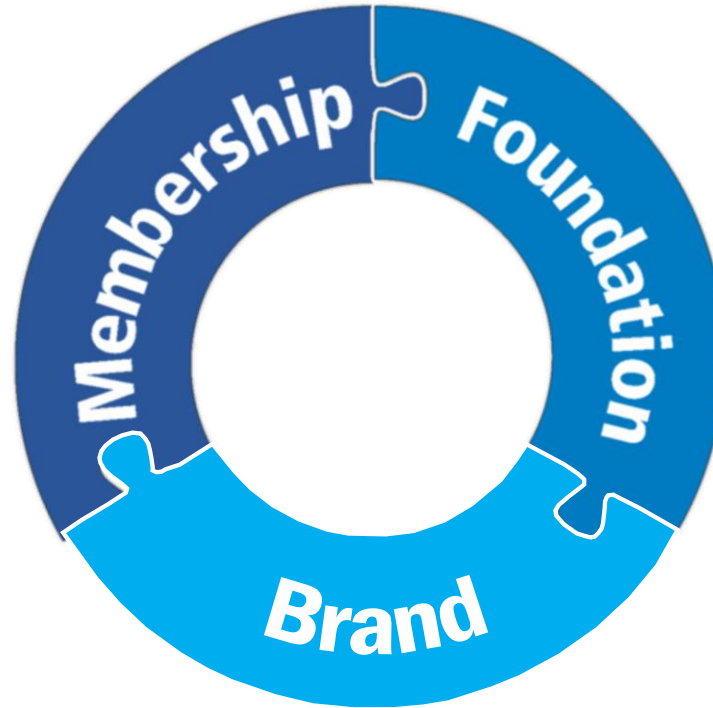


The Three Essential Rotary Elements





District 5300 Membership Committee
Gilda Moshir, Betsy Barry,
Roger Gutierrez, Diane O'Neal

Gilda Moshir

Recruiting Members

THE DON'Ts

Unmarked meeting place

Keep the organization a secret society

Not being inclusive

Not properly introducing our guests

Not being welcoming.

<https://zone2627.org/laws-of-attraction-1-breaking-bad/>

RECRUITMENT & PROSPECTING

- 1) How to overcome – The Best Kept Secret
- 2) Overcoming, “Isn’t Rotary the Club for Retired Men?”
- 3) Over and over I’ve heard people say “I thought you can’t just show up to a Rotary club, you have to have a sponsor”

PRE & POST PANDEMIC

- 1) Embrace the virtual world – Offer Help
- 2) Modeling the value of Virtual World
- 3) Need to Connect More than ever
- 4) Local Project support
- 5) Being Creative - “Think out of the Box”
- 6) Q: What has your club done since the Pandemic to Grow?

Logistics

- 1) Virtual Sign in sheets
- 2) Zoom Guidelines to be enforced
- 3) Timely follow up critical
- 4) District Referrals - we will send and follow up with you quarterly

Why Do You Shop Rotary?

Membership Retention

Betsy Barry

What Is Your Favorite Store?

Why do you shop there?

What keeps you frequenting that store
over and over again?

Entry Way To The Store

- Welcoming
- Greeted by staff
- Inviting

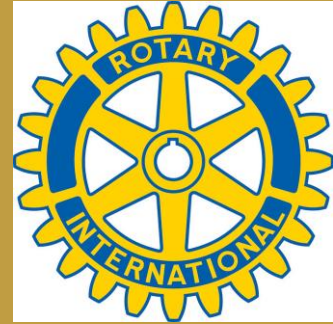


Shopping Experience



- a. Items well-displayed
- b. Interesting displays
- c. Refreshed merchandise
- d. Good and fair prices
- e. Pride in ownership and gifting
- f. Return again
- g. On-line shopping options
- h. Customer service

Entry Way Into A Rotary Meeting



- a. Members feel welcome
- b. Members greeted by other members and officers of your club
- c. Members see a portal to a great experience!
 - i. Badges ready
 - ii. Sign-in sheets for guests
 - iii. Guests are greeted, introduced and invited back
 - iv. Returning absent members are warmly received

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Rotary Shopping Experience

a. Items Well-Displayed

i. Room decorated with Rotary items — Even a stranger entering the room know immediately that this is a Rotary club! Room evokes pride in being a Rotarian.

ii. Club Banners, 4-Way Test; Paul Harris Fellow Recipients; Awards

b. Interesting Displays

i. Showcases of Rotary projects; e.g., Shelter Box, Polio, Rotaplast missions, Corazon

ii. Photos from latest fundraiser or social

c. Refreshed Merchandise

i. Maybe pennants from visiting Rotarians; historical pictures

ii. Mix up the meeting structure

iii. Variety in speakers

e. Pride in Ownership and Gifting

- i. Members display Rotary logos outside of Rotary meetings and events
- ii. Members bestow Paul Harris Society awards on non-Rotarian friends
- iii. Members routinely invite non-Rotarians to Rotary events
- iv. Members feel a level of prestige and honor in being a Rotarian
- v. Proud to tell the world, "I'm a Rotarian!"

- f. Return Again!
 - i. Members have positive experiences at club and Rotary events
 - ii. Attendance lifts their spirits; benefits their business; something to look forward to; old and new friends are there
 - iii. Members talk about Rotary outside of club and events
 - iv. Belief that Rotary is the best avenue to meet the needs of the community
 - v. Belief that Rotary is a way to grow personally and professionally
 - vi. If members are absent, members and the President personally reach out
 - vii. Seasoned members are asked for advice, mentoring, sharing club history, serve on the current Board of Directors
 - viii. Every member has a role; feels needed and appreciated
 - ix. Acknowledge members' achievements inside and outside of club

- g. On-line Shopping Options
 - i. On-line meetings; maybe real time streaming of in person meetings
 - ii. Corporate memberships
 - iii. Hybrid membership options
- h. Customer Service
 - i. Members feel free to express their thoughts and ideas
 - ii. Sharing with club the outcomes of your board of directors meetings
 - iii. Openess to suggestions or discussion of concerns
 - iv. Communication of upcoming events
 - v. “Thank You” gifts (prominently displaying the Rotary logo!) to speakers



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Roger Gutierrez

Grow Rotary



<https://rotaryzone2627.app.box.com/s/xeuincaz6ygtxsi5hbmzf46jiwj5kir>



Rotaract

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