

HOW TO ADD MEMBERS TO YOUR ROTARY CLUB

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1. KNOW YOUR CLUB
 - a. Identify your product (your club values & projects)
 - b. Features and Benefits of being a Rotarian and in YOUR club
 - c. Make a simple local flyer – something to hand a prospect
 - d. Utilize RI material – many examples

2. FORM A REAL MEMBERSHIP COMMITTEE
 - a. At least 2 club members – should include a vibrant Rotarian
 - b. Know your membership process – check your bylaws
 - i. Update your bylaws if it takes longer than 7 days to review a board approved prospect.
 - c. Utilize email for board approvals – club communication
 - i. Don't wait on meetings

3. COLLECT NAMES/CONTACTS
 - a. Utilize DG Frank's "Membership Event" process
 - b. Collect names from business contacts and club members
 - c. WRITE IT DOWN
 - d. FOLLOW UP on every lead to the end

4. OWN THE PROSPECT
 - a. Every Prospect must have a designated owner
 - i. Doesn't have to be a member of the committee
 - b. Update every couple of weeks – don't let a prospect die

5. FORMAL INDUCTION
 - a. Very Important to make induction formal
 - b. Assign a Mentor at time of induction
 - i. This means you have a mentoring process already!

6. LONG TERM CARE
 - a. You need to pay attention the first year of the new member
 - i. Are they fitting in
 - ii. Are they attending meetings/events
 - b. Make Rotary Programing a regular item for your club
 - i. At least quarterly
 - c. Get new member to a District Event
 - i. Broadens their perception of Rotary

7. REPEAT CONSISTENTLY...
 - a. The more you do this the easier it gets – develop the habit!