

ROTARY CLUB OF TRAIL

Membership Recruitment/Retention Guidelines

(Club Service Committee)

A. Membership Goals:

In accordance with the Rotary International guidelines, the goal is status quo plus one additional member. The current membership is 64, so the goal will be 65 members. Assuming a loss of 10% of the current membership, the Club will strive to recruit at least seven new members.

In the pursuit of new members and retention of existing members, the Club will strive to recruit members who express interest in and willingness to be active in the club's projects and events, and to enlist the participation and involvement of existing less active members.

B. How does the Club plan to achieve its membership goals?

1. Through a retention plan that focuses on maintaining high levels of enthusiasm through participation in interesting programs, projects and fellowship activities:
 - by focus on a specific project or projects and carrying out those projects
 - by focus on members' involvement in specific projects and club programs and events
2. Through a recruitment plan that clearly explains the expectations of membership to potential Rotarians:
 - a committee of club members who will meet with potential members before they join the club and explain to them the goals and activities of the club and the expectations of membership - pre-membership "fireside chats"
3. Through an orientation program for new members to support their successful assimilation into the club:
 - Give each new member a list of expectations for the first 12 months, including the following specific achievements:
 - * 60% attendance
 - * thumbnail sketch (to be monitored/arranged by the member in charge of speaker's program)
 - * join a committee
 - * attend at least one club function
 - * donate to the Rotary Foundation

(The sponsor of each new member is to assist with and "monitor" the member's progress)

4. Through a brochure that provides general information about Rotary as well as specific information about our club:
 - Ray has already prepared a one-page leaflet outlining general information that is included in the orientation package given to each new member

5. By assigning an experienced Rotarian mentor for every new club member:
 - specifically, the sponsor should act as the new member's mentor
 - if a member has sponsored two or more new members in one year, that member should ask another experienced Rotarian who is not already a sponsor to mentor one of the new members

6. Other general ideas:
 - at any "club assembly" luncheon meeting, at the start of the meeting, assign each table as a team to come up with at least one proposed name of a potential member to join our club - each team is to come up with a name by the end of the meeting and assign a member on the team to approach the potential member about joining and invite them to a meeting
 - Leigh has volunteered to conduct attendance reviews and follow up with sponsors to prompt inactive members to become more involved
 - stress importance of club functions to develop and promote fellowship/member retention, for example events such as the Silver City Days chicken booth
 - Ray volunteered to continue with the Tunnel Pub Friday afternoon socials to promote fellowship/member retention
 - promote both the local club web site and the Rotary International web site - for example, when arranging guest speakers, tell them their name will be posted in the speaker's program section of the local club website and encourage them to visit and review our web site