

**WELCOME** to the 3rd edition of *Mark's Membership Memo*. Everyone can now take a big breath. You have made it through the first 3 months of your Rotary year. By now, you should have your feet firmly planted on the ground. We have all been there. The first three months zooms by you, as you get oriented and comfortable in your new role. But **now is the time** to really implement your plan for membership recruitment and retention (which should already be part of your Club's strategic plan).

## Each Rotarian: Reach One, Keep One!

Rotary International has adopted a new slogan this year: "Each Rotarian: Reach One, Keep One!" The new slogan emphasizes the need for Rotarians to focus on both recruitment and retention in their membership growth efforts.

"Reach One" reminds us that because Rotary membership is normally by invitation; very few just walk in the door on their own. So, it is essential that each Rotarian reaches out and *invites* someone to join. PDG John T. Capps (North Carolina) says it best, "That slogan is a 'gentle' reminder to [just] do it. Go out get that new Rotarian." Some questions to ask yourself is do you remember how you were recruited? Why did you come to your first Rotary meeting?

"Keep One" reminds us that it is not sufficient enough to simply sponsor someone into rotary; we must also see that the new members become active, vibrant and involved Rotarians—*no RiNO's* (Rotarians in Name Only). We all know this to be an essential element in membership retention. A question to ask yourself is why did you decide to stay a Rotarian?

Membership development is every Rotarians responsibility. Each one of us became a Rotarian because someone invited us to attend a Rotary meeting. We have a responsibility to grow our Rotary family so that we can continue to do the good work in our own communities and around the world.

## Recruitment, Enhance Membership Value and Retention Ideas Continued!

As I mentioned last month, this year our District is focusing on targeted areas with regards to Membership: recruitment, enhancement of membership value and retention. Each edition of *Mark's Membership Memo* will feature an interesting or innovative recruitment idea that a club has implemented, or on a way a club has enhanced membership value or a "best practice" focusing on the retention of membership. Last month, we presented a new and innovative idea for Membership *retention*. This month, we will step back and present some ideas on the initial *recruitment* of a Rotarian into a club.

This month's recruitment ideas are from **Bob James, Jr., La Jolla New Generations Club**:

"I was Charter President of a new club and Assistant Governor for two years, and have helped start two more clubs. I have seen some common successful methods that will help you recruiting and keeping new members. The first thing is getting the word out to your membership. Your membership chair should be speaking membership each week at your meeting. Make membership a priority in your member's daily life. Provide the tools for them to speak about Rotary. Are they capable of answering in 30 seconds or less the questions of "What is Rotary?" or "What is that pin you are wearing?" The best name for it is the "elevator speech" where you have a limited time to explain what Rotary is to anyone who asks. Your members should have no hesitation to ASK someone to come to an upcoming meeting.

Make sure your members are bringing guests. If not, find out why? Are they not proud of their own club? If so, make some changes. New visitors have may have no idea why we go to a weekly meeting. Once they see what "Service Above Self" is all about they might just join you each week as a new member.

These are just a few methods to help you and your club grow members. There are many more. Hopefully one of these will help you induct a new member soon!"

Great information from Bob James, Jr. **I encourage all Membership Chairs and Club Presidents to send me your ideas on enhancing membership value, or on recruitment or retention strategies.**

You just read about a few ideas for recruitment of membership. Here are some additional bullet-point ideas that you might find helpful in your recruitment campaign:

- Send a “Welcome Letter” to a new business in your area.
- Have you thought about the person who came to present at your meeting as a potential member?
- Invite a prospective member to a service project.
- Have each member carry a business card with the day and time of your Club’s meeting.
- Does your Club have a [Facebook](#) presence? (*More on that in the next month’s MMM*)
- Have a few members join together with the goal of recruiting 1 or 2 new members.
- **Have fun!**

How many of the bullet points listed above are already in *your* Club’s recruitment plan?

As I have said on several occasions, the Rotary International website is chock full of interesting and useful tools and information, all designed to make your life easier. Check it out at: <http://www.rotary.org/en/members/generalinformation/membershipresources/> for more useful tools.

## State of Membership Program & PowerPoint

I am available to present a program devoted to the current “State of Membership.” If you would like to have me come to your club and give a presentation, just email me and ask. I will continue to make this offer throughout the year. I am more than happy to do so.

## In Closing

This is going to be a *fantastic* Rotary year, and with your efforts, it will only get **bigger, better and bolder!** It is an honor to be working with each of you. Please don’t hesitate to drop me an email if you have any questions at [mallyn@ncfsystems.com](mailto:mallyn@ncfsystems.com) or a phone call at 760.419.6237.

Yours In Rotary Service,

Mark



*Mark Allyn*  
District 5340 Membership Chair  
Encinitas Rotary Club

