



THIS AND THAT



Club in a Club - A Group Approach to Recruiting

Submitted by Ron Smith

There are many programs to help attract new members to a club. One that is new, with and established plan, is "Club in a Club".

Rotary has been growing over the past years through the creation of new Rotary clubs. The Club in a Club system takes the ideas of starting a new club and uses them to bring a group of people into an existing club. Every member of the club can contribute. Using a team approach, everyone proposes a member or a few members, and this creates a group who can join in all at the same time. It's a simple, proven plan that will produce results and invigorate the club.

How It Works

Get the entire club involved and focused on "membership". Form a committee to make it happen, but get the buy-in from everyone. If everyone believes in the project, it will work. Just think ... you are passing on the world of Rotary to new members, the club is the ambassador of this message.

Over three or four meetings, get each member to fill out a list of potential members. Remember the demographics we have identified - the 40 to 50 year olds. People who are dedicated to the ideals of Rotary. With an emphasis on female members. At first all we need is names and occupations, we fill in the addresses and details later.

Once we have created a list of names, it will be circulated to the Board, the Classification Committee and the Club members at large for comments.

Then an information meeting is planned for the potential members to learn about Rotary and our club. These members will receive a personalized letter of invitation to hear a renowned Rotarian speak about the World of Rotary. Giving them information about time and financial commitments and letting them know what we do in the community and the world.

Then we will have a follow-up plan, phoning everyone to attend our meetings to learn more about Rotary and the club. We will keep these new members active and interested.

A mentor will be assigned to every member and an induction program will be performed. Once inducted, a retention program will be followed to work with the new members.

We are creating a "win-win" situation for our club and for the new volunteers for Rotary.

Interact

The Interact Club had their first meeting. They are going to be crocheting scarfs for CUPS and the Kerby Centre for abused seniors again this year. If any members have any spare wool or crochet hooks it would help the students.

Also, they have made a connection with a school in Malawi, and are gathering used soccer balls and/or any other summer sports equipment.

Any questions members can contact me.

Norm Moro

Notice

Fred Jesse: For important personal mail, please send it to derfjes@juno.com



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