

Welcome to the 2008 Rotary District 7450 Membership Development Workshop!

Solving the Membership Development Problem Once and For All!

By Bob Lankin PDG  
Membership Development Chairperson  
Rotary District 7450

Except for last year, when the Rotary International President came to Villanova University for a Presidential Conference on Membership Development, our District has held one of these workshops every year. Each year, new ideas and old ones are presented. Enthusiasm is rekindled and everyone goes home with the best of intentions. But when it is all said and done, a year later we have fewer members and are busy planning for the next workshop.

This workshop may be supporting the same Rotary clubs, but we are looking at the problem at a totally different angle. Before you reject this new program outright because this is not the way we have done things before, please try to keep an open mind and consider how Rotary will improve if this works. Have no doubt that this new system for membership development can make a major impact on your clubs, our district and could even spread around the Rotary world.

The philosophy around this workshop was inspired by author Michael E. Gerber who wrote the books, The E-Myth and The E-Myth revisited. The principle that he teaches is that a business is not a business if its tasks are not repeatable by average people. If the lady who starts the cookie company has to make every cookie herself, because no one else can make them as good as her, she does not have a business, she has a job. In order to turn that job into a business, she needs to make the tasks that she does repeatable by people who she can hire.

Dunkin Donuts are really good and are consistently made perfectly or nearly so. When they hire bakers or sell franchises, they don't look for master bakers. They just look hard for people who will follow the program and work hard. Do you think that Jiffy Lube has master mechanics changing your oil? They teach people exactly how to do it. The lady who buys a Hampton Inn franchise doesn't have to hire an architect to figure out what it is supposed to look like. The Hampton Inn people take care of that.

Rotary is also a franchise. Clubs pay franchise fees (called dues) for services and support. So around the world, most of the 540 districts or so are holding Membership development workshops. The most successful clubs get to present their best practices and ideas. Past District Governors and other people of authority give stirring talks about why clubs can and should recruit new members. People share ideas on how they have had success. Usually, the results of the year following the workshop make you wonder what happened. A few clubs drink the cool-aid and have terrific years for membership recruitment. But for the most part, not much happens. Many people explain this away

by saying that Rotary is not a business. We “just” have volunteers and there are limitations on what volunteers are expected to do.

I would like to describe an imaginary franchise meeting of Dunkin Donuts. Let’s just suppose that they would get all the franchisees together and bring all the best donut makers. They would discuss exactly how they make them. Some would put in more yeast, some less and they would argue about it. They would talk about where they get the best materials. Then they would have breakout sessions where the best chocolate iced donut makers “discuss” their philosophy with the other franchisees.

Isn’t that ridiculous? Do you really think that Dunkin Donuts could run their company that way? Of course not! However, that is exactly how we have been running Rotary!

I can hear you speaking to me. What you are saying is that Dunkin Donuts is a business and Rotary is not. District 7450 cannot “fire” people who don’t follow the program and Dunkin Donuts can. That doesn’t matter. Clubs pay franchise fees (dues) just the same. Clubs need to be told the best way of doing things including best practices for membership development. Clubs will ultimately do whatever they want. That freedom does not relieve the district of the responsibility of telling clubs the right way to do it.

Isn’t it possible that someone who works for Dunkin Donuts could make them even better? Yes, but they are not allowed to do that. At Rotary, if you can recruit members better with your system than with ours, you are allowed to do that. There is a problem with this however.

I was able to recruit 25 members in a little over a year by cold calling three times a week for an hour or more each time. In this way I was able to start a new club. The problem is that this system of recruitment is not repeatable by the Rotarians that your club has. There is no one in your club who is willing to do that. So if you have this great system that you are using because you are a star, that’s fine. However unless you are willing to do that yourself indefinitely, it will have to be passed off to someone else in your club. In my club, there was no one to pass it to.

What we need is a system that the members of our clubs would be willing and able to do. When one person is no longer the chair, the next person is taught the system and it works just as well. This is what follows today. The program that we are presenting is repeatable, reasonable, low cost, and be used for years and years. Most importantly, we believe that it will work.

When the membership development programs concluded in the past, the chair sometimes asked the participants to come up with a plan for membership recruitment. When the meeting is over today, you will be given four choices:

1. Our club will carry out the program.
2. Our club will not carry out the program. (You will be given the choice of several reasons.)

3. We will carry out part of the program. (You will be asked for the reasons for the items you choose not to take on.)
4. We will discuss the program at a club meeting and decide if we will follow the program and get back to you.

All the answers are OK. However, we will not ask you to design a program. That is the job of your district committee.

If this program is successful...if it works...how will we know that?

While every club will define success in membership recruitment in its own way, if the district is proposing a system designed to make every club that uses it, successful, it needs to define "successful." We have come up with a formula. A successful year for membership recruitment brings in ten per cent of the existing membership plus five. We doubt that anyone would argue that this number was not successful. Some would argue that a smaller number would be successful and that's OK. However, it is not what we believe can be done by every club that follows the program.

All right already...what is this magical program?

Here is the outline:

1. We have been unsuccessful getting our members to recruit. By reminding them to recruit every week by reading a prepared message which we will give you, it is our belief that ten per cent of our members will recruit a new member each year.
2. By inviting a prospective member to speak every five or six weeks, it is our belief that you will recruit a new member from your speakers every year.
3. By inviting two active local people with a letter each month and following the letter up with calls, we believe that you will recruit one or two new members every year.
4. By having one membership event or special meeting each year, where there are at least eight prospective members present, it is our hope and belief that at least one will join each year.
5. By consistently advertising the meetings and projects on the Internet, using sites like Craig's List and Meetup.com, it is our belief that at least one member a year will join as a result.
6. By advertising the opportunity non-members have to participate in the Group Study Exchange and by inviting those prospective team members to a club meeting and soliciting them to join, we believe one person a year will join as a result.

## What is the Very Best Way to Get Members for your Rotary Club?

Clearly, the best way to recruit members is when Rotarians invite qualified people that they know. How do we do that? Most Rotarians have never introduced anyone that they know to Rotary. Only a small percentage of members have ever sponsored a new member. Clearly, if we could get more members to introduce their friends and associates to Rotary, that could solve our membership recruitment problem, once and for all.

In the past, in clubs that are successful with recruiting, sometimes one or more stars emerge. These people are motivated to make some calls and recruit. How do we, as District leaders, teach club officers to motivate their members to do this, in a way that all clubs who follow our instructions are successful?

What usually happens is that someone gets excited about recruiting or a contest is announced. This is followed by some degree of success and the effort ends with the club going back to its old ways. What we propose is a permanent way to keep membership development in the minds of its members.

What we propose is a membership minute, which is read weekly, just like the prayer. The District will communicate them to you, from new material or material prepared by Rotary International. We have included the first ten for your use with this material. By reading these messages at every meeting, we believe that at least ten per cent of the club members will propose a new member each year. Sounds ridiculous...even preposterous. Just do it for a year and see what happens.

## Getting Speakers to Join your Club

Most clubs have members who were speakers before they joined. So this is not a new idea. What is new however is that we are recommending that you regularly invite people who are prospective members to speak to your club.

Which speakers are prospective members and which are not? If a speaker is a prospective member, he/she must be qualified to be a member, i.e. must be an executive, professional, business owner, manager or community leader. The person must also either live or work in the vicinity of your club.

So, while every club has its own system for arranging programs, we recommend that every club have a prospective member as a speaker every five or six weeks.

So who do you invite? How do you select speakers who are prospective members?

Here are some suggestions: Try to get

1. Vocational Service speeches from people in your community from occupations you don't have represented in your club.

2. Qualified people from your local government including the head of the library, Township manager, heads of agencies etc.
3. Small Business people who can speak about a wide variety of subjects including their own service work
4. Attorneys, Financial people and medical professions who are from specialties not represented in your club.
5. Local people who do things that are noticed by the local press.
6. Heads or executives of Non-profit agencies.

So, how do you find people and how do you get them to speak? First, keep a pen and pad next to you in your car and write down names of people from signs that you see. Look in local papers for articles and ads. Visit [www.yahoo.com](http://www.yahoo.com) to identify people of open classifications.

To get your prospect to speak, just call them up. Tell their gatekeeper that you are calling from the Rotary Club to ask them to speak about what they do. Watch and see how most will take your call and address your club at a meeting.

Send them a copy of your club's weekly e-mail bragging about the great speaker your club is having that week. Follow up with a phone call confirming their speaking 72 hours before the meeting.

What do you do when they get to the meeting?

- Everyone on the club is welcoming and friendly
- Sit with them and talk about the Rotary Club around the table
- Read their entire prepared introduction that you reminded them to bring
- Give them the full thirty minutes to speak – all the members remaining until the end.
- Ask the person to remain for five minutes to tell them some details about the Rotary. Ask them to return the next week and tell them that you would like to propose their name as a member to the board of directors at the next board meeting.

Follow up with a written thank you note written as soon as you return to your office. Here is what you would write on the thank you note:

*Dear Harry,*

*Thanks for a great program today at the Rotary Club. I especially enjoyed hearing about the new law protecting battered women.*

*We have no doubt that you would make a great Rotarian. We hope to see you next Friday.*

*Sincerely,  
Bob Lankin*

## Targeted Invitations

While many new clubs are started by cold calling, it is unlikely that existing clubs will have any one member or group of members who will make enough calls for it to work. However we have discussed our targeted invitations idea with a few Rotary members and we are recommending the following:

- The membership development chairperson makes a motion at each monthly board meeting that two people that are identified, be invited to visit the club as a guest.
- A letter is sent to each of these two people on Rotary Stationery telling them about the motion and inviting them to visit the club.
- Persistent follow up takes place until the people join or tell you they are not interested.

It is felt that if a Rotarian takes on the job as the membership development chairperson, sending two invitations per month and following up is not an imposition. Still, we wish to see what happens with this before we recommend it to you next year.

Below please find the letter that is sent out along with a telephone script:  
(If you can find out something about the person and include it in the letter, it will make the invitation very powerful.) Doing a search of their name at [www.Google.com](http://www.Google.com) could be very helpful.

Dr. Tony Mitchell DDS  
1234 Main Street  
Philadelphia Pa 19111

Dear Dr. Mitchell:

I am pleased to inform you that at a regular meeting of the Board of Directors of the Rotary Club of Northeast Sunrisers, Philadelphia Pa., held on September 15, 2008, the following resolution was moved and passed unanimously:

*Whereas Dr. Tony Mitchell is a prominent member of the Northeast Philadelphia community, as evidenced by his service on the board of directors at the Jeanes Hospital and as a member of the board of Deacons of the United Methodist church*

*And Whereas Dr. Tony Mitchell is a highly regarded Dentist, enjoying an outstanding reputation among his professional peers and patients alike,*

*And Whereas Dr. Tony Mitchell is the type of person that the Rotary Club believes would become an even more powerful asset to the world and local community if he was a member of the Rotary club, therefore*

*it is agreed that our most cordial invitation be extended to him to visit our club at one of our regular meetings on Friday mornings at 7:30 AM. at the Country Club restaurant 1715 Cottman Avenue, Philadelphia Pa.*

As you may know, Rotary is an international service organization of business owners, managers, executives, professionals and community leaders that meets in 34,000 locations in 170 countries around the world. Each club executes projects to help the local and world communities.

Our club has been meeting weekly since January 6, 2000. Projects that we have undertaken include an annual holiday party including presents for the physically challenged students at the Widener School, meal preparation for shut-ins through "Aid For Friends," and numerous other projects. We sponsor service clubs at Northeast High School and Manor College. One of our objectives is to have among our members, a representative of each worthy occupation in the community. At the present time, we do not have an Orthodontist in our club.

Kindly return the enclosed form in the self addressed postage paid envelope. We look forward to meeting you soon.

Yours in Service.

Stan Feldman  
Membership Development Chairperson

Mark Michelman  
Secretary

Please return this form in the Postage paid envelope.

To Stan Feldman: Membership Development Chairperson  
Rotary Club of Northeast Sunrisers, Philadelphia Pa.:

\_\_\_ I am delighted to accept the invitation of the Board of Directors of the Rotary Club.  
I will attend...

\_\_\_ September 30, 2008 Program: Barbara Wertheimer Esq. - How "Pegasus"  
helps Physically Challenged Children

\_\_\_ October 7, 2008 Program: Joel Chesney, Governor Rotary District 7450 on  
his official visit representing D.K. Lee, President of Rotary International

\_\_\_ October 14, 2008 Program: Pierre LaFronc Rotary Foundation  
Ambassadorial Scholar from France, studying International Law at the University  
of Pennsylvania

\_\_\_ I am interested in Rotary but regret that I cannot any of the above meetings. Please  
call me to arrange a different invitation.

\_\_\_ I am interested in Rotary but regret that I cannot attend meetings at 7:30 AM  
Fridays. Please have one of the clubs below contact me:

\_\_\_ Cheltenham-Rockledge Club meets at the Philadelphia Protestant Home on  
Martins Mill Rd – Meets Thursdays at noon

\_\_\_ Frankford Northeast Club meets at the Torresdale CC. Frankford and Grant,  
Tuesdays at noon

\_\_\_ I am not interested in Rotary. Please communicate my regrets to the Board of  
Directors.

## Special Meetings or Events to Recruit Members

The concept of having a special meeting or event for the Rotary Club to recruit new members is nothing new. The idea has been around for almost as long as clubs have existed. We are urging that every club have a recruitment event once a year. This event can be:

- a cocktail party after work
- a special meeting with a special speaker
- a business card exchange by your club only or with other clubs or the Chamber
- social event or party
- anything else you can think up.

Our club is fortunate that one of our members is a branch manager of a bank with budget for this sort of thing. However in the past, before we had “areas” and assistant governors, we got a few clubs together for a cocktail party. Each member paid his own way (each club guaranteed at least ten) and each club paid for ten guests, whether they came or not. We got Tom McCarthy PDG to make a rousing speech and every club that participated got members. A fellow I brought later became Club President three times in two different clubs. The cost to each club was \$100! You should expect to pay twice that now. It worked very well but we never did it again.

This brings up an obvious point. If it works, repeat it again and again. Make it automatic. We believe that every club that has an annual recruiting event will recruit at least one person each year as a result.

## How to have Prospective Members Come to You!

A lot has been written about how a Public Relations campaign is good for Rotary and your club. It goes without saying that if people know about the good work of Rotary Clubs, they would want to learn more about it and possibly join. Still, the role of a successful and comprehensive Public Relations campaign is beyond the scope of this workshop as it requires special skills and more work than most clubs are prepared to undertake.

What we will do is to give you a couple of easy ideas that will help you get members inexpensively and with a little bit of effort. These ideas are easy, repeatable and do not require special skills. They will get members consistently. The biggest surprise is that it is totally a 21<sup>st</sup> century method. Our Rotary veterans probably don't know about it.

Rotary Clubs in our district are already getting members from the Internet. We have been getting them for years. They include Glen Frost, Past President of the Eastwick Club and current President of the Gundaker Foundation, Amber Rosenberry, of Bryn Mawr, Secretary of the Gundaker Foundation, Mark Michelman, Past President of the Northeast Sunrisers and past district Literacy Chairperson and Tim Hughes, President of the Edge Hill Club. Each of these people found the Rotary International Website, entered their

name and were contacted by the district membership development committee who contacted the clubs. We are getting around two dozen members a year this way.

The question is how we can increase the number of members we get from the internet. The way to do that is to use free or low cost sites to advertise your Rotary Club.

First I strongly recommend [www.Craigslist.com](http://www.Craigslist.com) This site is totally free, easy to use and will get your club at least one member a year if you have someone who will do a reasonably conscientious job of putting in a notice of your club meeting or project. Click on groups, then click on Posting, then click on groups again. Enter your ad and follow the instructions.

What do you put in your notice? Here is an example:

*The Rotary Club of Northeast Sunrisers invites local business owners, managers, executives, professionals and community leaders to attend our next meeting on Friday morning October 10 at 7:30 AM. We meet weekly at the Country Club Restaurant, 1715 Cottman ave. in Philadelphia. (next to Northeast High school.) Our speaker will be Dr. James Smith, a surgeon who has performed pioneering surgeries at Jeanes Hospital. The cost is \$10 for a delicious Country Club breakfast. For more information send an e-mail to Holly Lankin, club President.*

The site has a place for your e-mail address. The effort takes barely a moment more than sending an e-mail and it's free. If your club maintains an up to date website, you should include the website address in your ad.

I also recommend [www.meetup.com](http://www.meetup.com). This is a low cost site which only deals with meetings and is a bit more complicated. Instead of taking two minutes a week to put in your notice, it will take around five minutes a week. However it does a lot more and is more likely to get you members than the all purpose Craig's List. To enter meetings on it costs \$72 for six months. However you can advertise three separate organizations. I am not only advertising my Rotary Club but my Toastmasters club and a business networking group that I belong to. If the 3 organizations chip in, the cost is \$4 per month for each group.

The disorienting thing about it is that it says that anyone who enters their name as interested is automatically a member. There is ample opportunity to explain the details of being a Rotarian. There is a feedback section where you can brag about how great the meeting was and this information is automatically sent to anyone interested in a service club in your vicinity. All people who previously told them that they were looking for a service club automatically receive your notices. You will hear from them when they RSVP for a meeting. You can send messages to all the prospects.

The Internet is a rapidly evolving medium. It is likely that there will soon be even better sites to advertise your club and its projects. When you learn about them, send me an e-mail and I will notify all the clubs after trying it out myself.

## Recruiting Members Using the Rotary Foundation program known as the Group Study Exchange

The Group Study Exchange is an adult exchange program whereby five people from our district will go to another country for 28 days and five people from that district will come to visit us. When clubs understand how the program works, they will find the “outbound” exchange a unique opportunity for membership development. The program is paid for from your generous contributions to the Rotary Foundation.

While this material will try to describe the program, the very best way to learn about how wonderful it is, is to invite one of last year’s outbound team members come to your club to explain it to you. To do that simply contact Karen Strawhacker PAG, Chairperson of the Rotary District 7450 GSE Committee at .

The outbound team consists of one member of the Rotary plus four non-members of the Rotary. The non-members must be between 25 and 40 years of age and have two years experience in a business or a profession. The team goes to another country for 28 days and is given V.I.P. treatment, virtually all expenses paid! The program is a unique person to person program, where the team actually stays with Rotary members in the other country, one week at a time. During the day they are taken to historic sites, places of interest, scenic beauty etc. One day per week, they spend time with a person who is practicing the same profession as they do here. It is truly a wonderful, life changing experience. Unfortunately, only four non-members of Rotary can go per year.

Each club is invited to propose at least one candidate for the program. By sending out press releases and otherwise advertising (using the internet for example) you will hear from people all of whom should immediately be considered as prospective members of your club and treated as such.

Below please find a sample press release which you should use word for word:

Use Rotary Club Stationery – Triple space all press releases.

*For Immediate Release*

*Rotary Club Seeks Candidates for Goodwill Mission.*

*The Rotary Club of Northeast Sunrisers, Philadelphia Pa. is seeking candidates for four places in a once in a lifetime opportunity to participate in a goodwill mission to the Philippines. Selected candidates will be between 25 and 40 years old and will have had at least two years experience in a business or profession. Virtually all expenses will be paid by the Rotary Foundation and the Rotary clubs hosting the mission.*

*The team will receive VIP treatment and will be taken to see cultural, historic scenic and other sites. They will address local groups as ambassadors from our Rotary Club and the people of the Philadelphia area and will participate in a busy schedule of conferences, meetings and activities. Once a week, they will spend a day visiting with people who have the same occupation as they have here. To learn more or to apply, please contact Stan Feldman, Membership development chairperson at xxx-xxx-xxxx or send him an e-mail at [smfdds@aol.com](mailto:smfdds@aol.com) When you speak to him don't forget to ask him about how you can participate in the service work in our community by becoming a member of the Rotary Club.*

Please note that the press release never tells them to contact the club Rotary Foundation chairperson. They should contact the club Membership Development chairperson. I have no doubt that the District Rotary Foundation chair will take issue with that. Your job is primarily to recruit members. We don't want another club member to tell them about the program. They talk to their employer and find out they can't take off for 28 days. Then they never visit the club and are never invited to join.

Whether you receive calls or messages, your answer is the same. You repeat the information above and explain that one of the features of the program is that they would be our representatives and learn about Rotary in the two countries. Therefore it is necessary for them as the next step, to visit your club at a regular meeting. After the meeting, you will be able to sit with them and discuss the program. Explain to them that the Rotary hopes they will become a member of the club, whether they are selected for the team or not, but that it is not required.

I am sure that you can see that in the press release as well as in the telephone call, you tell them that we are hoping that this process will lead them to want to join our Rotary club. Rotary does not participate in "Bait and Switch."

What happens when they tell you that it is impossible for them to visit you at a club meeting due to their work schedule or other reason? See if their schedule will enable

them to visit a neighboring club and refer them there. If they are unable to visit any club, refer them to your club Rotary Foundation chair who will arrange for an alternate meeting and arrange to sponsor them. The GSE committee needs excellent candidates even if they are not good membership prospects.

What happens when they attend your club meeting? Clearly they get your VIP “red carpet” treatment. Make a big deal at the meeting that she/he is there to learn about the Rotary and may apply to become the clubs representative on the GSE team. That is an excellent opportunity to tell the club members about the program. Invite the person to immediately begin participating in the service projects at the club and to start to regularly attend meetings. Explain that while the first meeting is free, that they would be expected to pay for the meals at future meetings. Show them how to access the GSE Handbook and to obtain the application on the Rotary International website. To do that visit [www.rotary.org](http://www.rotary.org) and simply use the search function. Remember that they need the GSE *Team member* application. At the next meeting they should bring the completed application for the club President’s signature. Remember that the club’s signature constitutes an endorsement of the person’s character and your belief that the person will cooperate with the valid instructions of the Rotary leadership, follow all the rules of the program and otherwise be a fine ambassador from your club.

If the person files an application and they meet the minimum requirements, they will be interviewed by the GSE committee of the district. As a condition of their endorsement, a club can require them to meet once more with the club in a final briefing if it wishes. At the briefing, they can practice answering likely questions, and you can discuss their role in the future of the club. Of course when it gets down to it, they are not required to join and if they decline and they will make a great team member, wish them luck. It is still a big plus for your club to sponsor a team member for the GSE. You should send press releases about their participation and that they were sponsored by your club. Sometimes they will want to join when they return anyway. Sometimes their circumstances change and they join much later.

I’m sure someone will ask how you can invite them to join your club when the GSE rules clearly state that team members must be non-members of the Rotary. Actually, as long as they are being considered for a team member spot or have been selected, they don’t join just yet. They can attend all the meetings and participate in any projects. They just don’t get inducted or pay dues until it is determined that they won’t be on the team or they return from the trip.

## Retaining Members of Your Rotary Club

There are two sides to Membership Development, recruiting members and retaining them. Everyone knows this, but there are fundamental disagreements with this issue just as there are so many different opinions on just about everything in Rotary. The disagreement hit me at a summer visit to a club, when the Club President, not a shy lady, flatly told me that her club did not have a retention problem. As she told me, the only people that leave her club are those who must due to poor health, job change etc. Actually, I doubt that she really knew just how many actually dropped out in the past few years. Even if no one did, that does nothing to insure that people are not going to drop out going forward.

Basically, I would be willing to guess that many of my readers believe that Rotary has a retention problem, but that his or her own club does not. Before you come to that conclusion, why not look at the all time list of your members and the date they joined? It is available to all club Presidents and secretaries on line. Look at all the names of recent members and write down the reason they left if you know it. Only then will you understand your membership retention problem.

While Rotary is losing over 100,000 members a year, the losses are not uniform among all of our members. Our experience has shown that we lose nearly half of all persons inducted within three years of their induction. Therefore, any serious effort to reduce the dropout rate must pay special attention to new members.

Whether your club has or has not had a retention problem in the past, it is still important to take steps to “guard the back door” and reduce the number of dropouts. Firstly, is your Rotary Club appealing enough to discourage people from leaving? Do you do compelling projects that are fun and worthwhile? Are people friendly and welcoming? Are you giving the members what they want in a club? How do you know? Have you ever asked them?

Whenever I visit clubs, teach at the Rotary Leadership Institute, or at the Presidents elect training seminar, I find that the participants are able to come up with a number of steps that a Rotary Club could take to reduce dropouts. “Get them involved.” “Give them a job.” Take them on a makeup.” “Call absentees.” “Assign them to a Mentor.” I would add to that, Get them to a District Conference or other District event. Send them to the Rotary Leadership Institute. These are all correct answers, so knowledge of what we need to do is not the problem.

The problem in my opinion is that no one is in charge of these things. The membership chair is busy recruiting. Therefore we are recommending that every club should have a person who is the Membership Retention chair. That person needs to be different than the Membership Development chair or recruitment chair. In most clubs, the best person for this task is the Immediate past President.

Below please find a job description of the Membership Retention chair:

1. Keeps the attendance list and calls the absentees. Anyone who misses 2 consecutive meetings gets a call each week until he/she returns.
2. Assigns a mentor to each new member and keeps a list of the mentors assigned. Speaks to the mentors monthly to get their report on the progress of the member.

The mentors are expected to

- Pay attention to and get to know the new member
  - Take them to one or two make-ups.
  - Go with them to a social event or a district conference.
  - Make sure the person has been assigned to an active committee where the member has been assigned a suitable amount of work.
  - Report back to the club membership retention chair.
  - Rekindles interest when the member's enthusiasm starts to wane.
3. Makes sure that no one is inducted without undergoing a 45 minute to one hour orientation. The orientation must include
    - Rotary and Club History
    - How Rotary works.
    - How projects happen and what projects your club has.
    - Finances, dues, contributions and club fundraising expectations.
    - Rotary Foundation and Gurdak Foundation
    - Attendance requirements and expectations
    - 4 Way test and other Rotary principles
    - District and International conferences and meetings including the Rotary leadership Institute.
  4. Makes sure that new members have a dignified and significant induction ceremony.
  5. Consults with the President regularly to make sure that the secretary notified Rotary International of the induction of each new member and that every member has a suitable job and is getting involved. In many cases we have found that the club secretaries don't send in the persons name to Rotary International until the next dues cycle in January or July. This means that they don't get the magazine which they paid for.

## Honorary Members Project – Getting Lots of Support for your Rotary Club

We are today introducing the Honorary Members project, a device which is designed to obtain and cultivate a large number of people to support the work of the Rotary Club. You have never heard anything like this before and it is not the way we have always done things before. However it conforms to all rules of Rotary and when it works, it will dramatically increase club fundraising and support.

What kind of support are we looking for?

- People who will recommend people to visit our meetings to become active members
- People who will financially support the service work of the Rotary Club by making contributions to our Rotary and Gundaker Foundations as well as supporting club fund raising activities.
- People who will alert the club about opportunities for service
- People who will speak to our clubs about service opportunities or about their vocations.
- People who will be additional hands to help with service projects.

It is not to be expected that each honorary member will do all or most of the things listed above.

In the past, some clubs would name a prominent person in the community to be an honorary member. Nothing was usually done after that. With the program we are introducing today, the honorary members are contacted regularly so that they always know how they can help.

This is how the program works:

The members are asked to nominate people who could help the Rotary Club by providing the membership chair with a filled out form. We have attached the form. These people could be their relatives, friends, neighbors, employers, or anyone they know who might be willing to help the Rotary Club. The list is presented to the Board of Directors for nomination. The board should normally approve all nominations unless there is good reason to believe that this is not the type of person who would follow the four way test.

The goal is to have a very large number of honorary members. Perhaps the first goal for each club is to nominate two for each active member. Eventually, we should probably be thinking about five times the number of honorary members as active members.

The person is then mailed the letter attached, and asked to accept the nomination. They accept by sending in the form in a postage paid envelope. Also included is a page describing the Rotary Club and how the honorary member could help the club with its service work.

Here are the questions that came up at the Northeast Sunrisers when the program was announced:

Does the Honorary Member pay dues:

Ans: No

If an Honorary Member comes to a meeting, do they pay the meal fee?

Ans: yes

Why should anyone want to become an active member and pay dues when they can become an honorary member and go free?

Ans: Because the only way a person can become an honorary member is to be nominated by a club member and approved by the board. The club won't nominate someone who should be an active member.

Do honorary members have an attendance requirement?

Ans: No

Do honorary members have to make contributions?

Ans: No

Do honorary members get the Rotarian magazine?

Ans: Not unless they pay the subscription fee.

What do Honorary members get for being honorary members?

They get to say they are members of the Rotary Club. They are not given a shirt or button or anything else. However, there is nothing wrong with saying that every honorary member who buys a \$125 ad in the club's ad book gets a Rotary pin or something.

Do honorary members have to qualify as Rotarians? Do they need to live or work in the community? Is there an occupational requirement?

Ans: "No" to all of the above

How long are they honorary members?

Ans: Until June 30 of the current Rotary year. Each year the board must re-approve them.

So now you have elected honorary members. What do you do next?

Well, you need to keep in touch with them and tell them what is going on at the Rotary Club and around the Rotary world. They should get an e-mail every two weeks. Occasionally a regular letter should be sent. They should be reminded of what we need and asked to participate in the fundraiser, contribute to the Rotary Foundation and to the Gundaker Foundation. They should be invited to help with service projects. They should be reminded that we need them to recommend active members.

It is understood that if the Honorary member doesn't do anything to support the Rotary Club, they don't get re-nominated for the next year. The object is to have a very large body of supporters. It is expected that the average annual contribution from the honorary members will be something over \$100. If a 20 member Rotary club has 100 honorary members contributing \$100 a piece, that would increase club fundraising (including the foundations) by \$10,000 per year.

Honorary Member form

\_\_\_\_\_  
Name of proposing active member                      Name of proposed honorary member

\_\_\_\_\_  
Address of proposed honorary member              City                                      State ZIP

\_\_\_\_\_  
Telephone (Proposed honorary mem)              alternate phone number

\_\_\_\_\_  
Occupation    Name of Company

\_\_\_\_\_  
E-mail address for honorary member              other information

\_\_\_\_\_  
Why is the person being named... including relationship to the proposer  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Letter sent to honorary members

*Rotary Club of Northeast Sunrisers Philadelphia PA  
PO Box 1234  
Philadelphia PA 19111*

*Robert L. Jones  
Jones Construction Company  
1234 Main Street  
Philadelphia PA 19152*

*Dear Dr. Jones:*

*We are very pleased to inform you that the Board of Directors of our club at a recent meeting, unanimously nominated you for Honorary Membership in our club. For the 2008-2009 Rotary year. It is our hope and desire that you will accept this nomination. Your name has been submitted by our Past President, Dr. Stanley Feldman.*

*Our Rotary Club has been serving the local and world community since it started meeting on January 6, 2000. In that time we have given eight holiday parties including presents to the physically challenged students at the Widener School, we have obtained scholarships for three college students, sponsored high school students for an annual leadership conference, hosted international visitors including high school students for a school year and financially supported numerous worthy non-profit organizations including the Police Athletic League, Pegasus and others.*

*As we need your help and support, we would appreciate your response in the enclosed self addressed stamped envelope at your earliest convenience.*

*Yours in Service.*

*Mark Michelman  
Secretary  
Rotary Club of NE Sunrisers,  
Philadelphia PA.*

*Please return this form in the enclosed self addressed stamped envelope.*

*Robert L. Jones*

*\_\_\_\_\_ I am pleased to accept the nomination and am delighted to become an Honorary Member of the Rotary Club of Northeast Sunrisers, Philadelphia PA.*

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*E-Mail Address*

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*Telephone number*

*alternate telephone number*

*\_\_\_\_\_ I regret to decline your nomination.*

### Additional Information for Honorary Members

1. Honorary Members do not pay dues nor are they required to attend the meetings or activities of the Rotary Club. However they are always welcome.
2. Honorary members are in fact members and are registered with Rotary International.
3. Honorary members are needed to help support the service work of the Rotary Club. They can do this by
  - recommending qualified people to become active members of the club
  - letting us know about opportunities for service and recommending non-profits and charities for the contribution list
  - financially supporting the club and our two charitable arms, the Rotary Foundation of Rotary International and the Gundaker Foundation of Rotary District 7450
  - Hosting International visitors such as our Group Study Exchange members (one week) or High school students (part of a school year)
  - Speaking at our Rotary Club about their vocation, charitable activities or any other interesting subject they know about.
4. Honorary Members are appointed for a single Rotary year and are eligible for reappointment each year.
5. Honorary Members are encouraged to learn more about Rotary by visiting our websites [www.Rotary.org](http://www.Rotary.org) and [www.rotary7450.org](http://www.rotary7450.org)
6. Honorary members are always welcome to attend our Club meetings, District Conferences and International conventions.
7. Honorary members are welcome to subscribe to The Rotarian, monthly magazine.

For more information e-mail Stan Feldman Membership Development Chair  
[smfdds@Aol.com](mailto:smfdds@Aol.com) or call him at xxx-xxx-xxxx

## Survey and Feedback Form

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Name of Person Filling out form

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Name of Club

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Position in club

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e-mail address

\_\_\_ Our club will follow the program for recruiting members as outlined at this workshop

\_\_\_ Our club will not follow the program for recruiting members as outlined for the reason(s) listed below:

\_\_\_ Unrealistic to expect volunteers to do that much work

\_\_\_ We have a better program which we believe will be more successful

\_\_\_ We don't believe that following the program will get enough members to be worth the trouble

\_\_\_ The program is too hard for our members to follow.

\_\_\_ Our club will follow certain parts of the program as follows: (yes or no)

\_\_\_ membership minute at every meeting

\_\_\_ speakers who are prospective members every 5-6 meetings

\_\_\_ advertising on Craig's List and Meetup.com

\_\_\_ Advertise for GSE Candidates

\_\_\_ Targeted two Invitations per month

\_\_\_ One Membership event a year

Reasons for no answers (see above) \_\_\_\_\_

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\_\_\_ I will discuss the program with my club and send in the form in the next couple of weeks

\_\_\_ Please have the Membership committee area coordinators contact us to arrange assistance following the program

\_\_\_\_ Our club will follow the membership retention system as outlined including appointing a person to be in charge of membership retention.

\_\_\_\_ We will not follow the Membership retention system as outlined for the following reason

\_\_\_\_ Don't have a person to be membership retention chair

\_\_\_\_ We don't have a membership retention problem and don't need the program

\_\_\_\_ other

\_\_\_\_ We will discuss the program and fill out a new form for our area membership development coordinator.