



100 Ways to Recruit New Members

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1. Ask someone
2. Bring a guest to a meeting
3. Advertise in newspapers & cable TV
4. Have a clear club goal & strategic plan
5. Letters or personal contact with local businesses
6. Contact with the Chamber of Commerce
7. Bookmarks inserted in library books
8. Public meetings at malls, outdoors etc.
9. Booth at malls, fairs festivals etc.
10. Pamphlets in doctors' offices, libraries
11. Host an Open House
12. Hold a club assemble only on membership
13. Ask a Rotary Foundation Alumni to join
14. Give the membership chair one minute at every meeting
15. Make the membership chair a club director
16. Put together a guest information packet
17. Invite prospects to a service project
18. Invite a family member to join
19. Letter to people in the news with an invitation
To Rotary
20. Club business card with meeting time and location
21. Distribute extra copies of "The Rotarian" in waiting rooms, etc.
22. Hold high profile meetings
23. Have a special guest day
24. Ask for help from RIMC/RIMZC
25. Hold wine and cheese reception for prospects

26. Send club members to membership seminar
27. Make prospective members feel important
28. Honor outstanding community members
29. Reach out to Rotoractors (before 30yrs)
30. Make some meetings social events
31. Build a club website
32. Use group e-mail to promote Rotary
33. Put posters in public areas
34. Ask corporations to sponsor or subsidize membership
35. Have a reward program for those who bring in new members
36. Create more fun
37. Create a Facebook page for your club (other social media)
38. Invite the media to cover well known speakers
39. Use word of mouth
40. Network with coworkers, friends and family
41. Follow up with guests
42. Place a colored dot on the dot of every member to remind them to bring a guest
43. Lead by example...How many members have you sponsored?
44. Have members give Rotary chats at other organizations
45. Provide guests with a free first time meal
46. Look to diversify in ethnicity and gender
47. Update your clubs classification survey
48. Provide brochure for new employee packets in member companies
49. Advertise in sporting events
50. Ask the District for help!!!
51. Hold joint meetings with non-Rotary groups
52. Share your Rotary experiences with others
53. Participate in community events
54. Advertise Polio Plus in the local media
55. If a prospect cannot attend your meeting because of time, suggest another club
56. Publicize club successes in local newspapers
57. Circulate the club brochure and newsletter
58. Design a club brochure
59. Hold recruiting events with two or more clubs
60. Form/join a speakers bureau
61. Wear your pin!!! Wear your pin!!! Wear your pin!!!
62. Mention Rotary at meetings of other organizations during announcements
63. Send newsletters to guests

64. When asked about your leadership skills, mention Rotary
65. Ask the AG/District Membership Chair to attend a board meeting
66. Ask every member to submit 3 prospects to the membership chair
67. Make it FUN!!!!
68. Give every member a Rotary decal or bumper sticker for their car
69. Give testimonials about Rotary while guests are at the meeting
70. Repeatedly invite prospective members
71. Practice selling Rotary at club meetings- one minute elevator speech
72. Conduct a Membership Satisfaction Survey
73. Presidential Plea...bring a new prospect
74. Bring your boss to a meeting
75. Make direct contact with women's business organizations
76. Bring your co-worker to a meeting
77. Bring your subordinates to a meeting
78. Have new member kits
79. Use books,brochures,videos and posters from RI
80. Hand out invitation cards for a free breakfast
81. Members constantly promoting and raving about Rotary
82. Meet at a good location
83. Break up club into membership "teams"
84. Develop a year round membership strategy
85. Have a large poster that lists all the members that have sponsored a new member in the past year
86. Select a missing classification and plan on filling it
87. Have incentives for recruiting
88. Display a thermometer showing progress towards club goals
89. Induct a new member with pizzazz and invite a spouse/partner to be present
90. Develop a welcome letter from the president to welcome a new member
91. Contact all members that have resigned in the past three years
92. Use billboards at bus stops and road sides
93. Ask Rotarians to put Rotary ads on their commercial trucks
94. Recognize new members in newsletters
95. Regularly check RI website for new ideas
96. Subscribe to the Rotary Membership minute on the RI website
97. Invite spouses to social functions
98. Ask recipients of Rotary service or donations to speak for Rotary
99. Pass out M&M candy to remind members that "*Membership Matters*"
100. ASK AGAIN!!!!