



CLUB MEMBERSHIP

RECRUITMENT
AND
RETAINMENT

“Give the Gift
of Rotary” to
Your Club
Members!



www.rotarydistrict6920.net

www.rotary.org



Sit Down and
CREATE
a
PLAN
for
Membership
Development





**THE MISSION:
IGNITE THE FLAME
PROGRAM**

**REVERSE THE
DOWNWARD TREND IN
MEMBERSHIP GROWTH**

IGNITE THE FLAME



1. FOCUS
2. EVERY MEMBER HAS A ROLE
3. COMMITMENT

MEMBERSHIP SUPPORT

EACH MEMBER SHOULD COMMIT TO:

1. IDENTIFY POTENTIAL MEMBERS
2. INVITE POTENTIAL MEMBERS
3. INTRODUCE POTENTIAL MEMBERS TO
ALL THAT ROTARY OFFERS
4. INDUCT NEW MEMBERS
5. INVOLVE NEW MEMBERS
6. IGNITE THE FLAME OF ROTARY

“EYES” OF THE IGNITE PROGRAM

IDENTIFY

INVITE

INTRODUCE

INDUCT

INVOLVE

IGNITE



Growing a Club is NOT Accidental!

- BELIEVE Growth is Better than DECLINE!
- Most Club Growth is Intentional!
- Understand that MANY folks WANT to be invited because it's an HONOR!
- Create a PLAN; then WORK the Plan!

Which Comes First?

- A “Vibrant” Rotary Club?
(One that’s full of energy, passion, and enthusiasm)
- New and additional Members?
- How about bringing in newbies to create a more “vibrant” club?



Definition

vi·brant

/ˈvɪbrənt/ 

adjective

full of energy and enthusiasm.

"a vibrant cosmopolitan city"

synonyms: spirited, lively, full of life, energetic, vigorous, vital, full of vim and vigor, animated, sparkling, effervescent, vivacious, dynamic, stimulating, exciting, passionate, fiery. [More](#)

- quivering; pulsating.

"Rose was vibrant with anger"

- (of color) bright and striking.

synonyms: vivid, bright, striking, brilliant, strong, rich, colorful, bold
"vibrant colors"

What is a Vibrant Rotary Club?

YOUR ROTARY CLUB

Is your club vibrant? Does it engage its members, conduct meaningful projects, and try new ideas? Your club's activities should reflect the diversity and personality of its members. As you develop a plan for your club, use these tips and ideas, and be open to letting your club evolve. Remember, if you try something new and it doesn't work, you can always try something else. **Every member should feel empowered to shape your club's future and make it outstanding.**

Resources

Your Club Members

Be A Vibrant Club publication

245EN-A at www.rotary.org

Have Fun & Show







Recruit or “ATTRACT”

Recruiting says “Here’s what You can provide for us”

Attraction says “Here’s what WE can provide for you”

Which is BEST?

RECRUIT



**ROTARY
WANTS
WHAT
YOU
HAVE
TO
OFFER!**

OR

ATTRACT



**ROTARY
HAS
SOMETHING
TO
OFFER
YOU!**

TELL
ROTARY'S
STORY



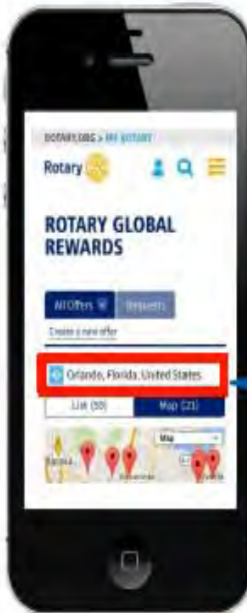


Tell the Rotary Story
Clean Water across the Globe



Tell the Rotary Story
Eliminating Polio Forever

(MOBILE BROWSER)



On your mobile device, go to www.rotary.org/globalrewards and sign in to My Rotary to get discounts and special offers exclusively for Rotary members.

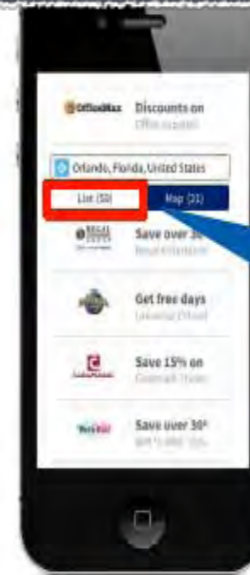
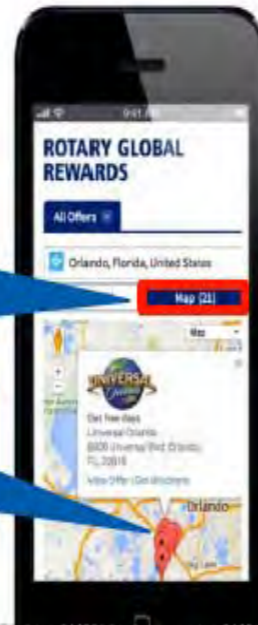
Search for offers by location

1

2

Select the Map tab to display nearby offers on the map.

Tap the red markers to view offers.



Use the List tab to see a list of nearby offers. Tap an offer to learn more.

3

Scroll down to get to more pages of offers.

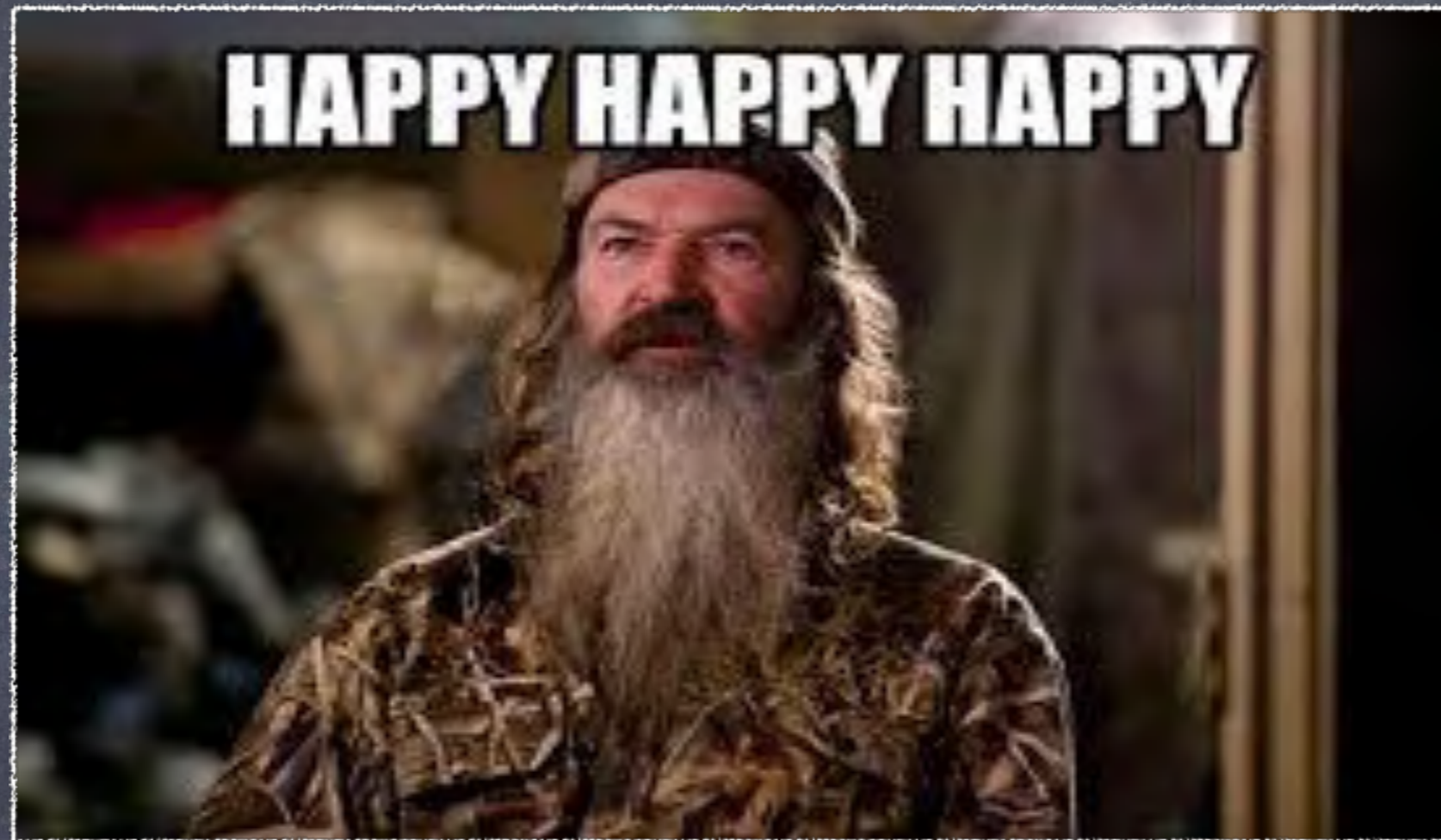
From the bottom of the page, you can choose to go to the Rotary.org home page.



Rotary ROTARY GLOBAL REWARDS

Rotary ROTARY GLOBAL REWARDS

Tell the Rotary Story
Rotary Global REWARDS!



Find Club's "FUN" Index

Make Members HAPPY!

Why Shoot for Happiness? Happy Members:

- Smile/Laugh More
- Are Having Fun
- Enjoy and ATTEND
- Participate More
- Recruit Friends
- GIVE More
- Stay in Club Longer



Some Ways to Improve Club Happiness:

- Great Food/Reasonable Prices
- Encouraging, Fast-Paced, Positive Meetings
- “EEE” Programs (Enlightening, Entertaining, Educational)
- Avoid “Same Old, Same Old” each week
- Emphasize Progress of Club & Appreciation
- Treat Members as LEADERS



ON THE ROAD TO A POLIO-FREE NIGERIA

It's been one year since Nigeria's last reported case of polio. Where are we on the road to a polio-free Nigeria?

ROTARY HAS DONATED OVER **\$207M** TO END POLIO IN NIGERIA.

2014

Nigeria records its last polio case for the year on 24 July.

NO STOPPING
Nigeria must go **2 more years** without a new polio case.

NIGERIA

2017

Arrive at a certified polio-free Africa?

1988

The Global Polio Eradication Initiative launches. Nigeria hits the road with some **30,000** cases of wild poliovirus.

Over **200,000** health workers immunize **230 million** children in Africa.

2015

The World Health Organization may remove Nigeria from its list of polio-endemic countries this year.

JOIN US IN THE FIGHT TO END POLIO AT ENDPOLIO.ORG

Rotary



**END
POLIO
NOW**

Need to “GROW” your Club?

Start w/BREAK EVEN
Number and INDUCT
enough Newbie’s to
AVOID a “Net-Loss”





And Don't Forget to
HONOR the
Sponsor!



Rewarding the
SPONSOR of a New
Member may lead to
more Sponsors!



R.I. Sponsor Awards

Now Available at [rotary.org](https://www.rotary.org)



INTRODUCING
THE NEW MEMBER SPONSOR
RECOGNITION PROGRAM

BE RECOGNIZED FOR **STRENGTHENING** ROTARY'S MEMBERSHIP

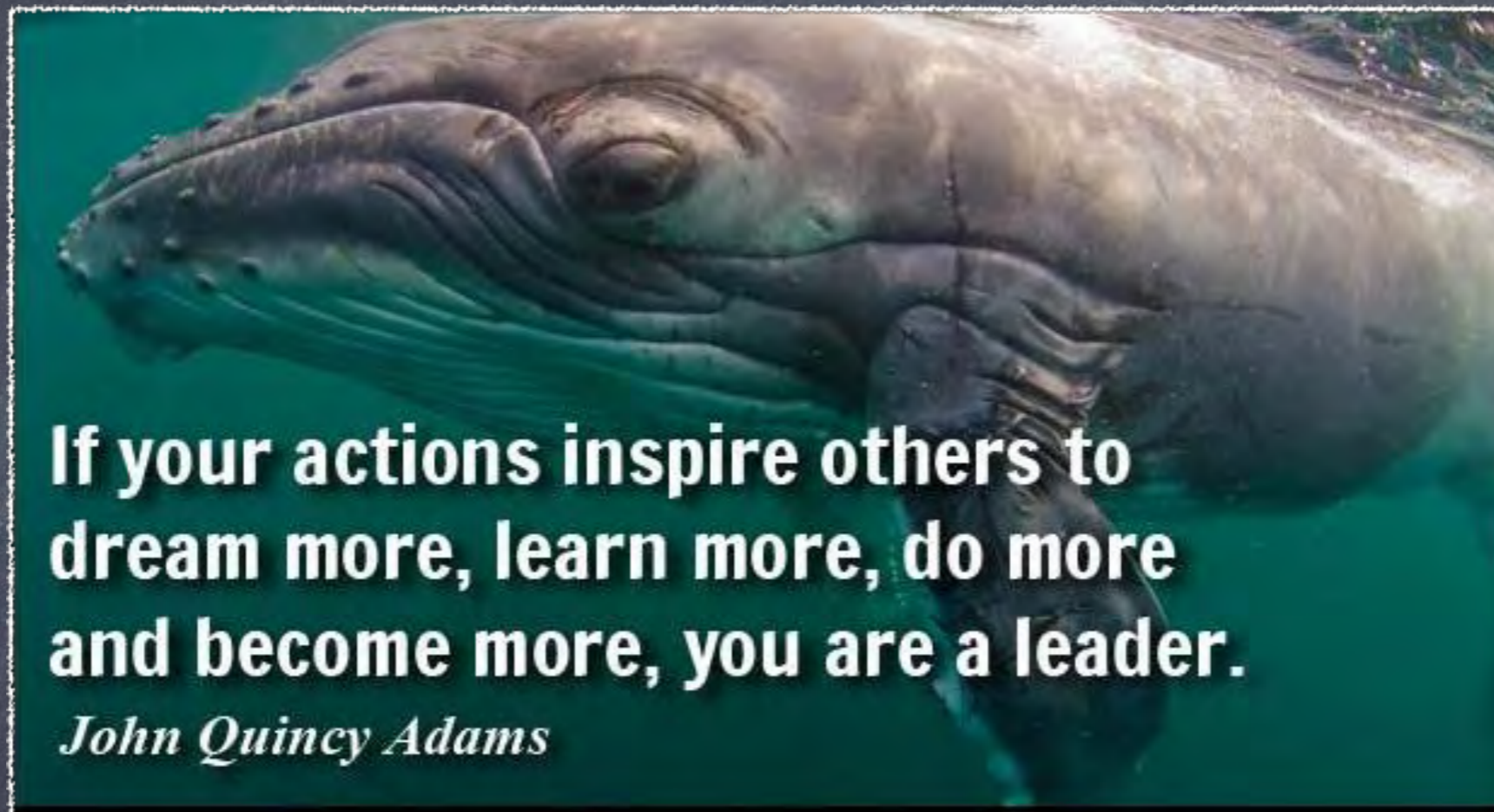
This exciting new initiative acknowledges Rotary members who sponsor new members admitted on or after 1 July 2013. Sponsors are eligible to receive a specially designed membership pin and colored pin backer designating their achievements from Rotary as well as a place in the Membership Recognition Gallery coming soon to Rotary.org.



JOIN LEADERS: www.rotary.org/myrotary

Finding NEW Leaders (Members)

- Create a “Prospect List”
- Current Leader Spouse
- Fill Classifications
- Use Programs (Speakers)
- Pay Attention in Community
- **HAVE A CONTEST!**



**If your actions inspire others to
dream more, learn more, do more
and become more, you are a leader.**

John Quincy Adams

Start with LIST of Prospective Leaders to Join
Your Club Full of Leaders

Quality Members=Leaders=Quality People

Rotary President-Elect
K.R. "RAVI" Ravindran
Suggests:

We Consider Growing our Clubs
with our Spouses!

Well Worth Considering....





Ever Thought

About:
Pulling out those old Classification
Lists to help Diversify/Add to your
Club?

How About Recruiting
Programs/Speakers into your Club?

Have a ROTARY DAY!

- Special Day for Club Members and FAMILIES!
- Invite Prospects!
- Get Great Publicity
- Be CREATIVE!





What's Going on in Your Community?

Use those "Non-Rotary" events to find NEW Leaders for your Club!

Most FUN of all: Have a CONTEST!

- Find a creative way to divide your club into teams
- Spend 6 weeks to discover which team can induct the most leaders
- Winners get reward; losers SERVE reward!





We all want the same thing.

Peace. And the 1.2 million members of Rotary worldwide are making it happen. The six Rotary Centers for International Studies — hosted by leading universities in Argentina, Australia, England, Japan and the U.S. — offer innovative, graduate-level fellowships in peace studies and conflict resolution.

For more information, including how to apply through your local Rotary club, visit www.rotary.org or e-mail rotarycenters@rotary.org.



Rotary. Humanity in motion.

www.rotary.org

