

## Engaging NEW members

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Ask them what interests them, what's their passion, and act on it ASAP

Set an expectation of involvement

Make it clear that new members have an equal voice

Well-defined orientation program (e.g. red badge – specific tasks required to remove tag on badge)

- Traverse City Rotary, as example, holds series of six monthly programs (I Am Rotary) held 5 to 6pm (casual, refreshments included). Each session focuses on different aspect of club/Rotary. Upon completion the participants receives 500 Foundation recognition points.

Have a one-on-one meeting to help with orientation vs. waiting for a scheduled 'fireside chat' or 'orientation' sessions; don't wait

Have new member serve as greeter (suggest including their sponsor/mentor)

Ask them to lead club in 4-way test at opening/close of meeting

Invite them to delivery Rotary minute

Invite them to deliver invocation

Have new member co-chair an activity with a long-time member

Have them introduce themselves to club; short bio (not to be confused with classification talk)

Invite them to attend board meeting

Have them deliver classification talk sooner vs. later

Sponsor involvement

Invite new member to a social activity and include their spouse/partner/significant other

Involve spouse/partner/significant other in orientation, induction

Hold program where new members are introduced

- Example provided by Petoskey Rotary where program was a panel of new members, with a new member as host. They had interviewed participants in advance and then posed question to members asking that they guess which new member had done XXX. Make it fun.

Membership drive / meet & greet event

- Showcase club projects, five avenues of service

## Engaging EXISTING members

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On-going Rotary education / Rotary 101 on annual basis for all members

One-on-one meeting with 'distant' member to find their passion, re-engage

Deliver classification talk so newer members can come to know them

Involve them in orientation process

Customer satisfaction survey

Personally invite them to a club activity

Have them take new member to coffee

Put them in charge of a program

Create teams of three members, each team responsible for 1 guest/quarter

Contact absentee members

Ask former Club Presidents "what one thing did you not get done while you were club president" and challenge them to help get it done

Invite youth to dinner (casual, in home or out, purely social)

Turn the spotlight on a long-time member; special programs celebrating years of service (more so than perfect attendance)

## Member Attraction Ideas

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Community-based mixer e.g. Chamber After Hours

“Rotary was here” business card (card w/your name, club name, which can be dropped in bowl at places of business that encourage people drop cards)

Evening reception; showcase work of the club, include brief infomercial

Recycle Rotarian magazine

- Cover mailing label with sticker that includes club contact info
- Provide recent copy as handout for guest/prospective member

Corporate membership

Satellite clubs

Create a Rotary ‘Welcome Wagon’ basket for new businesses