**Recruiting for Rotary: How Coronavirus May Change Recruiting**

Of all the things coronavirus has upended in Rotary, our reliance on in-person meetings might be the biggest change of all. Our 3-D meetups are a Rotary tradition, but sometimes, a little flexibility is just what we need to introduce prospective members to our clubs.

For many interested prospects, it can be intimidating to walk into a meeting room full of people who already know each other. Video chat options like Zoom allow for a less invasive and, if desired, more anonymous introduction to the club.

As clubs continue to seek younger members, remote options are attractive for professionals with small children and busy schedules. Rather than paying for childcare and traveling to the meeting, they can dial in from their home and participate easily. Another bonus: Virtual communication options are potentially safer when the Iowa winter arrives.

While the 3-D meeting will always be important to Rotary and most other organizations, it’s high time we embraced a hybrid model that offers more communication options for our busy club members. In this new, post-coronavirus normal, we must evolve or get left behind.

How is your club reshaping communication efforts as the world reopens? Share your ideas on [Facebook](https://www.facebook.com/rotarydistrict5970/), [Instagram](https://www.instagram.com/rotarydistrict5970/), and [Twitter](https://twitter.com/5970Rotary).