

Club in a Club

CLUB in a CLUB – GROUP Approach to Recruiting

There are many good programs to help you attract new members to your club. One that has an established plan is Club in a Club.

Rotary has been growing over the past years while other service organizations have not.

- ✚ The main growth has been through the creation of new Rotary clubs.
- ✚ Club in a Club is a system that takes all those great ideas for starting a new club and uses them to bring a group of people into an existing club.

How to increase your Rotary club membership easily by 10% - 35% or more at one time – unbelievable but true!

There are lots of credible ways to grow the membership of your club. What makes Club in a Club work is that your entire club develops a plan and everyone pitches in to make it work. With everyone focused on 'membership' you will succeed.

- ✚ Go to the Club in a Club website by connecting through the District site www.rotary5020.org or go direct at www.clubinaclub.com.
- ✚ Get your entire club involved. Form a committee to make it happen but get everyone involved. Let them know the idea will only work if everyone believes it in and helps. You are passing on the world of Rotary to new members, your club is the ambassador of this message make it a positive one.
- ✚ Take at least two meetings where your President gives you time for each member of your club to fill out a list of potential members. Ensure your club knows the demographic (the age group, the dedicated volunteer type, maybe more women), if you have identified one, so the names you receive will fit that goal. Keep it simple; just ask for names and occupations, you can track down addresses later.
- ✚ Take the same care when using this program that you would picking any potential member for your club. Correlate the names and circulate the list to the Board, the Classification Committee and the Club members for comment.
- ✚ Plan an information meeting for your potential members to learn about Rotary and your club.
- ✚ Personalize your letter of invitation. Make the potential Rotarian receiving it feel welcome and special.
- ✚ Personalize your program. Consider what these potential Rotarians want to know at this first meeting. Will you entertain them? Will you feature Rotary? Give them information about time and financial commitments, and let them know what you do in your community and the world.
- ✚ Phone each guest. The personal touch is worth the effort. Form a committee who will phone to ask the guests to attend. Phone to thank them for attending. Use the time to discover if they wish to join and discover if they would like to come to another meeting if they are unable to attend your current event.
- ✚ Have a follow-up plan. If some attendees indicated they would be interested in becoming a Rotarian at a later date, set up a calendar for future contact.
- ✚ Induct and continue to mentor ... mentor ... mentor. Establish a plan to keep your new members active and interested.

Always take the time to educate potential Rotarians on what the expectations of your club are. Take the time to find out what the expectations of the potential Rotarians are. It has to be a win-win relationship to grow a strong club.

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Here are the 13 Easy Steps to create a "CLUB IN A CLUB" plan

TASK

✓ Tick each task as you COMPLETE IT

ASSIGNED TO:

1. [] Get agreement from the entire Club to use this program & agree on "who" you want to recruit
2. [] Collect NAMES of potential members
 - [] Get forms circulated among all members
 - [] Collect the lists of names
 - [] Confirm addresses & phone numbers
 - [] Confirm they are not members of another Club
3. [] Type list and present list to Board for acceptance
4. [] List to Classification Committee for acceptance
5. [] List circulated to Club members for acceptance
6. [] Set Date for Meeting & Send Invitations
 - [] Wording of the letter of invitation
 - [] Type invitations and mail them
 - [] Make follow-up invitational phone calls
7. [] The SPECIAL MEETING place
 - [] Ensure entire club knows when it will be held
 - [] Arrange for caterer/menu
8. [] Plan the SPECIAL MEETING items
 - [] Information brochures/Rotarian magazine, etc.
 - [] History of Club display
9. [] Set the SPECIAL MEETING agenda
 - [] Master of Ceremonies
 - [] Topics/scripts of speeches by club members
 - [] Invitation to join the Club
10. [] Create the MENTORSHIP PLAN
 - [] Set date/time/place for all members to attend "Mentoring workshop"
 - [] Set Mentoring Workshop agenda – contact District Membership committee for assistance
 - [] Prepare mentoring responsibilities/guidelines
11. [] Follow-up after the Special Meeting
 - [] Letter to those who did not attend to visit the Club
 - [] Phone call to those who attended to invite to join
12. [] Set date to induct NEW members
 - [] Invite DG or ADG to attend
13. [] Mentoring Process for NEW members
 - [] Rotarizing or Fireside session
 - [] Assign mentors or plan group mentoring sessions with educational component for new Members
 - [] Assign new Members to a Club Committee

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To get started - Know WHO you are recruiting

A wise Rotarian suggested using this little exercise when you are planning your club's future.

Close your eyes – and imagine it is 5 years into the future – your ideal Rotary Club

- What does your Rotary club look like?
- Have members left?
- Are there lots of new young members?
- Is there an equal mix of men and women?
- Are the meetings busy and the programs good?
- Is the club doing good community projects?
- Is this the club you would want to join?
- Is it a club where everyone pitches in to get the job done?

Once you have the vision of the club you want to be in five years then take the steps to make it happen.

You are a business leader. You know how to hire, how to recruit, how to write job descriptions, how to make a business plan, you have the skills to build the club you envisioned.

Know WHO you are

- ✚ If you are a club where most members are over 45 do you want to attract young people between 25 and 35?
- ✚ If you are a club of mostly men do you want to attract female members?
- ✚ If you are a club that does hands on medical projects in 3rd world countries do you want to attract people in the medical profession as members?

Know WHO you want

- ✚ Invite several people from the same demographic to join at the same time. This approach will increase their comfort level. Club in a Club is a best practice tool that can help you achieve this.

Use the resources of District 5020 and Rotary International to help you build the club you envision for the future.

Go onto the website: www.rotary5020.org

Contact the District Membership Chair

Put together a team and set goals.

At PETS (President Elect Training Seminar) the club President received a planning formula that included a goal for the number of new members the club would attract in the current year. Using the Club in a Club approach will allow the club to reach that goal with a proven formula for success. Set up a meeting with the club President, President-

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Elect, and the Membership committee to reach the membership growth goal. Equally important as the number of new members is determining “who” your club wants for members. At this point you need to have a committed team to make Club in a Club work and you need to have identified “how many” and “who” you want for new club members.

Set up a Time Line.

Using the information and guidelines from the Club in a Club develop a time line for reaching your membership goal. What if your club resists the idea? Be ready for this possibility by considering all the reasons your club may not want to increase the existing membership by the number you are proposing. Also consider all the reasons your club may not want to attract the age or type of members you are proposing. You have to be prepared to help your club overcome their fears and concerns if you want to move forward with Club in a Club. *Remember “change” is never easy. Nothing worth doing is ever easy.*

Get your Club members excited and involved.

Get your entire club involved in the membership growth. Let them know the goal for new members and let them know the target group you have identified as potential members. Share how you arrived at these goals and let them express any concerns they have. Allow your members to get their “fears” answered so they feel better about participating in this membership growth plan. Let them know the goal will only work if everyone believes in it and helps make it happen. Remember you are passing on the World of Rotary to a new group of people – the whole club is the ambassador of this message. Use this opportunity to have each member of your club fill out a list of potential members who fit your target group. Keep this simple. Only ask for names and occupations, tracking down the addresses and phone numbers can be one of the jobs from your timeline that is assigned for later. Repeat this process of requesting names at one or more club meeting. You will need at least twenty names for each new member you want to attract. If your goal is five new members you will need at least one hundred names. If you need help contact the District Membership Chair. Arrange for the entire club to participate in a mentoring workshop. This session will bond the club in a common responsibility for the new members who are joining. It is also an excellent opportunity for your club to confirm your expectations of new members. This way new members hear the same answer from all club members. Rotary changes and sometimes we fail to pass this information onto all club members. The mentoring workshop is a great opportunity to discuss everything from Rotary Foundation to membership dues.

Work on making Club in a Club match your club.

Personalize your letter of invitation. Ensure the potential Rotarian receiving it will feel welcome and special. Even if they decline to become a member of your club they will have received the type of invitation that makes them feel like a valued member of your community. See the sample letters provided in this guidebook.

Decide if you will entertain or inform your potential members.

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The Club in a Club website suggests an entertaining program for your potential members is a good idea. You can definitely use that approach. You can also opt to inform them about your club with honest information about time commitments, financial commitments, and the work you have done in the community and the world. You can tell them about your fun and fellowship.

Take the time to make human contact.

Set up a committee to phone each guest. The personal touch is worth the effort. Phone them to confirm if they are able to attend. Phone and thank them for attending. Use the time on the phone to discover if they would like to join your club. Find out if they would like to be contacted again in the future.

Have a follow up contact plan.

Have a plan for contacting all those potential members who did not join at this time. Set up a calendar for future contact. This can range from sending them occasional copies of your club bulletin, inviting them to future meetings and newspaper clipping of projects your club has completed.

Induct, develop, mentor and retain all those new members.

Getting new members into your club is the smallest part of the membership growth plan. Keeping those new members will be the measurement of your success. There is a built in retention aspect with Club in a Club. They join as a group and become connected by that common bond. Create or use your established club procedures for keeping your new club members active and interested. Induct them with flourish and announce to the club the committee they will be on. Invite the entire club to come up and shake the hands of their new members. Make it an event that will remain in their memory for years. The entire club should help mentor this new group but you should also assign individual mentors to ensure success. Give each new member goals to attain that will help them understand both the club and Rotary International. Rotarize them! Develop Mentor roles, new member goals, etc. If you keep your new members active and interested they will see the value in being a Rotarian in your club.

On the following page is the Prospective Member form. Here are some suggestions when filling out that form. They could be printed on back of the form to help trigger names.

- ✚ **Neighbors across the street**
- ✚ **Neighbors to your right, as you face the street**
- ✚ **Neighbors to your left, as you face the street**
- ✚ **Neighbors to the back of your house**
- ✚ **Other neighbors you know**
- ✚ **Name of your immediate supervisor (if you have one)**
- ✚ **Name of his or her immediate supervisor (if he or she has one)**
- ✚ **List names of your:**
 - Physician, Dentist, Banker, Minister, Attorney, Chiropractor, Veterinarian,**
 - CPA,**
 - Your best friend in this town and the Person you admire most in this town**

Club in a Club

SAMPLE INVITATIONAL LETTER

Rotary Club of _____

Address

President: NAME

City, State/Province, Code

Secretary: NAME

March 24, 200_

Potential Rotarian
Any Avenue
Any Place in District 5020

Dear Sue:

Your name has been suggested to the Rotary Club of Comox as a person who would make a good Rotarian. A Rotarian is someone who has shown to be a leader in both their profession and their community at large. Since we are told that you have those qualities, we would like to invite you to attend a special meeting of the Rotary Club of Comox.

Rotary is a worldwide organization that provides humanitarian service, encourages high ethical standards in all vocations, and helps build goodwill and peace in the world. Approximately 1.2 million Rotarians belong to more than 31,000 Rotary clubs located in 166 countries, making it one of the most important non-governmental, non-profit, non-religious, non-political organizations on the planet.

The evening will be held on DATE at PLACE. There will be a no-host bar and a chance to make acquaintances with our club and other potential members at 6:00 p.m., after which you will be our guest for dinner at 6:30. You will have the opportunity to meet and talk to individual Rotarians. Through an informal presentation you will learn about the activities and projects of Rotary International and the Rotary Club of _____. You will hear about our club, about "Service Above Self" and hopefully discover that you may wish to become a Rotarian.

Your reply to this invitation would be appreciated by April 10. Please call ROTARIAN at 703-0048 or email rotarian@shaw.ca. If you are interested in learning more about becoming a Rotarian, but are unable to attend the DATE evening, please call ROTARIAN so we may arrange another opportunity for you.

We look forward to having you join us for this relaxed introduction to the world of Rotary at the "best little Rotary Club in the world". DATE, TIME, PLACE. Please RSVP by DATE.

Yours in Rotary,
President Elect

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SAMPLE AGENDA FOR SPECIAL MEETING

(Hint for Success: use Club Members who are good at Public Speaking!)

Club in a Club Meeting Agenda DATE

President Ring bell and welcome
 Oh Canada or Star Spangled Banner
 Invocation

Sgt At Arms Introductions
 Outline of evening
 Order of dinner

Exchange Student

Sgt at Arms Fines (with explanation) accompanied by ?

No break – no birthdays – no business – no announcements

President 50/50 draw or other club regular activity

President Introduce Master of Ceremonies

Master Introductory remarks (2 minutes)

Master A short history of Rotary (5 minutes)

Past Pres History of the Rotary Club and 4 Avenues of Service

Director Personal anecdotes about 1 Avenue of Service

Director Club Service - Fun activities

Club Member Responsibilities and Commitments (costs/attendance)

Pres Elect Invitation to join Rotary

President Adjourn – hope to see you all next week when the program will be _____

**This membership building program is so simple people say
“*why didn't we think of this before*”**

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Follow up Letter for the Guests who could not attend the SPECIAL MEETING

ROTARY CLUB OF _____

Name of Potential Rotarian

Anywhere in District 5020

Date

Dear **Sam**:

You received an invitation to attend a special information night at the Rotary Club of _____ because you were suggested as a person who would make a good Rotarian.

Our meeting on DATE was not convenient for you so I would like to offer an open invitation to you to attend one of our regular club meetings.

Our regular meetings are held at PLACE & ADDRESS. We start with a no-host bar and a chance to make acquaintances with our club members at TIME, after which you would be our guest for dinner at TIME. This is an opportunity to meet members of our club and to learn about "Service Above Self" and hopefully discover that you may wish to become a Rotarian.

Your reply to this invitation would be appreciated. Please call ROTARIAN at 703-0048 or email rotarian@shaw.ca.

We look forward to having you join us for any of the scheduled meetings listed below. We would like to introduce you to the world of Rotary at the "best little Rotary Club in the world".

DATE	SPEAKER	TOPIC
May 13 th	Bob Thompson	Senior Secondary Skill Development
May 20 th	Annette Bossom	Interact Charter Night
May 27 th	David Laundry	Why Smoke? (Tobacco Lobbyist)

For your convenience I have enclosed a recent information handbook on Rotary and we look forward to seeing you soon at TIME, PLACE.

Yours in Rotary

PRESIDENT ELECT

New member initiation and induction

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Please refer to Retention through Recognition for suggestions for initiation and induction steps.

There are so many steps that follow the recruitment of a new member. Mentoring them both before and after they are a member. This is covered in the Retention section of this handbook. Retention also includes education which is a step you will use during recruitment as part of the mentoring process. Basically most of the Recruitment and Retention steps are interrelated and so as a Membership committee you need to work together to ensure the success of bringing new people into Rotary.

Induction into the club should not be unduly delayed. This is an important step towards feeling a part of the club for the new member. It is also an opportunity to involve the new member's family but inviting them to the induction and recognizing them as well. There are several excellent induction scripts available on Rotary's website.

[Have a GREAT Induction Scripts for New and Transferring Rotarians!](#)