

MEMBERSHIP MATTERS
OCTOBER 2023
STRATEGIES TO ENGAGE POTENTIAL MEMBERS

Often we find it difficult to target potential members for our clubs. Hopefully some of these strategies may be helpful.

Host a social night and invite guests – social nights can be a great way to introduce people to Rotary without scaring them off with all of the formalities. Target specific people/businesses in your community and formally invite them to join your club for a social event, perhaps a cocktail party or a dinner.

Be seen in the community – find out what events are happening in your local community and offer to be part of it. This could be directing traffic, taking money at the gates of an event or catering for a function. We do not always need to wait for someone to approach us. We can be proactive and seek out opportunities. A good way to do this is to check your local council events calendar.

Promote events and extend invitations – if you are hosting an event make sure you are promoting it far and wide. Access all media opportunities to ensure the information is getting to as many people as possible, your local radio stations, newspapers, social media, even try adding it to your local school newsletter. Extend invitations to local dignitaries, mayor, local MP, etc. Invite newspapers to report on the event. Ask your local radio station if they will present from your event, do a radio interview, have free give-aways. People like free things!

Target specific skills – are you hosting an event or doing a project that needs a specific skill. Seek out someone in the community who may be willing to volunteer their time. Invite them to be an active part of the project.

Engage young people – social media has taken the lead as far as information dissemination. Is managing social media not a strength in your club? There are many year 12 students doing media studies nowadays. Approach local schools and seek out a young person who may be interested in setting up a website or social media page for you. This can contribute to their credits at school and support your club to obtain a greater reach. This also creates opportunity for young people to be connected to Rotary. The other option for this is to connect with Rotaractors who may be able to help. Maybe invite a Rotaract Club to visit your club for a social night as an ice breaker.

Other things to consider are:

Whenever you are participating in an activity be mindful of your public image.

Is your equipment branded with the correct Rotary logo?

Do you all look the same, ie, all wearing correctly branded Rotary clothing?

Do you have promotional materials available, ie, flyers, information cards?

Are you clearly visible and identifiable?

Membership and public image go hand in hand. If we do not present a clear, confident public image we do not appear inviting to potential members and without members we do not have a club. It's a vicious circle.

