

## **MEMBERSHIP**

**As an established Rotary Club, we maintain a membership of many long-standing, devoted members. As such, it is easy to become complacent with regard to seeking new members. This year, our goal is to re-invigorate and inspire our existing members to share their Rotary experience with potential new members. By stimulating existing members to remember what caused them to want to be Rotarians, we can thereby encourage them to attract new members in the same way.**

**Service, fellowship, and fun are the key ingredients to creating a positive energy within our club that makes us each want to share that experience with others. It likewise attracts potential members who sense that energy and want to be a part of such an organization. As our members invite their friends and business colleagues to visit our club, we will create an environment of welcome and enthusiasm that causes visitors to want to join in the fun and excitement.**

**In order to maintain top-of-mind new member awareness, we will implement constant and consistent reminders in our newsletter and at the end of each meeting to “Invite a Friend to Rotary”. In addition to encouraging our existing members to invite their friends to meetings, service projects, and fellowship events, we will identify potential new members in four ways.**

- 1. We will establish a committee to look at open classifications and work to identify potential members to fill those vacancies.**
- 2. We will look to our neighbors, fellow church members, and businesses for candidates.**
- 3. We will target companies in our area, especially in close proximity to our meeting location, that do not have representation in our club.**
- 4. We will look to our existing members who may be retired or will be retiring soon to identify and invite a younger member from their business or organization to continue their legacy.**

**We will continue to promote the current Club Visitation Plan, where potential members may receive two visits at the expense of the club. We will create a High Point Rotary fact sheet to share with potential new members, so they can have a clearer picture of the history, purpose, activities, and benefits of being in our club. We will follow up on all potential member visitors with a phone call and letter, thanking them for their visit and offering an opportunity to join.**

**We look forward to another exciting Gold Club Rotary year, by growing our membership by plus one and them some.**