

Remember How It Felt When You Were Asked to Join?

Remember how it felt to be chosen for a team in elementary school?

Remember how it felt to be asked to pledge a fraternity or sorority in college?

Remember how it felt when you received a coveted invitation to a very special event?

Remember how it felt to be asked to join Rotary?

It feels great to be included.

The invitation process, inviting good friends or business associates to become a part of something special, including them in your inner circle, fulfills a basic human need and desire.

The best clubs and organizations, like family traditions, trace their roots to strong contributions by individuals. These individuals create the environment in which camaraderie flourishes and new friendships begin.

These individuals are called Members.

Why is it important to have a membership committee instead of just a membership director?

The ideal size of a membership committee is 5 members. Smaller clubs will probably have fewer members, but if at all possible having 5 will work best. Brainstorming between the committee members will help keep your membership strategies fresh and interesting.

It's important that your membership committee be well trained. Your district assembly is the first step in that training. There will be other membership trainings throughout your year and you need to make sure your membership committee members understand the importance of those trainings to the life of your club.

The membership process begins with evaluating your club as it stands now.

This includes:

- The physical location, is it inviting and easily accessible?
- All expectations considered, what does it cost to belong to your club?
- Do you have active community and international projects?
- What is your clubs attitude towards growth?

- Is your club prospective member friendly?
- Does your club represent the demographics of your community?
- Have you set up membership goals and communicated them to your club?

Once you know your goals you need to set up a membership plan to include:

- How many members do you want in you club at the end of your year?
- Who do you want those members to be (age, sex, ethnicity, classifications)?
- How will you attract those new members?
- How will you retain those new members and your current members?

You should have several recruitment techniques, consider some of these:

- Club membership contest by dividing into teams
- Club in a Club program
- Rewards program for members who sponsor new members
- Give your Membership Chair 1 min. at every meeting
- Have your club join your local Chamber of Commerce
- List your members who have sponsored new members in your weekly bulletin, on your website, or on a large poster at your meetings
- Assign each member to a 5 member recruitment team with each team bringing in 1 new member every 6 months.

Keeping your existing members is much easier than recruiting new members, but it takes a conscientious effort and good planning.

Retaining members includes:

- Good pre-induction information to potential member and spouse/partner
- Proper and honorable induction ceremony
- Getting members involved and keeping them involved
- Mentoring new members
- Continuing training of all members on areas of Rotary
- Foster fellowship in the club
- Recognize or acknowledge members in the club