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| RCDist7040.png | Membership Buzz |
|  | Volume 3 |
|  Two out of every three prospective members who are referred by a Rotarian make the decision to join Rotary. If a prospect can’t join your club but is interested in Rotary, help Rotary grow by referring him or her to another club.New members should be treated like new employees at a company.  The early months are critical for both the club and the new member, as that is when a new member will feel the most engaged and excited about their decision to join the club.  So engaging them to keep that feeling high will enhance the experience for that new member, as well as the club.  Like a new employee in a company, there should be an effort to make them feel welcome, training, socials, to make new friends, etc.  Too many times I have seen new members become disengaged early because they are left to themselves to figure it out.” By Gina McBryan, Rotary Club of Grand Cayman | Managing Membership LeadsRotary International has changed the **way** and **who** receives Membership Leads. The effects of the change are felt from the District to the club level. How does this impact you? More emails in your inbox and more potential members. **Here is How it Works**1. A prospective member, re-locating member, or Rotarian who is referring a potential member submits information on www.Rotary.org.
2. Rotary staff members screen the lead to make sure the candidate meets basic membership qualifications and then assigns the lead to a district.
3. The District Governor and ALL Area Governors and District Membership Chair get an alert about the new lead.
4. Anna Van Adrichem-Rochon, as District Membership Chair, will contact the prospect for more information, if necessary, to determine if they are looking for a club in the area of employment or residence. During this time, the status is changed to “District contacted lead” and a note is placed in “Feedback” box indicating date and my name.
5. The District Membership Chair matches the prospect to a club and changes the status to “Prospect directed to club” and indicate the date and my name.
6. The club’s President, Secretary, Membership Chair and the club’s Area Governor get an alert to review the lead and take the next steps.
7. Designate a person in the club responsible to follow up promptly.
8. Find out what the prospective member is looking for.
9. Invite the potential member to a service project, club meeting or other event.
10. When the prospect decides to join, return to “Manage Membership Leads” and update the lead to member using the “member id” number.

What are the Numbers?15,000 leads have been received by Rotary International since July 01, 2016. 63% are not even acknowledged by Districts. In this District, 100% have been contacted for more information or directed to a club. Of the leads Rotary International received, 34% are between the age of 30 -39 years and 24% between the age 20-29 years and 31% are female. These are the type of people most clubs are looking for.How “Manage Membership Leads” WorksYou can track and act on all leads by signing in to “My Rotary” and selecting Club Administration. The website loads rather slowly and it takes a little practice to use and get comfortable with. 1. *Submission date* - There are up and down arrows. Click the up arrow to display the most recent submission.
2. *Prospect type* - refers to prospective member, referral or relocation.
3. *Candidate* - You will find the prospect’s name. When you click on the name, the site refreshes and more information about prospect is displayed - age, sex, business, interest in location of club and perhaps the time of day for club meetings.
4. *Current Status* - indicates if the person has been referred from Rotary International or from District.
5. *Membership ID* - Use this number when changing a prospect to a member. This is the **only** way we can find out if a referral becomes a member.

How to Change a Prospect into a Member1. Contact the prospect promptly. An email is fine but a phone call is better.
2. Advise them that you will be there to welcome them to the club’s meeting on a specific date and time.
3. Arrive at least 15 minutes before the agreed time. Welcome the prospect to the club and introduce them to the club president and other members. Ask the President for a couple of minutes at the beginning of the meeting to introduce prospect to the club with a little information, i.e. their place of work, where they live, and perhaps why they are interested in learning more about Rotary.
4. Sit beside them during the meeting and explain what is happening. Demonstrate a positive attitude - if you don’t have something positive to say about the food (or speaker) don’t say anything.
5. At the end of the meeting, ask them if they have any questions and if they can be expected to return. Perhaps, provide an information sheet about the club. Ask them to join you at the next meeting.

C:\Users\Anna\Pictures\rotary\80th Anniversary -most by Brenda\DSC_5734.JPGPersonal contact with the prospective member is critical for making the prospective member feel welcome and establishing a bond with the club.For more information contact:Anna Van Adrichem-Rochon, District 7040 Membership Chair Anna.varochon@gmail.com  |