

Goal:

The Membership Committee would like to encourage all members of Rotary to take an active role in expanding our membership. To do this we would like to create a unified approach which assists Rotarians in their efforts and helps us consciously promote the benefits of Rotary

Introduction:

At our core, membership in Rotary benefits not just our local and international communities; it also has significant positive impacts for business professionals.

- Networking
- Access to leaders responsible for issues that impact our businesses and lives
- Educational opportunities
- Marketing
- Business resources
- Commitment to high ethical standards

By recruiting for membership in Rotary we are helping our community and local business leaders succeed!

Recruiting members

Recruiting - Inviting Guests

- Invite potential members to hear speakers of relevance for that guest. There is no better way to sell the benefits of Rotary than to show potential members what we're all about!
- If possible, be sure to pick them up and escort them to the meeting or be there waiting for them when they arrive. Escorting guests who have never attended will provide you time to prepare them for the meeting.
- Arrive early enough to introduce your guest to other Rotarians
- Pay for the guest's meal
- Coordinate introductions to Rotarians that would be good contacts for the guest
- Explain ahead of time what Rotary is and what happens at a meeting :
 - Pledge of Allegiance
 - 4 Way test
 - Prayer
 - Meal
 - Passing of the cup – guests should know that it is not necessary to donate
 - Introductions
 - Happy Dollars
 - Song
 - Etc
- Introduce your guest to the club with a happy dollar or when provided the opportunity by the Sgt. of Arms
- Take opportunity after the meeting when escorting them back to work to talk about:
 - Their experience of the meeting
 - Your experience with Rotary, the benefits both personally and for your business
 - See if they would be interested in learning more or coming to another meeting
 - Make sure they are aware how their area of expertise could benefit the current members.

Recruiting – Role of the Rotarian to Assist

- Be sure to Introduce yourself to a guest when appropriate
- Help facilitate conversation at the table
- Consider inviting the guest yourself to another meeting if appropriate
- Consider how the guest and their area of expertise might benefit you or others you have connections with.

Recruiting – Role of Greeter

- Provide a warm welcome to the guest
- Make sure the host is there or have a Rotarian serve as the temporary host.
- Provide them with the "Rotary Handout" (being produced Public Relations)