



Rotary Club of Sunriver-La Pine

“How to Propose a New Member” and “Attracting New Members”



An active Rotary Club should constantly be considering NEW members. Most Rotary Clubs will experience a 10% attrition rate each year. So, let's look at what we can do to be prepared for it.

- Keep an eye out for new members. Look at everyone you deal with on a daily basis as a prospective member. (See page 2) Remember, like yourself, every member of Rotary throughout its history, was invited to join, except for Paul Harris, our founder.

- Tell your candidate that you belong to an International Service organization of local business people. Let them know that we meet Wednesday mornings for breakfast, hear a guest speaker, participate in community, club vocational and International projects and above all, we have Fun! Club meetings are normally 1 hour in length.

- Invite your candidate to our breakfast meeting. At your option, you can pay for the first breakfast (Just write a “G” on the weekly “Sign-In Sheet” and you will be billed on your next quarterly billing); or let the guest know the amount required. Your guest should pay for any future breakfast meetings.

- Introduce your candidate as a “Guest”, not a prospective member. A proposed member must be approved by the Board of Directors first and then by entire Sunriver Club before being officially invited to join. At this stage of the first few meetings the guest may or may not be interested in membership.

- Discuss Rotary and answer your guest's questions about Rotary and our Club. You may want to sit with a Club Officer or senior member to help answer questions.

- After the guest has attended at least “two” meetings, discuss their interest in becoming a member. If interested, help them complete the “Membership Proposal Form” available on our website. Give to Club President or Membership Chair when complete.

- The Sunriver-La Pine Rotary Board of Directors will consider the proposal at their next scheduled monthly Board meeting. If approved the candidates name will be published in our weekly bulletin for two consecutive weeks. Should there be no “written” objections from current members; the candidate will be invited to join Rotary.

- After the proposed member has approved to join, they will be inducted at the next earliest weekly club meeting; and be expected to give a brief (3-5 minute) bio about themselves. You should encourage them to bring their spouse to the induction.

- The Membership Director will schedule, within 30 days of induction, a 30-minute Orientation Meeting to be held following a weekly meeting with the member, yourself, (if you will be the Mentor) and several Club Officers. The purpose is to inform and clarify to our NEW member the financial, attendance and participation obligations of our Club; and answer any questions they or their family may have about Rotary.

From the Outside Looking In - How Are We Currently Seen By the Public?

Why Should They Look...the, “What’s In It For Me?” (WIIFM)

Capturing the public’s attention in the first place is often the biggest issue – people can derive value when you provide them with information presented as something **attractive**, something previously **unknown** or **something novel they don’t expect**. Presenting an image of Rotary that does just these things provides us with a head start – getting people to listen.

Assess Where They See Us:

- What normally comes to mind when people think of Rotary or Rotarians?
 - *Business professionals only*
 - *“Men” only*
 - *Older men*
- Does the public know our mission or core purpose?
- Who is a Rotarian?
- Are we attractive?
- Currently, what would make you want to join us, and what would make you *NOT* want to join us?
- Where would you expect to see us?

Remember: ***“If you always do what you’ve always done, you will always get what you have always done.”***

From the Inside Looking Out – Focus Our Message to the Public!

How We Want To Appear:

- Attractive to join – the benefits are palpable
- Relevant – not “for someone else,” “somewhere else,” or “some other time”.
- A channel for action on values wanting to “Do Good” or “Give Something Back.”
- An excellent networking opportunity.
- An opportunity to make and influence “real difference” on “real issues”.

The Message We Want To Convey:

What do we need to accentuate in order to reduce the difference between the actual and desired perceptions of Rotary?

- People can get involved *now* in doing the sort of things they’ve wanted to do.
- Our members gain while giving.
- Our members and guest speakers include people like _____.
- We make a difference where it counts, when it counts, on issues that require someone to act!
- “We are doing,” not just “We have done”!
- Ask these questions: “Did you know?” – Did you know what we are doing? – Did you know who is participating in our club that you wouldn’t expect?
- Break down misconceptions about who we are and what we do.

If you know someone who is community spirited, has a passion for sharing and helping, or would enjoy what Rotary has to offer...why not have them consider our Rotary Club?