

“Every Member Every Year”

It is the duty of every Rotarian to sponsor other Rotarians

Membership is Everyone’s Job

The following is an outline of a presentation that can be used with the general club membership to help launch the “Membership is Everyone’s Job” program. Please modify to meet the circumstances and needs of the club.

Lack of members in a club may not indicate a lack of enthusiasm, but without enough members means more work for everyone. Too much work for current members can lead to “burnout” and reduced services to the community. It is logical that a Rotary club must continue to add additional members so the work of Rotary can be accomplished because more members are involved.

The fact is that our club needs new members to remain energetic and viable.

At one time our club had _____ members. Over the last five years we have (gained or lost) members. Our community has grown by xxxxx (population). Why hasn’t our club grown at the same rate?

We have all tried to recruit new members but the overall results have not been as successful as they could be. So why not try something different? Something new? This concept is so simple; one wonders why we haven’t thought of it before. This new program:

- Makes membership growth a TOTAL CLUB RESPONSIBILITY (not individual members).
- Inducts members together (forming special bonds like charter members of new clubs)

Let’s look at how we recruit new members now:

A club member submits an application for a prospective member to the Club Board for approval. It then goes to the Classification Committee and Membership Committee. Other members may not know who the prospective member is until their name is published at the end of the process. At that point the person can be invited to join but may not know enough or does not want to join the club. Result: a long process with time and effort lost.

So how does the “Membership is Everyone’s Job” program work?

The process involves the entire club; not just individual members completing applications for membership.

- The first step is a total club effort. The only responsibility of each individual club member is to identify friends, acquaintances and business contacts that have good character and high ethical standards. Those who should be Rotarians but aren’t. The program is a series of easy steps. If the club follows these steps we can expect 10% to 50% gain in membership in 12 months. Imagine what this club could do with a 20% increase in membership. **It is possible!**
- At the end of the process we will induct a group of members together during one club meeting. When members join in pairs or as a group, they become friends and special bonds form, similar to when a club is chartered.

That’s it! It’s Simple! Two Parts:

- **Membership is a total club responsibility.**

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- **Induct as a group.**

How do we start?

We can start right now. At earlier club meetings you were asked to start thinking about names of people you know that would make good Rotarians. Now is the time to record those names.

On the “Prospect List form that was distributed to you, fill in as the names of friends, acquaintances and business contacts that have good character and high ethical standards. I’m sure that each of you can think of at least three to ten names of the top of your head or by using your address book, PDA, business contact lists, etc. Put their names down even if you have invited them before or you think they are too busy. Don’t worry if you don’t have all the details with you now. We will collect them at the end of the meeting. Take a blank form with you. Go to work and ask your fellow workers for their ideas. Ask your spouse for ideas. Who would make a good Rotarian? Who do we know that is of excellent character? Who has outstanding business ethics. We are looking for outstanding people, not just numbers. We will collect those forms next week or you can fax them to (person and number).

Now you do not have to go out and ask people to join, you can quit hounding your friends. You simply list the names and the Club Membership Committee will take it from there.

Now let’s review a summary of the process:

- Names that are submitted, including the possible classification are collected, collated and reviewed by the Membership Committee.
- List of potential members are typed and presented to the Club Board for approval.
- Set date and plan a “Special Interest Meeting.”
- Send personal “Private and Confidential” letter from the club inviting the prospective members and their spouse to the meeting.
- Follow up with those who demonstrate interest in knowing more about our club. Invite them to a regular club meeting.
- When they continue to show interest, complete Part A and have them sign Part B of the New Member Proposal form 245-EN.
- Circulate names to the club members as required by Rotary International.
- Member induction program with “**Special VIP Treatment.**” Mentor assigned. New member will be asked to be part of a club committee.

Expected results:

Of every 100 invitations sent, 15-30 should receive a positive response. Of those attending the “Special Interest” meeting some 50% will join the club. That is an 8% to 15% result.

The Interest meeting is planned with one or two motivational speakers and club member testimonials. The meeting should be short, fun, plenty of fellowship and highlight club projects that give back to the community. A good idea is to have posters with pictures of club projects dispersed around the room. Members can informally explain the projects to the prospective members in a low-pressure environment. Those showing interests in Rotary are then invited

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(with spouse) to a regular club meeting. Make sure there is a great speaker scheduled for the meeting they attend.

Plan a big ceremony with the DG or ADG invited to assist the Club President with the induction of new members. Give both the new member and spouse “Special VIP Treatment.” This will give a two for one effect as the spouse will now support the new Rotarian with club projects and attend social events.

If we are interested in attracting new members to this club, this program will work. It has been successful with every club that seriously implemented the program. **Let’s give it a try!**

Materials needed for the Club Assembly introducing “Membership is Everyone’s Job.

- **Latest Classification Survey for you club.**
- **RI-CAS list of members who have left the club.**
- **Local phone book for each table .**
- **Prospect list form for each member (with plenty of spares to take home if needed).**
- **Pens on each table.**
- **Membership Committee members visit tables to give encouragement and ideas.**

