

PREPARING YOUR ROTARY CLUB FOR NEW MEMBERS

Like any project your Rotary Club prepares for, there is some planning needed to attract and keep new Rotarians. This is a “take a look” at ourselves project. It may even be good to have a Rotarian from a neighboring Club visit and critique your meeting place and surroundings. Even though you are on a drive for new Club Members, what we are going to outline here are only basic things that should happen continually. This is a sort of “soul searching” procedure. Let’s take a look at a sample preparation guide.

1. Does your Club really want to expand and attract new active members? If so, the barrier between old members and new members needs to be addressed. Some of the members that have been Rotarians for a number of years may have some reservations to a large population entering the Club and perhaps taking over at some point. This is certainly a topic for discussion.
2. Look at your meeting place. Is it a facility that is pleasant to visit? Is it appealing? Is the food good? This is a place “Professionals” come to weekly.
3. What is your set up? Are your banners straight, does your Club banner look impressive, same for the “Four Way Test” banner? The banners your flags are on. Are the flags sewn on neatly? Are they soiled? Do they need some attention? Most Clubs usually need some attention to their banners. Seek a person in your area to fix them. This person may be a good prospect for your Rotary Club.
4. Attendance should be addressed to all Club members; especially in larger more metropolitan Rotary Clubs. This is brought up because if a new Member understands the attendance requirements, they might feel, “if so many do not attend, why should I?”
5. Speak positive in meetings...any Club problems and concerns should be discussed at Board meetings. Image is very important, if prospective members do not see it and feel it as they enter the meeting place, it is a good impression.
6. Look at your program schedule, are programs interesting, diverse and informative?
7. Do your Members sit in the same place every week? Perhaps an occasional discussion or a “Rotary Rotation” would be helpful.
8. Look at your classifications.

9. Do you have a greeter?
10. Look good at the Membership meetings. Encourage members to take pride in their Membership...wear the Rotary pin.
11. Do not become a "check writing" Rotary Club. This type of Club scares new members away.
12. Your Rotary Club should be a fun and pleasant place where people enjoy coming.
13. Give the new member responsibilities:
 - It is important that new members participate in meaningful Committee work during their first year. The Fellowship Committee is commonly the first assignment.
 - Organize a new Member panel whereby several recently admitted members talk during a Club program about their businesses, hobbies or whatever may be their interest.
 - Ask a new member to give a brief "My Job" talk, using the RI pamphlet, "How to Prepare a Classification Talk" as a guide.