

# BEYOND 2000 – Membership Development

## District 9710

### Club Action Plan

- Initially ONE FULL Club meeting should be set aside to have the total Club Membership work and contribute to the search for new and the right members.
- Selection of Members in Rotary is by “Classification” in order to achieve the very best coverage of the business and professional community for your Club. See Manual of Procedure pages 13 – 15.
- Using the “I can’t think of anyone to invite to Rotary” form then thoroughly analyse, and select 12 to 16 classifications initially, which are strongly suited to your Club, utilising total input from all members to agree on those classifications which you will now seek to fill.
- Clubs no longer have boundary restrictions; it is possible to source members over a wider area, easy access to meetings will determine enduring membership.
- Almost without exception, most of us no longer have time to attempt the effective task of Membership Development, either as a small committee, let alone singularly as Chairman.
- Therefore appoint two very suited members to co chair the Membership Development Committee; two members will make it happen, for one it can appear just a little too hard!
- Assign two members to each classification being sought, in a Club of 24 that will allow the first 12 classifications to be targeted.
- Each team will thoroughly research the most suited person holding that classification to be targeted, as a prospective new member, 14 days maximum for all the names.
- All names should then be open to discussion by all Club members so that if any name is considered an unsuitable prospective member, the name is deleted and no approach made rather than have the prospective member declined following attendance. Attendance at a meeting or a number of meetings and then no further invitation makes such a situation questionable from the declined prospective member. **DO TAKE CARE!**
- Current experience shows that it is almost impossible to walk into a “prospect” at their place of business and launch into an invitation to Rotary. Almost without exception the reply will be “I have the greatest respect for Rotary, but I am too busy”. Translated that means “I don’t really know about Rotary so I’ll just stay clear!” We therefore must put a professional presentation into the hand of the prospect for them to be amazed at Rotary and delighted that they should be asked! (See your presentation pack.)

- **Post** preferably to the home address, (if available), the professional Rotary Presentation from the Club President. By making this initial approach with the information ahead of an invitation enables the prospective member to gain an overall picture of Rotary, so expanding their horizon and hopefully helping them to say “yes” when invited to attend a meeting.
- In the covering letter from the President we ask the recipient to phone confirming a date for initial attendance. Should that not occur, follow up the presentation by phone within seven days, engaging in discussion and answering questions and arranging the date of the first meeting.
- Follow up phone calls should only be made by the chairpersons who will be sufficiently experienced in Rotary to handle that conversation and to market Rotary.
- The two members, who researched the classification, meet, greet and stay with the invitee for the duration of that first meeting, introducing the invitee to the President and members and they are to continue to mentor them from this point onward.
- Dinner fees in all instances are paid by the Club “NOT THE MEMBER”. This one issue has been the greatest deterrent in recent years to existing members inviting prospective new members. Budget an annual amount of say \$1,000 for an average sized Club, and the matter is under control.
- Previously “Senior Active” members are now listed with their former classification, delete all references to Senior Active from this point on, new badges, correct Directory for next year.
- Clubs who are rebuilding should work to induct groups of a minimum of three, a singular induction may result in one loss shortly after, one new member alone will feel at loss, a new group fits in well.
- At the point of induction, make sure that the new Member is loaned the tape – “Rotary in an Hour” 512EN for use in the car, the CD for family information, audio visual, “This is Rotary” 449EN and the booklet “The ABC of Rotary” publication 363EN.
- Clubs who are inducting their first female member should work to induct a minimum of two, preferably three females, as the induction of a single female may result in the loss of that new member shortly after.
- Maintain a database of all contacts in order to return at a later date to those who as an initial contact cannot accept the invitation at that point to join Rotary, but may be able to accept a further invitation at a more suitable time.

Please phone any time if you want more detail or help from either your AG or your **BEYOND 2000** representative or me.

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