

# 15 +TIPS FOR SUCCESSFUL CLUBS

It is suggested that the Club Membership Chairman and Committee choose four (4) of the following tips, then organize the Club to complete one each quarter.

1. **Proposal Card** At a Club meeting have every Member fill out a Proposal Card. Follow-up by assigning individuals to invite the proposed individual to a Club meeting or service project.
2. **Friends of the Club President** The Club President asks three (3) Members as a personal favor to propose a new Member within a month. When the first one does so, approach another the same way so as to always have three (3) Members working on a personal pledge to the Presidents.
3. **Simultaneous Inductees**...Induct several new members into the Club simultaneously. This is especially good when they are the same age.
4. **Former Members**...Encourage the Membership Committee to develop a list of former Club members. Ask a current member to invite the former members to rejoin your Club or encourage them to join another Club.
5. **Community Projects**...A successful project attracts new members. Encourage Club members to invite their friends to participate in a worthwhile community project.
6. **Six-Month Plan**...Encourage every new member to bring in another new member within six months. A district in Arkansas, USA, experienced 17 percent growth using this plan.
7. **Five for One Team**...Divide the Club into groups of 5. Assign each group to bring in at least one new member within three (3) months. Make this a contest with proper recognition for the winning group.
8. **Rotary Guest Day**...Develop a list of potential members and distribute invitations to those on the list. Host a meal and information evening for those who accept the invitation.
9. **Survey**...Conduct a survey to help members consider contacts they know who might be potential members.

10. **Classifications**...The Rotary Club of Trenton, Ontario, Canada, reads a list of unfilled classifications at each meeting. This regular reminder helps Club members consider potential members during their daily interaction with a wide variety of people. The Rotary Club of Trenton gained 20 new members through this strategy.
  11. **Club Forum**...Hold a Club forum on membership development to discuss ways to seek out potential members. Follow those ideas through.
  12. **Increase Efforts**...Study the results of Zone 25/26 Focus Group Report on increasing generational diversity. Change the Club practices to be more attractive to the new generation. (See following page)
  13. **Diary**...Encourage Club members to keep a 24 hour diary of everyone with whom they interact. Select potential members from that list.
  14. **Contest**...Have a Club contest to see who can bring in the most members. Reward the top 3 with special awards that will instill a desire to compete.
  15. **Bring a Friend Day**...Encourage all members to bring guests to Club functions. Designate one meeting a month as "Bring a Guest" meeting.
- + **Your Own Ideas**...We recognize that there are many great ideas throughout the world. If you have one that could generate new members, we welcome you to formulate your own strategy for your Club.

# 3 TIPS ON RETENTION

We make Retention a mystery and hard to achieve. The truth is it is simple.

“I have said before, and I repeat it, that every new member needs three (3) things:”

1. **A friend** in Rotary to whom he can constantly turn, who will walk beside him, who will answer his questions, who will understand his problems.

2. **An assignment.** Activity is the genius of Rotary. It is the process by which we grow like the muscle of my arm. If I use them, they grow stronger. If I put them in a sling, they become weaker. Every member deserves a responsibility. The Club President may feel that the new member is not qualified for responsibility. Take a chance on him. Think of the risk Rotary and your Club took when they elected you. An assignment should be given **the day** they join. Any later and you will lose them.

Of course, the new members will not know everything. They likely will make some mistakes. So what? We all make mistakes. The important thing is the growth that will come of activity. They will have the fellowship of the other members. They will become one of a vast body of Rotarians throughout the world, men and women of integrity and faith who love Rotary and seek to move forward this work.

3. Every new member must be “**nourished** by the concepts of Rotary.” They need to understand what it is when we say Service Above Self. Hold fireside for new Members.

4. The following booklet “Strategies for Member Education” will give you guidelines on how to achieve all three (3).