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We're on the web
at www.rotary5220.org



Big Reward Offered! Warning! Boring People Need Not Apply

For people who want to:

- Meet other interesting people and network with them.
- Enjoy the company of other people just like them.
- Get great ideas that will “put them in the know.”
- Play a role in shaping the local community
- Have lots of fun and good times with people like them.

We are looking for a few more people living or working in the area who would like to be part of our great group of men and women who network regularly to exchange ideas, talk about business and generally “chew the fat” while having a significant influence on local activities and, as a result, having loads of fun doing it and generally getting back far more than we put in.

No, we are not a political party or church group and are certainly not a network marketing operation either. We are simply a great group of people who realise that we could become so busy making a living that we would forget to enjoy the living we are making. That’s why we meet for an hour or two every so often to relax, laugh, learn and make a contribution to our own lives and the lives of others. Partners are very welcome.

If you’d like to know more and maybe meet some of us at one of our get togethers call Patricia at (209)234-5678.

Creating an Abundance of New Members

Too often the excuse for the inability to build a strong, healthy and dynamic club is that “People just don’t want to join Rotary nowadays.” That’s simply not true! It’s just a cop out from members who don’t want to get serious about building membership. And getting serious means planning--- proper planning prevents pretty poor performance!



Typically the pitch is “We meet once a week” or “We do good things in the community.” Now most people figure they don’t have enough time in

their day already and many couldn’t care less about their community so these answers really don’t excite them.

If you want to get people interested you must answer the question they may not ask but will always be thinking:

What’s in it for me?

Now, if you’re going to be able to answer that question, you’ve got to understand the reasons a person would be motivated to join Rotary and, even more importantly how to capitalize on those reasons to motivate their interest.

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SPECIAL POINTS OF INTEREST:

- *How to do it!*
- *Invitation Letters*
- *Follow Up Script*
- *Big Rewards!*
- *Rule #1— Have Fun*





Here's How...

1. Teach members how to excite prospects

One activity that is very important is some regular "role-play" at meetings. This is where one member takes the role of a "prospect" and asks, "Why should I join Rotary?" Members should then try answering as persuasively as they can.

Why people will join Rotary		So you tell them this
1. Networking:	The need to meet other people of interest to them.	You'll meet lots of people you'll really want to get to know... opinion leaders and decision makers... the movers and shakers
2. Social Interaction	The need to enjoy the company of others.	You'll be amongst a great bunch of people who know how to enjoy themselves.
3. Self-benefit:	The need to improve their present situation.	You'll get lots of great ideas that will boost your business and you personally.
4. Benefits to others:	The need to do "good things."	You'll do some great things that will really make you feel fantastic!
5. Enjoyment:	The need to have fun (adults are just big kids!)	You'll always have heaps of fun and goodness knows—there's just not enough of that nowadays.

Good morning!

Now you don't know me from a bar of soap.

So here is the soap. I'm taller.... and, with all due modesty, I reckon I smell even better!

But seriously, please forgive me for writing to you out of the blue. It is simply because I have identified you as being like so many of my colleagues. I thought that I should at least write to you and introduce myself on the off chance that you may like to network with those colleagues and maybe become part of a unique and special organization exclusively for businesspeople and to which I am fortunate enough belong.

And what are the networking and other activities that so involve and excite my business colleagues?

- Brief and compelling description of recently completed fantastic gob smacking activity
- Brief and compelling description of another recently completed fantastic gob smacking activity
- Brief and compelling description of upcoming fantastic gob smacking activity
- Brief and compelling description of another upcoming even more fantastic gob smacking activity
- Brief and compelling description of the fantastic gob smacking activity you want them to come to

Now, as I have said I do not know whether you already have a group like us or if indeed you have any interest in the benefits of an organization like ours. So that's exactly why I am writing to introduce the organization and myself to you. Here is what I propose...

Yours sincerely

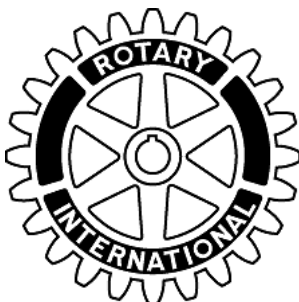


Good morning Ms Smith!

I'd like to buy you breakfast

Your name has come up in conversation over recent weeks and it is for this reason that I write to you out of the blue to extend an invitation to attend our breakfast meeting to be held on (date).

The reason for our invitation is simple. At that meeting we have been fortunate to get as our guest speaker, Adam Smith, who will be talking on the subject of making money in the new millennium. Adam Smith is an internationally respected and well-known commentator in the business arena and his presentations enthrall business audiences all over the globe. In particular he has told us that he will be talking about the 5 secrets of creating wealth in the year 2005, the 16 principles that business people must be aware of or perish and the 3 simple strategies to maximize returns on investment opportunity today.



One of our members, Simon Brown, who we understand is a friend of yours, has suggested that you may enjoy this meeting. It is for this reason that I extend a formal invitation for you to attend as our guest and enjoy listening to this world-class speaker.

One of the other benefits of attending the breakfast is that it will give you the opportunity to network with other people involved in business and the community within our area. I'm sure, from the glowing reports I've heard about you, that you are a person who would enjoy this opportunity.

I look forward to seeing you at our breakfast on (day/date) to be held at (time) at the (place/address). Please confirm that you will be with us by phoning me before Thursday.

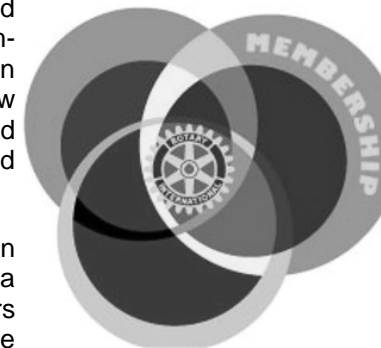
Yours sincerely

In the first box in the table to the left the reasons that people will join Rotary are listed in order of importance; in the second box is a suggestion of what you might enthusiastically say to excite their interest about these motivators. (Notice the use of the word "you" and that's intentional--- it's the most important word a prospect can hear.) Just a word of caution too! You need to assure that your club does deliver on what is promised!

The better prepared every member is to answer that "Why should I join" question the better your level of recruiting will be.

2. Decide who your ideal member is (your "target market"):

You need to know exactly and precisely who your ideal member is... age, sex, occupation and so on... so that you know who you are looking for... and will recognize one when you find them.



When you know that, you can play "Who do you know?" at a Club Meeting and get members to give you the names of people matching the characteristics you describe. It makes it dead set easy for your members to think of many names because now you're getting them to zero in on somebody, **not** anybody.

Now think about it! How many potential members like that are within a couple of miles of where the club meets? The answer is... thousands!

When you do this exercise at a Club meeting make sure that members come up with names and addresses. Tell them you'll handle the approach from there. That's because you only get one chance at exciting a potential member's interest. If a member does the approach and doesn't get it right they've blown the opportunity for all time.



3. Get your meetings right:

Your meeting is your showcase and your recruiting effort will stand or fall on how exciting they are in eyes of the prospect. The key is to make sure that your regular weekly meeting has a real 'WOW!' factor. That means when people come, they must be so impressed and enjoy it so much, they'd love to be invited back. It means that you've got to ensure that your meetings *always deliver* in terms of networking, social interaction, self benefit, benefits to others and enjoyment promised above.



So how do you make your meetings attractive? Well it's everybody's job but the President should benevolently guide it dictatorially and democratically. The President is the person with whom the buck stops when it comes to having great meetings.

To ensure that you have great meetings you should make sure that:

- You have an interesting guest speaker. If the speaker is no good the meeting is no good. Putting effort into finding great speakers will pay huge dividends.
- Announcements that should be in the club bulletin should be in the club bulletin. There should be an iron-clad rule that only announcements of extreme relevance and importance are given at meetings. (Social activities excepted, of course, which should be described excitingly and enticingly)
- The Sergeant-at-Arms (or better still, the Director of Fun) should be proficient. This role is a key to great meetings and people holding the role should have high level of competence. It is better not to have a Sergeant-at-Arms than to have a poor one.

Good morning Mr. von Sneeze!

Please excuse me for writing to you out of the blue

But you see your name has come up in conversation so many times recently I feel compelled to write to you.

Let me explain.

Over the last few weeks I have been trying to identify people of vision and integrity within the community who play a leadership role, or are a leadership model, in their business, social or community life. Frankly, on a number of occasions you have been described as such a person.

Knowing the regard in which people hold you, I feel that you may be interested in learning about some of the work we are doing within the local community.

I want to extend an invitation to you to attend an informal cocktail party to meet some of my colleagues and hear what is happening. You will also have the opportunity to network with some other people, similar to yourself, who have been identified as significant contributors to the community.

Now I will be hosting this function in my capacity as President of Moke Hill Rotary Club, the organization that has been principally responsible for the activities you will learn about at the cocktail party. This invitation does not place you under any obligation to be part of our Rotary activity although naturally we would welcome the interest of a person of your standing in our further activities.

The function will be held at (place) on (time/day/date). Please confirm that you will join us by phoning my secretary on xxxx xxxx.

I look forward to seeing you then.

Yours sincerely



Invitation Letters

The most important part of the recruitment process is to invite them to something to which they will want to come. You can get great responses by sending a written invitation. The invitation must do all things that you would do and say if you were inviting them face-to-face.

In a nutshell it's got to give them some really solid, ego-tickling, crystal clear reasons why they would fall over themselves to say "yes." Typical letters are:-

Please excuse me for writing to you out of the blue!

I'd like to buy you breakfast!

Now you don't know me from a bar of soap!

Follow Up Script

Obviously, when you write to them, a follow up phone call is important. In making the call you should assume that you will get a "yes" answer so you'd say something like this

"Hi John, its Alice Burgin, from Moke Hill Rotary and I'm just calling to confirm that you'll be accepting our invitation to attend the great meeting we've got scheduled next week when Adam Smith, who we've been trying to get to speak for years because he's so busy, is going to..."

Regardless of the method of invitation you certainly must follow up a couple of days prior to the function to which they've agreed to come. It's amazing how people find reasons not to attend something for which they've previously accepted if left without reassurance that they are wanted, expected and guaranteed a darn good time.

- People who introduce and thank guest speakers should remember that their role is to be short and sweet. They should in no way compete with the guest speaker in terms of information given or time taken.
- Prospects should never, ever hear that you're looking for new members. They may however hear that, from time-to-time, the club invites outstanding, qualified people to join the club after careful consideration of their qualities and credentials.
- Rotary acronyms and "in-jokes" should be banned from meetings. Members breaching this rule should be summarily shot.
- Above all, meetings should be fun and full of opportunities to meet other people as well as giving some real take away benefit.

Of course the weekly meeting is only one part of the club program but it is the most important part. The rest of the activities of the club must be put together in a way that provides an interesting program that offers a diverse range of activity to accommodate the individual wants and needs of the current and new members of your club.

4. Go looking for them:

As a result of your members identifying prospects you will have the names of many potential members. So make up a hit list of potential members. You'll need their given and last names, address, phone number, e-mail address, phone number and, if possible, their partner's name. Remember, the more information you have, the better armed you are to recruit people.

5. Invite them along *in a memorable way*:



Now, the most important part of the recruitment process is **to invite prospects to something to which they will want to come.** Whether they accept or not is largely determined by how you go about the invitation process and how important it seems to them that they should be there.

If you ask them in a casual, unexciting, throwaway fashion whether they "... would like to attend a Rotary meeting at some time" it really doesn't have much appeal nor does it invite an affirmative response.

If, on the other hand, you enthusiastically said "that a number of people had identified them as being a person of standing and stature in the community and that, as President of Rotary, you wanted to ensure that their role was suitably recognized...." there'd be a huge chance that there would be great appeal for them to respond positively. You've got to unashamedly appeal to their ego and make them feel honored and special by the invitation.

Asking people personally is generally the best method providing the invitation is delivered with enthusiasm, oomph and the anticipation of a positive answer (you get what you expect). Obviously the invitation should be to an activity that's going to make them say "WOW!" and not some boring, mundane event.

Follow them up a couple of days prior to the function. It's amazing how people find reasons not to attend if left without reassurance that they are wanted, expected and guaranteed a darn good time.

6. Teach members to make prospects feel special:



Specifically that means ensuring that somebody looks after the prospect, introduces them around and explains what's happening when programs and activities are being discussed. For a new visitor even knowing about the Rotary invocation or a toast is a new experience and needs to be explained as it occurs. Don't leave them in the dark! No matter what's happening a member should be at that prospect's elbow explaining what's going on.

7. Don't ask them to join, make them want to:

If a prospect is enjoying the meeting let them know that, if they get invited to a couple more meetings and seem to be a person of membership caliber, they may well be invited to join.

So, if the meeting is really enjoyable and interesting, they'll probably be excited by that prospect. If, on the other hand, the meeting was cliquey, dull and boring they probably won't be busting their neck to join.

How your club looks and, the perception it creates in the mind of a prospect, will determine their yearning for membership.

8. Make joining memorable:

It is vital that your club makes the new member induction an important, meaningful and memorable part of their Rotary life. Members involved in it should commit some time to practice, rehearse and drill it so that the ceremony looks and sounds great. It should be polished production, using the tools of theatre... lights, action and music. It certainly should involve all members in some way. Razzamatazz... that's what's needed here.

Immediately the member is inducted they should feel elated, welcome and special and every member of the club should be part of this. Find a way to do this that becomes special, different and uniquely your Club's.