



# ROTARY DISTRICT 6950



## IGNITE THE FLAME MEMBERSHIP INITIATIVE

### FIFTEEN TIPS FOR SUCCESSFUL GROWTH

- TIP 1. PROPOSAL CARD** – At a club meeting, have every member fill out a proposal card and have them invite the proposed individual to a club meeting or service project.
- TIP 2. FRIENDS OF THE CLUB PRESIDENT** – The club President asks three members as a personal favor to propose a new member within a month. When the first person invites a new member, ask another member to propose a new member...and so on.
- TIP 3. SIMULTANEOUS INDUCTEES** – Induct several new members in the club simultaneously. This is especially effective when the inductees are of the same age or have the same interests.
- TIP 4. FORMER MEMBERS** – Encourage the club membership committee to develop a list of former club members. Ask a current member to invite the former members to rejoin or join another club.
- TIP 5. COMMUNITY PROJECTS** – A successful project attracts new members, especially if you use public relations tips. Invite friends to participate in a worthwhile community project.
- TIP 6. SIX MONTH PLAN** – Encourage every new member to bring in another new member within six months.
- TIP 7. FIVE FOR ONE TEAM** – Divide the club into groups of five. Assign each group to bring in at least one new member within three months. Make this a contest with recognition for the winners.

**FIFTEEN TIPS FOR SUCCESSFUL GROWTH (Continued)**

- TIP 8. ROTARY GUEST DAY – Develop a list of potential members. Distribute invitations to those on the list. Host a meal and informational evening (meeting) for those who accept the invitation.**
- TIP 9. SURVEY – Conduct a survey to help members consider contacts they know who might be potential members. Use Rotary International’s list of classifications to help prompt ideas.**
- TIP 10. CLASSIFICATIONS – Obtain the list of classifications not covered in your club. Read or distribute the list of uncovered classifications at a club assembly. (One club gained 20 new members using this strategy)**
- TIP 11. CLUB FORUM – Hold a club forum on membership development to discuss ways to seek out potential members...then follow through.**
- TIP 12. INCREASE EFFORTS – Change club practices to be more attractive to the new generation and to increase diversity.**
- TIP 13. DIARY – Encourage club members to keep a 24 hour diary of everyone with whom they come in contact. Select potential members from that list.**
- TIP 14. CONTEST – Have a club contest to see who can bring in the most members. Reward the top three members with special awards that will instill a desire to compete.**
- TIP 15. BRING A FRIEND DAY – Encourage all members to bring guests to club functions. Designate one meeting a month as “bring a guest” meeting.**

## **ELEVEN TIPS FOR MEMBERSHIP RETENTION**

- TIP 1. BE A MENTOR – Rotary builds better friendships, so become a Rotary mentor. Members should look to other members who are in need: to walk beside them, answer questions, listen, and understand their problems. Design a buddy system.**
- TIP 2. GIVE NEW MEMBERS AN ASSIGNMENT – Individual growth will come from activity. Members will feel a part of the big picture. Give new members a project. If they make mistakes, so what?**
- TIP 3. NOURISH MEMBERS – Encourage attendance at District Conferences, Rotary Leadership Institute, S4TL Rap Sessions, Rotary International Conventions. Provide a Rotary minute in weekly club meetings.**
- TIP 4. FELLOWSHIP – Make Rotary fun. Consider traveling together to club meetings and projects...or just for social time. Consider scheduling socials at a member's home.**
- TIP 5. PROJECTS – Find out what gets a member excited about Rotary. Do a hand-on project to replace the regular meeting once a month. Get involved in a new, innovative project. Ask club members what they would like to do (survey). Identify a signature project – one the club is known for though out the community.**
- TIP 6. FUNDRAISING – Create a unique fundraiser and get the entire club involved. Think BIG and share the vision with members to get them excited.**
- TIP 7. INVOLVEMENT – Stop asking for volunteers. Use the direct approach and ask individuals (one on one) to get involved.**

**ELEVEN TIPS FOR MEMBERSHIP RETENTION (Continued)**

**TIP 8. CLUB ADMINISTRATION – Make sure meetings are worth members' time. Invite speakers who make have a story to tell. Discourage speakers who are there to raise funds. Encourage speakers who have been involved in Rotary projects and have a deep Rotary knowledge. Ask club members to give their Rotary story.**

**Shake things up....(1) hold a collection to help defray the cost of dues for those who are going through financial difficulties. (2) Reassess club processes. (3) Follow up with missing members...they may be having difficulties and could use the club's help. (4) Periodically have a 15 second "commercial" on each member's business. (5) Change the meeting time so it accommodates members' schedules. (6) Offer a "business intern" program for qualified younger members in the community, providing lower membership fees and costs. (7) Conduct a "reverse classification speech" where one member does a speech for another member in the club. (8) Celebrate member's birthdays, anniversaries, and special occasions. (9) Hold meetings as picnics.**

**TIP 9. FAMILY – Plan outings to involve new Rotarians and their families. Promote the family of Rotary. Invite families to club meetings. Visit members' families.**

**TIP 10. IMPROVE THE TEAM DYNAMIC – Your club is a team of members that have come together with one goal in mind. A successful team is a closely-knit team that can work together in all situations, that knows each other's strengths and weaknesses and will support one another. Plan events at least once a month whereby your club members interact in an informal setting such that they befriend one another and build a positive team dynamic.**

**TIP 11. WATCH ATTENDANCE – Excessively absent members could mean disinterested or unhappy members. Trends show that members are at risk of resigning with they are absent, on leave of absence, and don't get involved. Keep the lines of communication open.**