



# Increasing Membership: Potential Approaches

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## **Business/Professional/Community Outreach**

To ensure the future success of Rotary, we need to continuously attract quality men and women to membership.

### *Strategy*

Every Rotarian invites an outstanding business, professional, or community leader that they know to join Rotary.

### *Benefits*

- Puts Rotarians' contacts to work for membership growth
- Brings new energy to the club
- Increases Rotary's influence in the community
- These new members will begin to invite other new members

## **Publicity – Ads and Accomplishments**

To ensure the future success of Rotary, we need to ensure that Rotary's story of service gets told.

### *Strategy*

Each club in the district produces a brochure highlighting their community and international service accomplishments.

- The district could develop a template for clubs to use.
- Clubs will distribute the brochure widely throughout the community.
- Clubs will then place an ad in the local newspaper informing the community about the clubs' accomplishments, Rotary's ideal of service, and identifying its members with photographs. The ad should invite the community to learn more about Rotary.

### *Benefits*

- Informs the community about Rotary
- Reminds people that Rotarians are their neighbors
- Generates membership leads by inviting people to contact the club for information about Rotary
- Highlights what Rotary has done for the community

## **Rotary Foundation Alumni/Rotaractors/GSE Team Members**

To ensure the future success of Rotary, we need to capitalize on the opportunity to recruit individuals that Rotary has already touched through a Rotary International or Rotary Foundation program.

### ***Strategy***

Clubs can identify and induct at least two new members who had previously participated in an RI or Rotary Foundation program. Clubs will need to work with the district Foundation alumni chairperson, district Rotaract chairperson, and Rotaract clubs.

### ***Benefits***

- Adds service-minded individuals to membership.
- Allows Foundation alumni an opportunity to “give something“ back to Rotary.
- Provides fresh ideas for projects, gleaned from previous Rotary experiences.

***Contact information for The Rotary Foundation staff is available on the RI Web site***