organization's mission and humanitarian goals, a recent club/district service project, and typical club/district activities
- Club meeting information for nearby club(s), including the name, meeting time, and location
- Additional resources, including links to club and district Web sites or Rotary publications
- Follow-up information on the next steps in the process

Judging the Program's Effectiveness

Club and district leaders who have followed up on forms they've received report successful results in recruiting qualified new members. And interest from prospective and relocating members has increased by 263 percent since this program was implemented, from 2,567 inquiries in 2001-02 to 6,742 inquiries in 2007-08.

	01-02	02-03	03-04	04-05	05-06	06-07	07-08
Annual Total	2,567	3,339	4,494	5,044	5,179	6,150	6,742
Monthly Average	214	278	375	420	432	513	562