CASE STUDIES OF MEMBERSHIP GROWTH

MEMBERSHIP DRIVE

Hamilton Club, April, 2016 - RESULT: 18 new members – Contact John Gallagher 07 8392331

- Ask for Potential Invitees from networks of professional associates as well as club members, clients, friends, family
- Have each member identify at least 2 people to invite.
- Invite from a framework *"Do you want to know what volunteering means in today's world"* rather than joining a club. Invite sent out by membership Chair or President.
- Change the format to a special meeting rather than a normal club meeting.
- Make the content about profiling what the club does in its community, short presentations from different well informed club members, invite RYLA attendee, Rotary Youth Exchange Student, RYPEN Attendee, and District Governor, high profile dignitaries connected to the club. Highlight club projects and successes.
- Ask for membership on the day-have application forms at ready.
- Ensure membership team follows up until definite yes or no to joining.

MEMBERSHIP CHAIR DRIVEN FOR RESULTS

St Johns Rotary Club D9920 – 60% NETT increase over 5 Years – Beryl Robinson 021 652802

Recruitment and Attraction

- "What is Rotary" - have all members have an Elevator Speech. Practise at a Club meeting.
- I say we have **fun making a difference**, & during discussion add St Johns Rotary is **friendly, informal & lots of laughs**
- Invite and ASK and keep asking until you get a yes / no /not for now, and diary for follow up.
- Handout Rotary Down Under Magazine and business card when attend first meeting
- Follow up – next week invite to return and send latest Rotary Bulletin
- Prompt membership joining process – from membership application to acceptance within seven days, and induct very next meeting with name badge, rotary pin and member pack.
- Tap into new members networks – ask them to **refer** their friends and colleagues
- Members told **not to qualify prospective members** whether they have the **time or $** for Rotary – only **criteria** is would they be a **good Rotarian** who wants to have fun making a difference in community?
- Simply gave me their contact details, then I contact leads immediately as membership's a priority

INVOLVE YOUR CLUB MEMBERS

Tauranga Te Papa Club – 4 new members – Roger Miller 021 84449

- Many existing members do not know or are reluctant to ASK potential members to visit their clubs.
- Obtain or create good Promotional Material and hand out to members.
- EG – "Communities in Action" Brochure-Obtain from Rotary Club of Lower Hutt
- Suggest all your Club members have a book and take out into your community and show non Rotarians what Rotary is doing in New Zealand. Hand over a free giveaway compliments of your club but in return ask the potential member to attend as your guest at next Club meeting.

LOOK WITHIN and make CHANGES

Te Puke Club from 12 to 25 members in 3 months! – Giles day 07 5736692

- Te Puke Club had run down membership to a dozen members, always met same old Rotary Rooms and same caterer. The Club was in danger of closing.
- Invited local New World Manager as guest, asked him to join, became Membership Director.
- Encouraged all members including himself to look around town, ASKED people to come as a guest. Left their old Club Rooms and said goodbye to caterer.
- Met at the local Bistro Bar in Hotel, ordered meal if members wished at a choice of food from menu, from coffee, snack, to a full meal -but their choice.

ROTARY AFTER 5

Turangi Rotary Club- Increase 4 members - John McNickle-021 1201676

- Contacted local car dealer, finance house, bankers, Real Estate and offer to set up a Business After 5 once a month.
- Invite as a speaker a local organisation that wishes to launch a new product, car, finance deal etc. The selected business (in this case a car dealership) supported the costs of the event and supplied the venue.
- Ensured there was catering for the event and drinks supplied
- Create an invite list from attendees and use it to promote the next event.
- Have your President say a few words of welcome and a short presentation of what Rotary does.