



Empower Your Rotary Club with RI Resources for Membership Development

Ensure a Strong, Healthy Rotary Club

- Develop an action plan for membership development with the *Membership Development Resource Guide* (417, \$3) and its companion piece, *Club Assessment Tools* (download).
- Implement the *Club Leadership Plan* (245, free) to strengthen your club.
- Develop a vision of where your club would like to be in three years with the *Strategic Planning Guide* (download).
- Organize effective information programs for prospective and new members with *New Member Orientation: A How-to Guide for Clubs* (414, \$1).
- Ensure your club is conducting effective service projects that benefit the community and influence prospective members' interest in your club. *Communities in Action/Menu of Service Opportunities Kit* (605, \$9).
- Start a leadership development program to enhance club members' skills and attract younger members to your club with this exciting opportunity for professional growth. *Leadership Development: Your Guide to Starting a Program* (250, free).

Introduce the Benefits of Membership to Prospective and New Members

- Show video segments from the *Membership Video Set* (427, \$10) to prospective and new members to enhance their understanding of what it means to be a Rotarian. Includes *Welcome to Rotary*.
- Distribute the *Prospective Member Information Kit* (423, \$3.50) to club guests, and include your club's brochure. Contents: *Welcome to Rotary Folder* (265), *Rotary Basics* (595), *This Is Rotary* (001), *What's Rotary?* (419), *Rotary Foundation Facts* (159), *Rotary's US\$200 Million Challenge Brochure* (986). Items also available for individual purchase.
- Show *RVM: The Rotarian Video Magazine* at club meetings and prospective member programs to illustrate the difference Rotary makes in communities around the world (3 DVDs, annual subscription, \$30).
- Begin educating new members about Rotary's many facets by presenting them with a *New Member Information Kit* (426, \$5.50) at their induction ceremony. Contents: *Welcome to Rotary Folder* (265), *The ABCs of Rotary* (363), *RI Theme Brochure* (900), *Rotary Foundation Facts* (159), *The Rotary Foundation Quick Reference Guide* (219), *RI and The Rotary Foundation Annual Report* (187), *Rotary's US\$200 Million Challenge Brochure* (986). Items also available for individual purchase.
- Illustrate how Rotary is making the world a better place by showing *This Is Rotary* (449, \$10) at club meetings, new member orientations, and training events.
- Inspire prospective, new, and current Rotarians to become involved in Rotary's efforts to eradicate polio with *Rotary's US\$200 Million Challenge DVD* (985, \$15).
- Discover the many opportunities for involvement at www.rotary.org/newmembers.



Promote Rotary in Your Community

- Strengthen public awareness and increase club membership with *Humanity in Motion V*, a complete set of Rotary public service announcements for your local media. All materials are ready to use, or they can be customized for your club's specific needs. Set includes 3 CD-ROMs and 1 DVD featuring membership-oriented materials to be used as public service announcements for TV, radio, print, billboards, and Internet.
- Learn how to promote club activities with *Effective Public Relations: A Guide for Rotary Clubs* (257, \$3).
- Wear an End Polio Now pin to publicize Rotary's efforts to eradicate polio (988, \$50/set of 100).
- Embed videos from Rotary International's YouTube channel on club and district Web sites. *Welcome to Rotary* provides an overview of Rotary membership. *Why Rotary?* features individual Rotarians explaining what Rotary membership means to them.
- Invite prospective members to a club meeting with *Start with Rotary* wallet cards and postcards (613, 614, \$3 each/packs of 20).
- Use *Humanity in Motion* banner ads on club and district Web sites.
- Use social media to get the word out about your club's projects (www.rotary.org/socialnetworks).
- Add a link to *Rotary Basics Online* to your club Web site (www.rotary.org/rotarybasics).
- Display and distribute informational brochures at club meeting sites or businesses in the community. *What's Rotary?* (419, \$4/pack of 50), *This Is Rotary* (001, \$0.50), *Rotary Basics* (595, \$0.75).

Use social media to get the word out about your club's projects.

CONNECT WITH ROTARY ON
facebook

JOIN ROTARY'S NETWORK ON
LinkedIn

FOLLOW ROTARY TWEETS ON
twitter

WATCH ROTARY VIDEOS AT
YouTube

Share Your Passion for Rotary

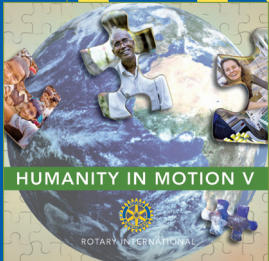
- Display the "Spread the Word" poster at club meeting locations to remind Rotarians to invite new members. Download from the RI Web site, and print at a local print shop.
- Distribute *How to Propose a New Member* (254, \$6/pack of 25) during a club discussion on membership recruitment.
- Complete an online membership referral at www.rotary.org/membershipreferral to refer a qualified individual for potential membership. Learn how the online referral, prospective member, and relocating Rotarian programs operate in *Your Club, the District, and Rotary International: Partners in Membership Development* (641, download).
- Invite community leaders to attend a club meeting or service project with *Start with Rotary* wallet cards (613, \$3/pack of 20).

Download publications
from www.rotary.org
or purchase at shop.rotary.org



effective
public
relations
a guide for Rotary clubs

PR



Start with Rotary
and good things happen.

