

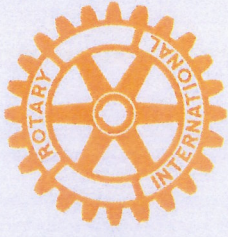
Satya Mitra, Past President (2013-14)
The Worcester Rotary Club, District 7910
Chair, District Membership Committee



MEMBER PER MEMBER
WE CAN
BALANCE THE WORLD



LET'S GROW TO ADD
MORE HELPING HANDS



Rotary

TOP 25 MEMBERSHIP GROWTH IDEAS

Developed by

Satya Mitra, Past President (2013-14),
The Worcester Rotary Club
District 7910

Chair, District Membership Committee





TOP 25 MEMBERSHIP GROWTH IDEAS



1. PUBLISH MEETING EVENT EACH WEEK IN LOCAL PAPER
2. INVITE GUESTS THROUGH ANNOUNCEMENT & BY MEMBERS
3. **PRESIDENT/CEO** THE MOTIVATOR, PROMOTER, & ENERGIZER
4. **PRESIDENT** MEET, GREET & SEE OFF GUESTS & MEMBERS
5. ENGAGE REPUTED SPEAKERS AND ANNOUNCE THE NAME
6. DIVIDE MEMBERSHIP: SENIORS, SOLDIERS, SUPERIORS
7. CALL PROSPECTS MD, ATTY, DENTIST, CPA AND **MEET IN PERSON**
8. LET THEM KNOW UPFRONT WHAT IS THE COST & INVOLVEMENT
9. CONNECT WITH NON-PROFIT ORG. LEADERS & COC MEETINGS
10. CONNECT WITH TOWN/CITY OFFICIALS
11. OFFER CORPORATE MEMBERSHIP
12. ALWAYS KEEP MEMBERSHIP FORM AND A PEN READY
13. WEAR ROTARY PIN AS MUCH AS POSSIBLE

14. TALK ROTARY'S VALUES AND SERVICES OFFERED BY ROTARY
15. REMEMBER "VIP", **VALUE, IMAGE & PRODUCT**
16. VALUES: F.I.L.D.S. & PRODUCTS: POLIO, WATER, PEACE, EDU...
17. EMPHASIZE, ATTENDANCE EACH WEEK NOT NEEDED
18. BE PERSUASIVE IN A FRIENDLY WAY, DO NOT LET IT GO
19. **PRESIDENT**: ACKNOWLEDGE & FOLLOW UP A PROSPECT
20. PUBLISH EVERY CLUB PROJECT, **COMMUNITY AWARENESS**
21. **PRESIDENT** TALK ABOUT YOUR CLUB: TV, RADIO, NEWSPAPER
22. PROMOTE YOUR CLUB AND ROTARY THROUGH DIGITAL SIGNS
23. **"MEMBER PER MEMBER"** SLOGAN & RESPONSIBILITY
24. PAT ON THE BACK BY THE **PRESIDENT**
25. ASK (PATRICK'S RULE), HELP & HOPE



"Let's Grow to Add More Helping Hands"

