



MEMBERSHIP DEVELOPMENT

Recruitment + Development + Retention

RECRUITMENT

- Like a company's Human Resources Department, clubs need similar committee or team to focus on recruiting appropriate candidates, developing club leaders, and retaining quality members (HR is responsible for a) planning, b) developing competent staff, c) assessing, maintaining and improving staff; d) promoting self-development and learning
- Public Service Announcements (PSAs) in local theatres share your message economically
- Branding or marketing yourselves and your clubs encourage potential quality members
- Membership Committee must meet every month; use spreadsheet for contact information and follow up logistics
- Invitation cards help leave the message with targeted individuals (professionally printed or can be produced on Avery-type products on personal computers)
- Invitation letters can be hand-delivered, mailed or included in bulk distribution (South El Monte Club)
- Create a club tri-fold brochure to highlight your accomplishments/projects
- Place a yearly anniversary full-page newspaper ad (like Montebello's) with member photos on the perimeter
- Seek out younger members to maintain vitality and longevity of your club; if you invite several initially, more will want to join (a nice statistical bell curve is a healthy club)
- Receive dozens of free, creative public relations tips monthly (contact RIPublicRelations@lb.bcentral.com)
- Check out downloads (files, brochures, presentations, handouts, at www.rotary.org/newsroom/downloadcenter/membership/index.html)
- Check out websites of local chamber of commerce and city government as sources for programs (good programs are frequently good potential members)
- Scan business sections of all local papers for headliners (again, good programs and good potential members)
- Put together Membership Packet Materials like the Chino Club to leave behind
- Obtain Los Angeles County Almanac, a publication of the Los Angeles Newspaper Group (Los Angeles Times) or the Inland Valley Daily Bulletin to obtain local community statistics and demographic information
- Leave your last month's Rotarian Magazine where it will be read by others (dentist, car dealer, hair stylist)
- Send personalized Rotary thank-you cards to all speakers (order on-line or create yourself)

DEVELOPMENT & RETENTION

- Provide club members with annual survey to determine members' satisfaction before it's too late (does location, day of week, hour, food service, etc. meet their needs; are speakers informative, are their member cliques, does club have too many/not enough projects?)
- Again, HR Department helps develop existing members and ensure retention of quality Rotarians
- Be sure orientation of new members is relaxed, yet thorough
- Provide all new members with complete packet of club and RI material
- Use Membership Development Resource Guide (on RI website and can be ordered)