

The problem:

Most Rotarians never ask anyone to join Rotary. Only about 5% of Rotarians EVER ask a friend to visit their club. The average club loses 10% of its members each year for various reasons, so is it any wonder that without a membership plan, most clubs do not reach their full potential?

Would you agree that your community's need for Rotary is expanding?
Would you agree that there are people in your community that would like to give back, but don't know how?
Your club can meet both these needs!



The solution:

Club In A Club (CinC) is a simple, proven plan that will allow your club to grow to its full potential.

Why it works:

Every member of the club can contribute. Using a **team approach** no one has to do something on their own. It's a **simple, proven plan** that will produce results and invigorate the club.

How It Works:

Step One – Invitation to District Membership Task Force to meet with Club Leadership

Step Two – Club leadership meets with District Membership Task Force to review CinC.

Step Three – Club formulates timetable for implementation:

Who should address the club and introduce the program?

Date and time of club meeting?

Date of Interest Meeting

Prepare List of Names forms.

Step Four – Presentation to the Club

Each member contributes names of potential invitees

Step Five – Names presented to Board for approval

Step Six – Board approved list referred to Classification committee for review

Step Seven – List presented to club members for review

Step Eight – Invitation letter sent to approved invitees (may include spouses).

Step Nine – Follow up with invitees (by someone other than proposer)



Step Ten – Interest Meeting

*Club displays of projects and activities, time for informal meeting followed by presentation. Have **informative and interesting Guest Speaker**, excited member to talk about Rotary, another member to talk about your Club.*

Meeting place and times,
Introduction of President, Secretary, Treasurer, Membership Chair

Associated costs

Neighboring Clubs meeting times

Those new 'special' people present have passed all the strict guidelines of Rotary, and are invited, to attend a regular meeting.

Available to invitees:

New Member Folder including
Club brochure, ABCs of Rotary, Club Calendar of Events, other helpful materials.

Step Eleven – Invite them to a club Meeting, follow up and, induct some great, new Rotarians!.

Step Twelve – Assign mentors to new members. Introduce to "Red Badge/Blue Badge" program.

What happened in Bend, Oregon:
From Harriet Schloer, Rotary Club of Bend,
High Desert

"Also . . . FYI . . . our Rotary club (22 members) just did the "Club in a Club" member recruitment. Compressed it into 3 weeks and added 7 new members. I am very impressed with the process and recommend it HIGHLY."

"Another follow-up to our Club in a Club recruitment. Tomorrow, we will induct three more members . . . that's a total of 7 as a result of the program and next week we have 3 more . . . that's a total of 10. We've had to do "rolling inductions" as opposed to a single induction due to various members being out of town and this was how we accommodated them.

However, they are all part of the CIC Class of March 2006 and will all be in the Red Badge Club together (which Walt and I are mentoring). We've got 4 more that will be joining in June or we'll hold over to July to get the year off to a good start. Either way, we've had a great year.

We started off with 26 . . . added 4 (individually) during the first 6 months; lost 8 (OUCH!) due to job changes, moves, and 2 terminations on the part of the board . . . that put us down to 22. Then we did the CIC program and by next Thursday, we'll be up to 32 . . . six more than we started with and we've inducted a total of 14 new members this year. As I said, it's been a GREAT year and I really, really believe in this program and so does our club . . . they can SEE THE RESULTS. "



SERVICE Above Self

District Membership Task Force 2006-2007

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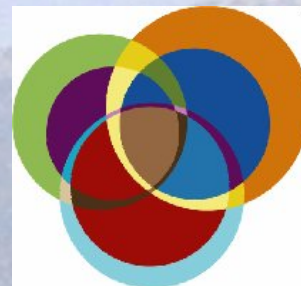
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2006-2007