



Rotary Club of Makati Bel-Air

MEMBERSHIP DEVELOPMENT

Recruitment strategies

August is Membership and Extension Month, a special time each year when the entire Rotary family gets a chance to focus on the heart of the organization and what makes it great - our more than 1.2 million members in nearly 33,000 clubs worldwide. But why limit our focus to just 31 days of the calendar? Keep membership top of mind all year by implementing one of the following ideas each month:

- Place a promotional ad or insert in your local chamber of commerce directory.
- Create business cards printed with your name, the Rotary logo, and the phrase "Be My Guest," along with the day, time, and location of your club's meetings. The cards serve as an invitation to attend a club meeting at the club's expense.
- Develop a spreadsheet or database of program alumni (e.g., Rotaract, Interact, Youth Exchange, Group Study Exchange) so that these individuals can be invited to become Rotarians once they are qualified.
- Invite program alumni as guests to your meetings, and propose any qualified alumni for membership.
- Ask members to consider recruiting their spouses to the club, and offer that spouse an incentive, such as no club dues for a full year.
- Send a welcome letter to the owners of new businesses in your community.
- Hold a luncheon for community leaders. Each club member is responsible for inviting a set number of prospective members who are community leaders, and club members donate a set amount for the cost of the meal and invitations. Show the six-minute video *This Is Rotary (449-EN)*, and bring in a dynamic Rotary leader as a speaker.
- Scan local business journals and newspapers for the names of influential business people and community leaders.
- Invite a prospective member or members to participate in a club activity or project that demonstrates the meaningful work of your Rotary club.
- Ask members to wear pins or T-shirts with the slogan "Ask Me About Rotary" to generate conversation about membership in Rotary.
- Create a prospective member leaflet or brochure called "What's in It for Me?" that lists recent speakers at your club meetings, area companies that are represented in the club membership, and current local service projects.
- Obtain space in a prominent shop window to display information about the club's activities in the community.
- Collect business cards from individuals who attend a meeting as a guest or speaker, and send a follow-up note or postcard thanking each visitor and inviting them back.
- Wear the Rotary logo on your clothes during service projects.

Make it a point of honor to propose a new member. Recognize the proposer in the club bulletin or at the weekly meeting.

Share your motivation and enthusiasm!

Nothing could be more important to prospective members than the level of energy they feel during a club visit. Prospective members need to see and feel your enthusiasm as well as your pride for your membership in Rotary. When club members are friendly, inviting, and inclusive, a potential Rotarian receives the most important message: You are welcome here and will have the opportunity to participate in something important.

Jana Bodensteiner, Senior Coordinator
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