

Running a Membership Night for Rotary



The following format has been tested by several clubs and it works if you follow it exactly!

Set a date for your membership Night

It is important that you do this first because then you have a deadline to get things done and a goal to reach.

Talk to the members and get them thinking of people who can be invited.

The members don't need to know the people well but just know them well enough to be sure they would suit Rotary. They also need to know their names and preferably, their home addresses. Home addresses are more personal. Suggestions are neighbours, tradesmen, local professionals, co-workers etc.

Collect names and addresses and send a letter from the president.

It is most important the letter comes from and is personally signed by the president. It needs to be an important letter and the envelope needs to be hand addressed. A sample of the letter is attached. It needs to go out about three weeks before the meeting. Don't make it too long or they forget to come.

Collect the names of those that have replied.

Make sure that those who have said no are asked again in the future. The fact they have responded means they are interested but not ready at this stage. Remember: NO often means MAYBE!

Hold the event.

Keep the evening casual with finger food, not a sit down meal. Have a register at the front table and collect a phone number and/or email from each guest if you don't have it already. DO NOT HAVE A SPECIAL SPEAKER. This is an evening about Rotary, not some other cause. Members need to mix with the guests. Show them that Rotary is fun and relaxed.

Have four or five members tell their Rotary story.

This is not a rundown of the projects you do or the amount of money you raise but lots of stories with which the guests can relate to. E.g. someone talks about a time when they had a BBQ at the local Field day and something funny happened. OR when the member joined she was the only woman but was amazed at how easy it was to forget about being a woman and feeling like a Rotarian. One member might talk about doing a make-up in another country or their experience joining a Friendship Exchange. Use the stories to illustrate Rotary without making it sound like hard work.

At the end of the evening give the guests some information about the Club or Rotary or both to take away.

If it is something worthwhile they will hang on to it and it will keep Rotary in their minds. Suggestions include a brochure on the Club, a fridge magnet with the Club's information or material on joining Rotary from Rotary International.

FOLLOW UP!

Each guest should be contacted the next day by a member and asked if they enjoyed themselves and if they would like to come as a guest of the Club to a proper meeting to see how it all runs. Try to get them to come to the next meeting while it is all fresh in their minds. Don't ask them if they are interested in joining just yet. We don't want to appear desperate!! BUT YOU MUST FOLLOW UP!

Future meetings

The potential members should be invited as a guest three times. The first is to take a look at how it all hangs together. The second should be to find out if they would like to join. If so give them a form to fill in on the spot. Between this meeting and the third the Board needs to consider if he/she is a suitable candidate. At the same time a message needs to be sent out to all members asking for their approval. At the third meeting arrange a time for a meeting with the candidate and two Rotarians to go through the details of being a member.

Induction

This should be done as soon as possible. Do not leave the person waiting for weeks.

Dear

A respected member of our Rotary Club has put forward your name as a leader in business, a professional and someone involved in our community. We would therefore like to extend an invitation to you to come to a relaxed evening, with like-minded people, to hear about the activities of Rotary International and your local Rotary Club.

We believe that Rotary will become the most important non-government, non-religious, non-profit, non-political organisation in the world's history. We would like you to hear why we think this and what we are doing in the Yass community and throughout the world.

The evening has been arranged by the Rotary Club of Yass and will be held on Tuesday 10th June 2012 at the Yass Soldiers Club at 6.30pm.

Wine and finger food has been organised. Please confirm your attendance by phoning me on 0413 XXX XXX or email me at XXX@gmail.com. Your partner is also most welcome to attend.

If you would like to attend but for some reason unable, please let me know so that another opportunity can be arranged for you.

We hope you will be our guest on this evening and look forward to getting to know you better.

Sincerely,

XXXXXX

President

