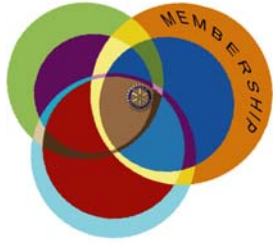


Membership is Everyone's Job



Date:

From: District Governor Dick Wyatt

To: District 5220 Club Presidents and Membership Committee:

It is a fact that Rotary Clubs need new members to remain effective and viable. Did you know that, on average, only 10 to 15% of Rotarians sponsor new members into Rotary? Why is the percentage so low? It has to do with not asking. Sometimes Rotarians don't ask because they fear rejection. Some are hesitant because the person might ask a question about Rotary they can't answer? Sometimes it is inconvenient. Some think the proposal and application process is burdensome.

District 5220 is addressing these concerns with the introduction of a new membership development program named "Membership is Everyone's Job." The program makes membership development the responsibility of the entire club. The only responsibility of each individual club member is to identify friends, acquaintances and business contacts that have good character and high ethical standards. Those that should be Rotarians but aren't. The club's Membership Committee and Board of Directors take the process from there. After some initial screening and approval the "club" will send a personal letter to the potential member and spouse inviting them to attend a special "Interest Meeting." We know that the two main reasons people join Rotary is for fellowship and to give back to their community, therefore the Interest Meeting should involve all club members, be interactive, fun and informative with the club's community projects highlighted.

Please keep in mind:

1. The Membership is Everyone's Job program is not meant to replace the club's traditional membership development programs. It is a new way of thinking about membership development.
2. The program, through the potential member identification, can be directed at a club's membership needs. For example, gender balance, younger members, cultural diversity and classification.
3. This is an on-going program. It can be treated just like the annual or semi-annual fundraiser and will continue to improve each time.

Experience has shown that, with the proper follow up, this process will result in a 10 to 20% increase in membership. Let's demonstrate that "Rotary Shares" in District XXXX.

For assistance with recruiting programs, please contact District XXXX Membership Development Chair (Name and email).

Sincerely,

Dick Wyatt
District Governor 07-08