



Rotary Opens Opportunities

**LETS GROW ASHLAND ROTARY CLUB!**

# Ashland's Membership History



Ashland's membership history . . .

# Ashland Rotary Club is *great* because . . .



## 1. Know your club's strengths.



The first rule in recruiting new Rotary Members is to know your club's strengths.

WHAT ARE YOUR CLUB'S STRENGTHS?

# Ashland Rotary Club is *great* because . . .

- *Meets in Afternoon* – This works!
- *Long History* – Celebrating 100 years!
- *Very active in the community!*



## 1. Know your club's strengths.



The first rule in recruiting new Rotary Members is to know your club's strengths.

WHAT ARE YOUR CLUB'S STRENGTHS?

“A” is for Architect!  
Do you have one?



## 2. What Classifications are not filled?



Know what classifications are currently not filled within your club.

Let the people you are recruiting know what particular classifications you are recruiting for. If they are not one of those classifications that need to be filled, then maybe, they know someone else who is.

Trying to fill a classification that is not yet filled in your club let's the person who you are recruiting know that they are needed and everyone wants to feel needed.

We asked this gentleman's wife and he joined instead –  
this happened a few times last year.

“B” is for  
Banker!  
Do you have one?



## 2. What Classifications are not filled?



We asked four bankers from four different banks. Two of the banks joined as corporate members, at our suggestion, which counted for four new members – two from each of the two banks. Then we had one other banker join, so five new bankers this year.

We met two sets of bankers at a Chamber of Commerce event that we sponsored for the purpose of meeting potential new members. One was a new branch of a bank to our City, so when the

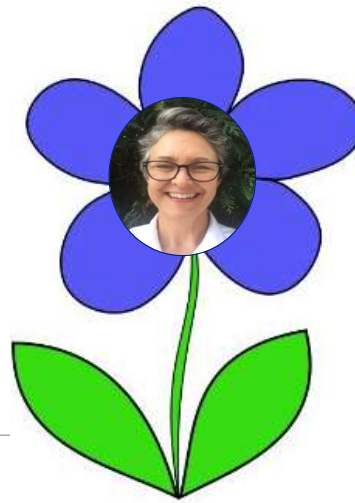
bank started building their building, we called them.

The fifth banker we met at church.



“L” is for  
Landscaper!

Do you have one?



## 2. What Classifications are not filled?




This woman was the first Rotary exchange student from her small town in Iowa. She wanted to join Rotary ever since then. It took her thirty plus years before someone asked her to join a club. Now her husband has joined too. She just joined our club and she has already revamped our club's spring Flower Sale (offering free planting services to whomever purchased flowers) and is expanding the sale to add the sale of poinsettias during the holidays (which will double our PolioPlus contributions next year); took charge of our annual

Arbor Day Tree planting.

New members bring a lot of energy! I wish I had the time today to give you the stories of all of our new members.



“ is also  
for Librarian!  
Do you have one?”



## 2. What Classifications are not filled?



This is Maureen, she is a librarian and is also an award winning author.

She was asked to join Rotary ten years ago and the time wasn't right; but, the time was right this time!

When we first brought Maureen to a meeting, several people said they know her and that she would make an excellent Rotarian. SO WHY HAVEN'T YOU ASKED HER TO COME TO A MEETING BEFORE?

## Who joins Rotary and why? District Survey

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24 questions:

- 18 substantive
- 6 demographic

## District Survey

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2777 active members in District 5950

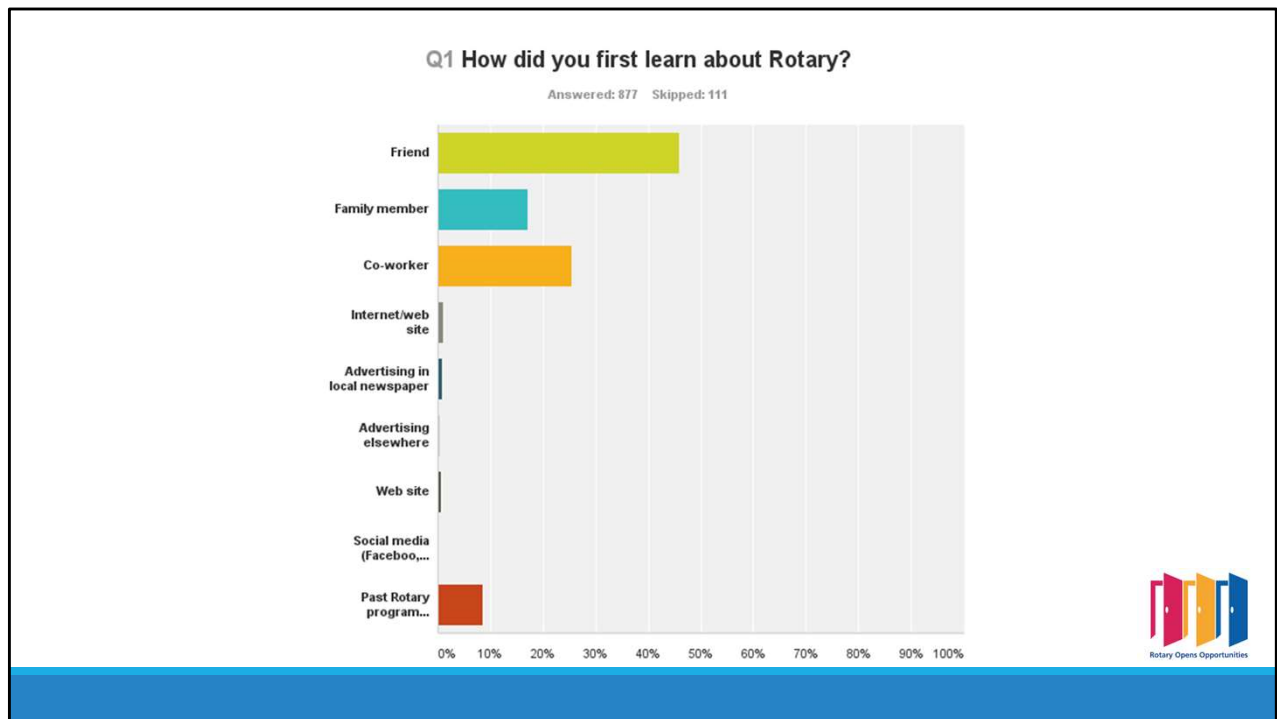
988 responded

*(Not all questions were answered by all responders)*

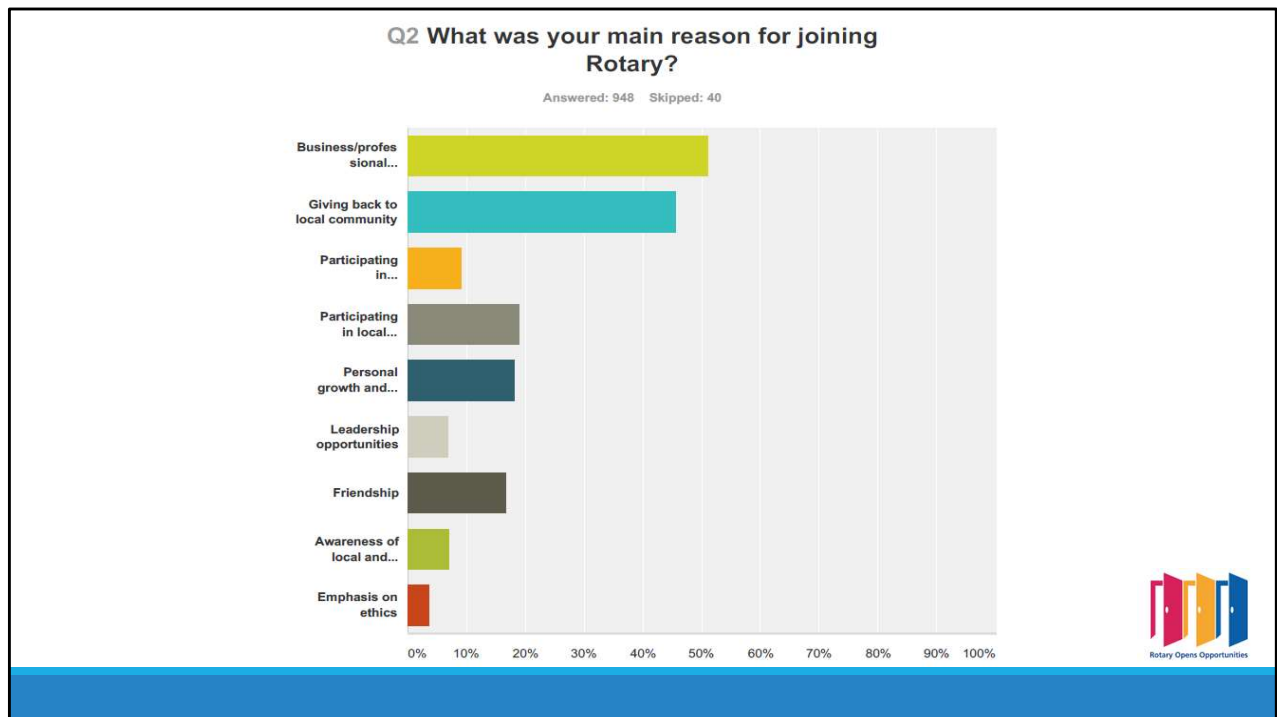
## District Survey

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99 pages of information gathered  
*inclusive of detailed responses and analysis*

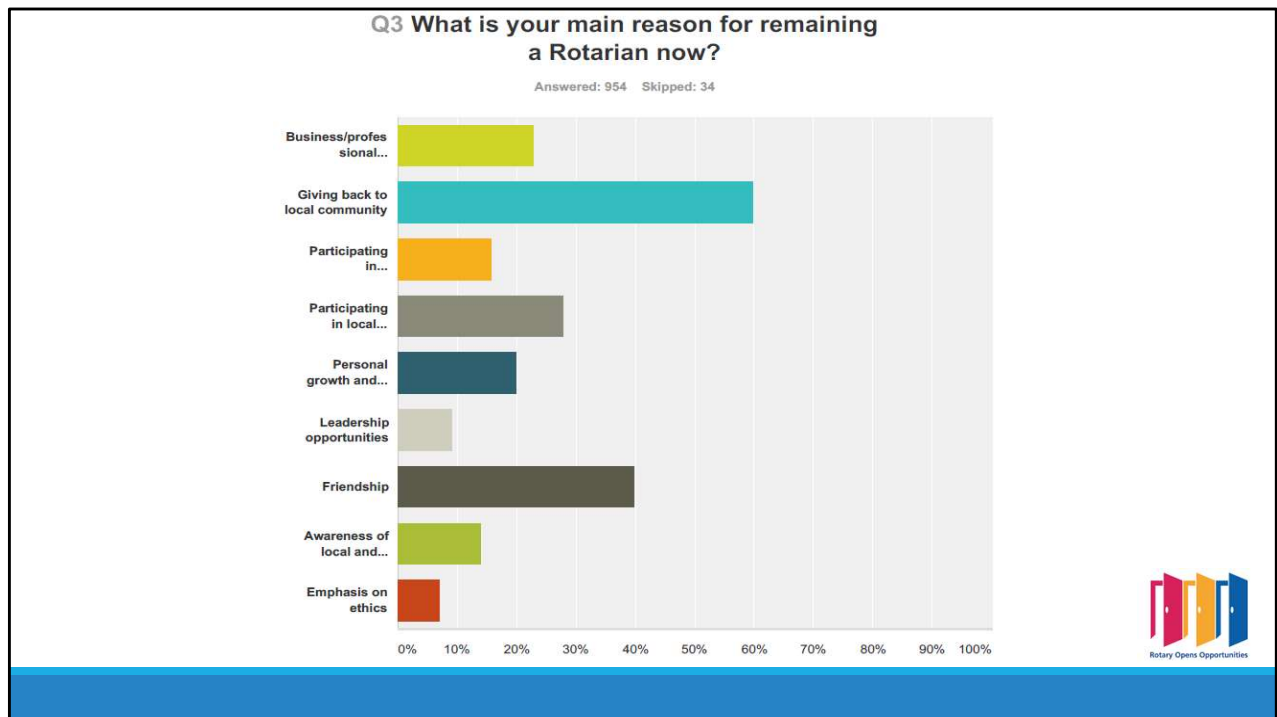


Learning where are members have come from could tell you where to look for new members. If that is where your members come from focus on those potential sources for new members. Most Rotarians come from friends, family members and co-workers.



Who is the person soon to be inducted? Why did he/she join? Most people in our District join Rotary for professional reasons. The most popular answer is that people in our district joined to give back to their community.



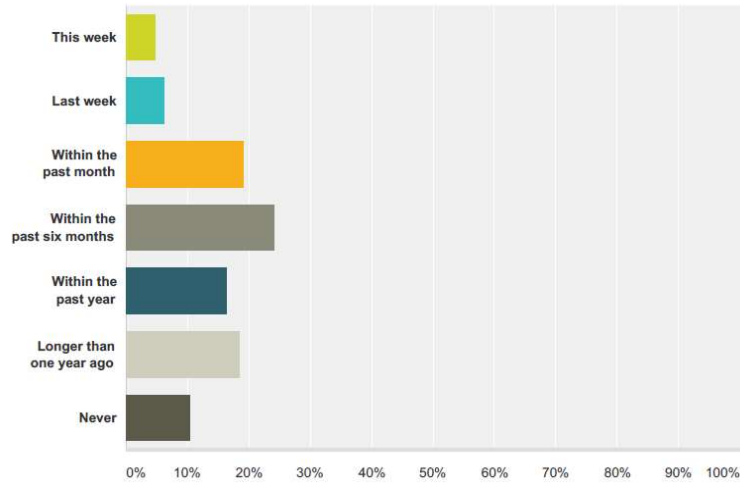


It you look at why Rotarians stay in Rotary, the number one answer is they stay to give back to their community and for professional reasons. The two top answers switched form the answer to why they joined in the first place.

Giving back is important for Millennials. And recruiting Millennials is important to your club's future.

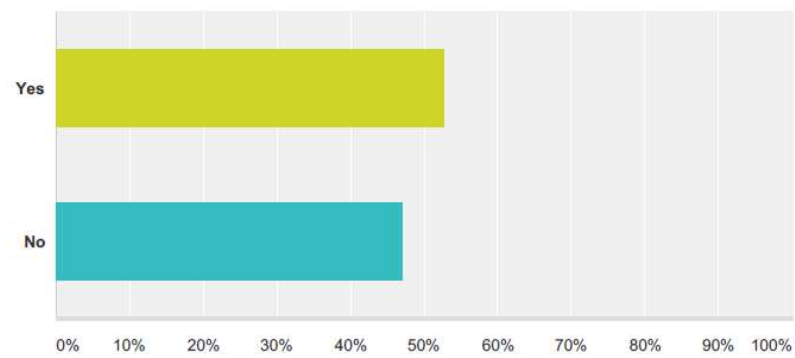
#### Q4 When did you last invite a guest/potential new member to your club?

Answered: 988 Skipped: 0



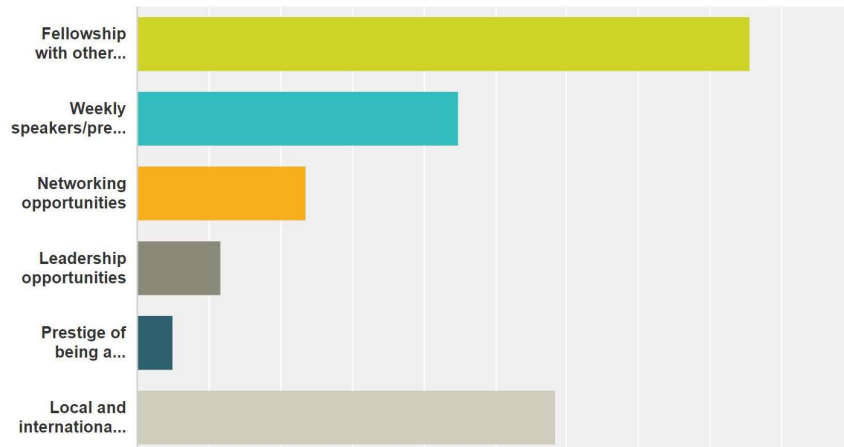
### Q5 Have you ever sponsored a new member into Rotary?

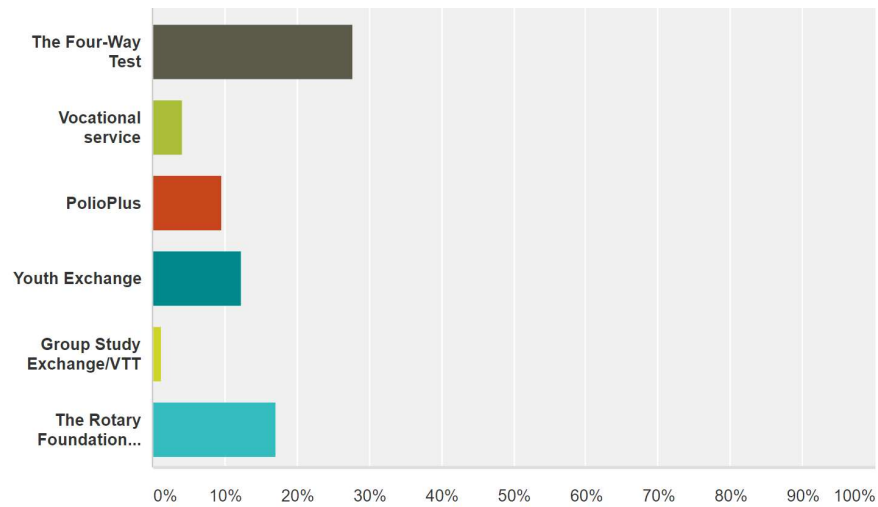
Answered: 988 Skipped: 0



**From the list below, choose the TOP THREE  
features you feel are best about Rotary.**

Answered: 947 Skipped: 41







Keep a list of potential recruits. It doesn't matter if it's a paper list or if it's kept on the desktop of your computer - it just makes you think about those people and others that may be a fit for your club.

Discuss the list at board meetings – not just the concept of bringing in new members, but the actual names and what Board Members are going to contact them and when.



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4. If you lose one member, bring-in two more from the same organization!



We lost a member Shelia Carrington, the former Executive Director of ABC, a nonprofit located in our City; because, she moved to California. We asked her who could take her place. Then we asked her for a second name and we instantly have a corporate membership. The Executive Director and a Board member both joined simply because we asked.



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5. Make recruiting members  
your club's top priority.



Make recruiting the top priority in your club. When setting your goals make it number one! You can't do everything as a club president (and knowing that brings some freedom to let you decide what is most important). Having new members is the most important. With new members comes new energy – new members will help you have more people to (i) raise money for TRF, (ii) help you fill up your committees, (iii) bring in additional members/more smiling faces at the meeting and more fun to be had at events!





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6. Let members know recruiting new members is your #1 priority.



Let your members know that your club's top priority is recruiting new members. When you do this at your club, your club is going to be more aware of the need and they will start recruiting on your club's behalf. Not one person in the club can do it all by themselves.

When guests come, invite them to come again or join.

## 7. Make lists of the good things about your club.



Make a stock letter that lists all the great things about your club.

List your star members, the advantages of where your club meets, how many members it has, etc. Make sure to tailor the email/letter to the wants of your potential new member. If you have met this person and you know their interests; for example, if they are interested in international work, your email/letter should focus on this.

What you see is a list of charities that our club has given to.



## 8. Make a list of club members' responsibilities.



Potential new members will likely want to know what their responsibilities will be as a club member. Make a list of them and attach it to the right recruitment email.

The list can discuss various member requirements and recommendations in areas such as dues, TRF giving, attendance expectations, etc.

If someone is not a fit for your club, recommend them to another club. That club won't forget your generosity.



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9. Let other clubs in you area know  
you want new members.



There are lots of people who may prefer meeting at noon as opposed to in the morning and vice versa - so let the other clubs in your area know that you want members.

If someone is not a fit for your club, recommend them to another club – that club won't forget you and they may just send you a member one day.

This is Mark Arnold. He came to our club from a recommendation the Noon Club in my city and I and

I am in the morning club – morning meetings work better for him than noon meetings.

He just joined and already has become a Paul Harris Society member, leads our Beer Tasting Committee and lead our Celebration for The Rotary Foundation.



10. Be persistent with people  
and your cause.



There will be times that it takes literally a dozen requests to get someone to a meeting; but, keep asking, and eventually, they may come to a meeting, tell you they can't join until later in the year (because they're busy until then) or tell you they don't want to come/join. All are good answers as long as you keep track of those people and keep in touch with them. Just remember how many times you had to be asked before you came to your first meeting (it was over the course of two years that it took my workout partner to convince me to come to a meeting – and I was hooked at the first meeting and my life has been better ever since).

We asked these bankers to join in July and they waited until

the June after, when their branch in town opened.  
Persistence pays off!





## 11. Have constancy of purpose.



Talk about Rotary wherever you go (Church, temple, work, neighborhood gatherings, family gatherings parties, etc.) and you will know who is receptive to the idea and who is not. Don't be afraid to talk about Rotary. You'll be amazed how easy it is after you practice for a while (getting a lot of "nos" helped me build confidence, because it didn't hurt as bad as I thought it would - actually most people were happy that I asked even if they had to say "no" for a good reason). Don't stop recruiting because people say it is a bad time to recruit, for example, because it is the holiday season – the reality is it is almost always a good time to recruit. Our club recruited and inducted three new members during the holiday season.

I have a neighbor named “Bob Dillion” – true story. I asked him

to join our Rotary, but he couldn't because he travels so much. But he has been exceptionally kind to me ever since I asked.

Likewise, there is a gentleman at Church who I asked and he couldn't join, because he takes his children to the bus on Tuesday mornings when our Club meets. Now every weekend he walks across the church hall to shake my hand – not all “No's” are bad.



## 12. Celebrate when you get a new member.



Celebrate when you get a new member. This gets the club excited about getting more new members. Our club makes a poster of the individuals after they've been voted in and we put it in the front of the room at our next meeting. We do the same thing when we induct a new member in.

This is a picture of the youngest member of our club – and a new member – Stephen Davidson. He is a broker at Cushman Wakefield. I MET HIM AT CHIPOLTE – NO JOKE! You never know where you

will meet your next member. If you want younger members, go hang out where they hang out.



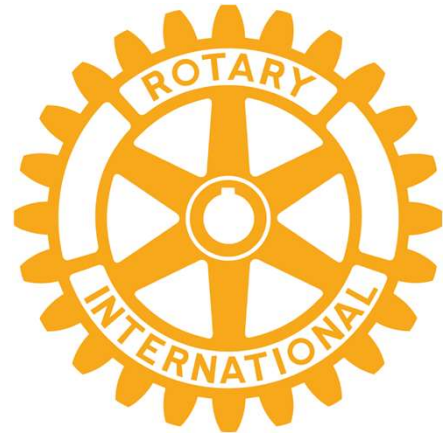
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13. Ask host parents to join.



Ask Youth Exchange Host Parents to join. If your club has Youth Exchange Students. Ask their host parent(s) to join. They already have a taste of what Rotary is about, so they are more likely to join.

This is Peter Kelley. We asked him to be a youth exchange host family; then we asked him to join our club. He went on to lead Camp Enterprise, one of our club's major events of the year.



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14. Ask potential new members to have  
their spouse join too.



Ask the Spouse of your Members to join. If you have one believer in a family, it is easier to make a believer out of a family member. Also, **younger adult children, who are in their parent's family business are a great addition as the family business can move from an individual membership to a corporate membership – it is excellent succession planning for the family business and your club.**

At the beginning of the year we had NO married

couples. Now we have four married couples, a total of eight individuals, as members. Some are corporate members and some are individual members.



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15. Ask Retired Individuals to join.



Ask Retired Individuals to join. They have time and resources. We added three retired individuals this year and they are all very active in cub activities and TRF giving.





16. Ask former member to rejoin.



Ask former members to “re-join.” We had two founding members rejoin this year. Sometimes people need to leave for a reason and then later they have more time and just have to be asked to come back.



## 17. Be out there!



My club entered the City's Fourth of July Parade this year – We received a couple of membership leads out of it.



## 18. Use Social Media!



This is my Facebook page and it is working . . .



## 19. Make your meetings family friendly!



This is a photograph of a service project I attended this past Saturday. Adding family members makes this more vibrant.



20. Realize there is no finish-line when it comes to recruiting.



Realize there is no finish-line when it comes to recruiting.

Even if you are at the size that your club wants to be, there are always reasons for people to leave, such as relocation, and even if this wasn't the case, new energy is always needed to keep a club growing – as the saying goes: “you're either growing or you're dying” as a club.