

GETTING THE BASICS RIGHT

ROTARY COORDINATOR TEAM



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In six years of working with Districts stretching from South Carolina to Pennsylvania, I've learned that there are four essential pillars of a successful club's plan for consistent, moderate growth:

1. **Prospect Identification**, or "Lead Generation" in the non-profit world -- Identifying people who would likely make great Rotary members
2. **Attracting Members** -- Effectively presenting Rotary to qualified potential members
3. **Onboarding New Members** -- Orientation and engaging new members in the club's activities
4. **Retaining Members** -- Meeting or exceeding member expectations, including meaningful, Rotary-branded service projects

The Membership Action Plan team did an ["Ask us Anything" Webinar](#) in December, and the questions asked all fell into one of those key performance categories. In fact, most questions related to getting the basics right. Actually, I've learned that there's no rocket science or silver bullet that makes membership success happen in a club. Success is generally granted to a club that pays attention to the basics and gets them right. Some questions answered in this webinar included:

- Should you invite a prospective member to a Rotary meeting as his/her first introduction to Rotary?
- What prospect tracking tools are available for clubs to use?
- How often should clubs hold Rotary Information Hours (Discover Rotary)? Plus several follow-on questions about Rotary Information Hours
- What can we do to get members fully engaged in the club?
- How successful have alternate membership types been? Any problems?
- What can I do to overcome resistance to **change** in my club?
- How to we motivate Rotarians to "make the ask" to invite potential members?

In case you missed it, the December Membership Action Plan (MAP) Webinar was full of blocking and tackling tactics that have **worked** for other clubs. Watch it again at: ["Ask us Anything" Webinar](#)

January's MAP Webinar topic is "[Become an Irresistible Club](#)", on January 16 at 6 pm. Don't miss it. [Register Now](#).