

# STRATEGIES FOR ATTRACTING NEW MEMBERS



**RELEVANCE:** Clubs need new members in order to be vibrant and active.

## Learning objectives

At the end of this session, participants should be able to help clubs:

- Customize an approach for attracting members based on the needs of their target groups
- Develop a plan for engaging prospective members

## Speaking points

- Participating in service and having fun with fellow members are the primary reasons that people join and stay in Rotary.
- To attract new members, it's important that clubs assess which areas they are doing well in, which areas need attention, and whether their club reflects the values of Rotary.
- Clubs should identify which professions and demographics are missing from your club so you can focus on these groups while seeking new members (the classification and member diversity assessments will help you).
- Rotaractors can now be members of a Rotary and Rotaract club at the same time.
- Develop a pool of potential candidates, such as women, young professionals, alumni, recent retirees, an ethnic group, or Rotaractors to target in your promotional efforts (the prospective member exercise will help you do this).
- Once you've identified your target group, tell the group about the relevance, value, and benefits that a Rotary membership offers — this is often called a value proposition. Your approach to attracting these demographics will differ based on each group's needs.
- District governors, executive secretaries, and district membership chairs receive emailed alerts when an online membership lead is assigned to the district. Regularly check with these people who have expressed an interest in joining Rotary, learn more about them, and assign them to a club in your district.
- Meet with prospective members and decide whether they're suited for a club in your district by asking them what they're seeking. Encourage club members to do the same. If they are suited for a club other than your own, refer them.

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## Discussion questions

- What has growth been like in your district over the past five years?
- What strategies has your district used to attract members?
- How well has your district succeeded in inviting Rotaractors to become Rotarians? How can your club develop them to become members?
- How do clubs promote Rotary in the community?
- How can you use social media to promote Rotary to your contacts and appeal to different demographics?
- How do you approach prospective members? How can you alter your approach based on the group you're targeting?
- What is your practice for engaging prospective members?
- What factors do you consider when evaluating whether a prospect would be suited for your club? What factors do clubs in your district consider? Do these factors vary much from club to club?

## Suggested Activity: Engaging with prospective members

Divide participants into groups and give each group a flip chart.

Ask groups to think of a plan for following up with prospective members that considers the questions below (list questions on a slide, flip chart, or whiteboard):

- Who will be responsible for following up with prospective members?
- Who will check and manage the status of online membership leads?
- How would you decide whether the candidate is a good fit for your club?
- If the candidate is well-suited, what are your next steps?
- What would you do if the candidate is not a good fit?

Ask each group to write its plans on the flip chart and allow groups to share their responses.

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## Resources

- [Finding New Members: A Prospective Member Exercise](#)
- [Customizable club brochure](#)
- [Discover Rotary presentation](#)
- [Connect to Membership Leads](#)
- [How to Manage Membership Leads \(for clubs\)](#)
- [How to Manage Membership Leads \(for districts\)](#)
- [Creating a Positive Experience for Prospective Members](#)