

# THE MEMBERSHIP PROCESS

## FIND THEM

### Qualifications

- Adult of good character
- Proprietor, partner, officer, manager, or
- Discretionary position in business/ profession, or
- Retired from above  
*(Article V, Section 2, Rotary Constitution)*
- Membership Profile

### Where to Look

- Classification Survey
- Friends / Family Members
- Business Contacts
- New / Existing Businesses
- Places of Worship
- Former
  - Rotaractors
  - GSE team members
  - RYLA awardees
  - Youth Exchange participants
  - Ambassadorial Scholars
- Other

### Creating Awareness

- Advertising
- Public Relations
- Brochures

## BRING THEM IN

### Initial Contact

- Personal
- Phone
- Mail

### Information

- District Brochure
- Club Brochure
- This is Rotary
- Potential Projects

### Approvals

- Submit Proposal Form  
*(to Membership Chair)*
- Board Approval
- Inform Club Members  
*(10 days for comments)*

### Club Visit

- Cost
- Introduction
- Follow-up
- Record

### Pre-Induction

- Benefits
- Responsibilities
- Cost
- Opportunities
- Further Information
- Prospect Information

### Induction

- Formal Ceremony
- Invite Family
- New Member Packet

## KEEP THEM INTERESTED

### Get Them Involved

- Red Badge Program
- Assign a Mentor
- New Member Forums
- Committee Assignment
- New Project Participation
- Act as Greeters
- Attend Fireside Chats

### Address Resigning Members

- Conduct Exit Interviews
- Offer to forward contact information and dates of membership to another club

**REMEMBER:** The key to retention is an active club with:  
good meetings,  
great programs, and  
lots of activities,  
in which all members are involved!

*In all of the above it is critical to get buy in from the club on goals and to identify who is responsible for each activity.*