



Member Tips



Zones 28, 29, 32

The Business of Rotary

**DGN Carlos Früm
District Membership Chair**

Unlike real businesses our “business” is booming! Unfortunately this is not good. Our “industry” is helping others and there is a great demand for our type of service. We don’t lack customers. We even like competitors; especially those who partner with us. The world has great demand for us. Our problem is the supply side!

The “raw” materials

In our “company” we need raw materials - money and people. When we need funds we hold auctions, raffles, ducky races, etc. and we raise modest amounts to serve others. When we need more we repeat the cycle and it works more or less fine.

We can plan how we spend the money and are very conscientious about it. We know how much we have at all times, we know how much we can distribute, and we try to spend it in the most efficient way.

The problem is with people

People keep leaving us! Not intentionally. Not by design. It just happens! We cannot predict when it will happen. It is a 365 days a year occurrence. We cannot plan for it. It is not like fundraising where we know when the money will run out and we organize another event to replenish the “supply”. People catch us by surprise!

The only answer is to work diligently to replenish the “people” supply. It is a constant worry so we must plan ahead.

Money does not grow old, doesn’t get overworked, doesn’t move away, nor dies! People do! All the time! And we, at the “company” must work harder and longer hours to cover the demand. We must find a solution!

I don’t know about you but I’m going out to find somebody to help me! And I will continue doing it every week because I’m getting older and tired! Besides I enjoy seeing new faces at the “company”.

If I bring somebody, maybe one of my “coworkers” will do the same. If they don’t, I will ask them for names of potential new “workers” and I will invite them. I’ll just ask them for breakfast or lunch and if they like what we do they’ll decide to stay. We must make sure our “company” survives and grows!

Membership Numbers Updated

RRIMC Jim Ives,

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Editor: RRIMC Jim Ives

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The January Membership numbers are in and displayed on page 4. All three Zones are both showing negative numbers as of the end of January. Please be sure to express the importance of “the ask” when talking with your clubs and members. It is all of us who are responsible for ensuring that others have the opportunity to have the great experience we Rotarians are able to embrace. Thank you for all your hard work to retain and extend our membership. Remember the RRIMC’s are available for PETS, Assembly, or District Conferences to help your in your efforts.

Remind New Members of Ideas to Bring in Members ...

Rotary International Website

When it comes to recruiting club members, there are almost as many ideas as there are Rotarians, which is not surprising considering Rotary's diversity.

There are some universal themes that come up again and again. Others capitalize on new technologies and communication methods, or are targeted at expanding Rotary's demographic reach. Below are 10 tips from Rotarians for increasing membership:

1. Invite friends, colleagues, or neighbors to participate in one of your club's projects.
2. Keep a supply of the Start with Rotary [postcards](#) and [wallet cards](#), and give them to potential members.
3. Encourage prospective members who live outside your geographic area to visit the RI Web site, view membership videos, and [complete a prospective member form](#).
4. Ask your district membership chair to contact qualified candidates who have come to the district's attention through an online referral.
5. Talk with potential members about Rotary's humanitarian work, including programs like [PolioPlus](#). Mention the Bill & Melinda Gates Foundation's involvement in the polio eradication effort through [Rotary's US\\$200 Million](#)

Challenge.

6. Invite professional women in your community to one of your club meetings. Initiate projects that focus on women's issues, and invite prominent women in the community to participate, speak, or lead.
7. Maintain contact with all local [alumni](#) of Rotary's educational and service programs, and organize events for them. Work with qualified candidates to help them join your club.
8. Advertise special programs or projects on social networking sites such as Craigslist, Facebook, LinkedIn, or Orkut, and invite visitors to your club meetings and events. Learn about [RI's official social networking pages](#).
9. Sponsor an open house (or an open meeting with a special guest) that caters to a demographic group or classification that isn't represented in the club.
10. Maintain a Web site for your club so that interested individuals can easily find out who you are, what you do, and what inspires you.



DuBois Rotary Club Prospective Member Marbles

Rick DeAngelo—President DuBois Rotary Club

The DuBois Rotary Club initiated a simple addition to our weekly lunch meetings. We have a jar (actually a fancy little glass pitcher) on a table. Next to it is a bag of marbles. At the beginning of this past Rotary year, members were told that whenever they ask a prospective member to our lunch meeting or ask a prospective member to consider Rotary, they are to permanently move a marble from the bag to the jar. It does not matter what the prospective member says. It does not even matter whether they attend one of our meetings. The important part is the act of asking. So, regardless of the response, the Rotarian at the next meeting moves a marble from the bag to the jar. I challenged each of our 47 (now 48) members to ask two legitimate prospective members during this Rotary year. If all of our members did this, (and an extra 4 were asked), we would have asked 100 people and accumulated 100 marbles. If we were only a lousy 2% successful, we would have 2 new members.

Also, when a prospect becomes a member, the small marble is replaced with a large marble. So far we've added one new member, and have 32 other marbles in the jar. Last week we had two prospects at lunch. One prospect is seriously inter-

ested, the other is determining whether they can make the time commitment. (We are hoping to hit 50 member for 2010.) The marbles may not be the reason that these particular members were asked, but it's making a difference.

Here's what I like most about the Prospective Member Marbles:

It Keeps Membership Front and Center – At every meeting, the first meeting announcement is a question to the membership chairperson, “How many total marbles do we have today?” When 33 was announced this past week, we knew and announced that we were up two from the previous week. So, every meeting membership is addressed and reinforced. It shows the importance. It probably takes a whole 30 seconds of the meeting!

It Reinforces Members to Ask even with Rejection – It may not seem like a big deal to take a marble and move it into the jar, but it's very reinforcing. It makes the Rotarian feel like they are doing

their part without the need to successfully “land” a new member. Members who have never asked anyone to Rotary are now making that leap. Positive reinforcement; very effective.

It's Providing More Exposure – When a prospective member attends a meeting, we're promoting Rotary. Hopefully we will gain a Rotarian. However, if we don't, we just promoted our club to another member of the community. To them, we're not just a name anymore. They were at our club, they met our members, and they left impressed with our mission. This in itself can lead to new Rotarians.

New Members Accept it as an Expectation – When new members view this every week, it becomes a natural expectation of them as a Rotarian. It will not seem to them, nor should it seem, that pursuing new members is beyond our other Rotary business.

As Usual

Karl Ohrman Membership Chair D-7300

- As usual I'm writing about one of my favorite subjects, Rotary membership. And as usual I'm excited that perhaps a club or a member of a club will be inspired and crank up an effective membership campaign that will have an unusual result, a significant jump in that club's membership and service activity.
- I fear that, as usual, most readers will read this article and assume that some other club member will take the membership initiative.
- As usual, the usual thing will happen, nothing.
- We can't treat membership as usual. Our RI president John Kenny's motto (and it's a good one) is, “The future of Rotary is in your hands.”
- You, as a member of Rotary International, must take on the obligation to bring quality persons into the best service club in the world.
- If you do take this responsibility seriously, nothing will be as usual in your club again. More members mean more ideas, more service projects and more people benefiting from Rotary activities.
- We can do this. Let's build a membership growth momentum so that our clubs will never again be as usual.