

HOW TO RECRUIT NEW MEMBERS



**65th ADDC CONVENTION
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PREPARED FOR THE MEMBERSHIP
BY VAL WILLIAMS, CHRISTINA FORTH & LINDA RODGERS**

RECRUITMENT OF NEW MEMBERS

- 01: BIG DECISIONS
- For some clubs, membership development may depend on making big decisions about some very fundamental factors.
 - Consider meeting day, meeting time, meeting structure and cost – do you need to make some changes for the long term sustainability of your club?
 - Involve all club members in these big decisions.
- 02: RECRUIT CAREFULLY
- Recruiting carefully in the first place is an important step in retaining members.
 - Target prospective members who are genuinely interested in joining your club and are willing to accept the rewards and responsibilities of ADDC membership.
- 03: CLUB MEMBERSHIP COMMITTEE
- Establish a formal membership committee within your club.
 - Target enthusiastic, well connected club members to join that committee and give them the backing of the club to achieve its membership goals.
- 04: MEMBERSHIP SURVEY
- Ask all members to complete ADDC's membership survey, nominating neighbors, work colleagues, service providers and others who would make quality members.
- 05: COMMITTEE MEMBERSHIP CHALLENGE
- Add the elements of competition and fun to recruitment.
 - Charge each club committee with the task of recruiting at least two new members.
 - Have a prize for the committee who recruits the most members.
 - Keep the club updated with results in your monthly bulletin.
- 06: CLUB MEMBERSHIP PLAN
- Recruiting new members is one of the most important things you can do for the future of your club.
 - Develop a formal recruitment plan, set recruitment goals, develop strategies and then follow through.
 - Communicate the plan to members and provide regular progress reports.
- 07: RECRUITMENT PROCESS
- Make sure your members know the member selection criteria and the process for recruiting new members.
 - Produce a flier for members which spells out these procedures clearly and simply.
 - Keep the flier updated and accessible.

- 08: RECRUIT FOR DIVERSITY
- A diverse membership is more representative of our modern communities.
 - Target prospective members with different cultural, religious and educational backgrounds and with different abilities, ages and gender to increase your club's diversity.
- 09: FOLLOW UP
- Nominate one person who is responsible for following up each invitation issued to prospective members.
 - A well timed and courteous follow-up contact may provide an opportunity to answer important questions and reinforce the benefits of membership.
- 10: PROSPECTIVE MEMBERS' LIST
- Keep an up-to-date list of prospective members within the club and use it to guide recruitment efforts.
 - Record the reasons individuals give for choosing not to join.
 - If the reason is about timing (e.g. too busy now), ask the person again at a later date.
- 11: CO-ORDINATED MEMBERSHIP DRIVE
- Involve other ADDC Clubs in your area in a concerted membership campaign.
 - Share the costs and the benefits of combined recruitment activity.
- 12: MEMBER TESTIMONIALS
- Ask club members to prepare written testimonials highlighting how they have benefited from ADDC membership.
 - Include these testimonials in prospective members' kits, club publicity and wherever personal insights from members may be useful.
- 13: MEMBERSHIP PLEDGE
- After a membership drive ask all new members to pledge to recruit at least one new member in their first year.
 - Follow up with new members and remind them of their promise.
 - Publicly recognize their efforts when they succeed.
- 14: REFER PROSPECTIVE MEMBERS ON
- If your club's meeting time and day doesn't suite a prospective member, refer that person to a club which may better suit their needs.
 - Let that club's President know you have made the referral, suggesting that they repay the favor on a future occasion.

- 15: USE YOUR CLUB WEBSITE
- Develop a club website and use it to promote the benefits of ADDC membership.
 - Include a 'contact us for more information' link which goes directly to the club Secretary, President and/or Membership Chairman.
- 16: PROMOTE THE CLUB
- Make sure the community at large recognizes the valuable contribution made by members of your club.
 - Publicize club milestones, community service activities, indeed anything of interest.
 - Source advertisers to sponsor a ADDC supplement in your local paper, prepare news releases for local media.
 - Use community notice boards.
- 17: CLUB BROCHURE
- Prepare a simple brochure which highlights your club, its activities and the benefits of membership.
 - Find a business prepared to sponsor the cost of publication, and distribute the brochure widely.
 - Make sure the brochure is attractive and presents your club in the best possible light.
- 18: DON'T JUST SELL FUNDRAISER TICKETS
- If your club members are in public places selling fundraiser tickets, encourage them to talk to purchasers about ADDC and your club's activities whenever they can.
 - Many people will be surprised to hear about the great work ADDC does.
- 19: AWARD PROGRAMS
- Sponsor award programs which promote the name of ADDC and bring prize recipients and their supporters into your club.
 - 'Student of the Month', Apprentice of the Month, 'Employee of the Month', 'Citizen of the Month' are just some award schemes to consider.
- 20: MAKE GUESTS WELCOME
- When you bring guests into your club, make them feel welcome and appreciated.
 - Make sure they are greeted on arrival, introduce them around, and sit them alongside ADDC members who will be welcoming.
 - Thank them publicly for coming.
 - Following up with an 'it was great to see you' letter from the President or Membership Chairman is a good idea.

- 21: SEE THEIR PERSPECTIVE
- Make sure you understand enough about the prospective member to be able to identify the benefits from their perspective.
 - Put yourself in their shoes – what’s in it for them?
 - People will join ADDC because they want to, not because you want them to.
- 22: DON’T OVERDO THE ASK
- Generally prospective members want the key details:
 - How much time?
 - What costs?
 - What benefits?
 - What do they have to do?
 - Rather than giving a lengthy discourse on the organization, ask prospective members what they want to know, and stick to that.
- 23: SHARE YOUR SUCCESSES
- Share your recruitment successes with other clubs in your Region and/or ADDC.
 - The strength of ADDC lies in the network, so work for the common good of all ADDC.
- 24: MAKE IT PERSONAL
- Inevitably, some people will decline the invitation to join your club.
 - Follow up every refusal with a letter thanking the person for considering the invitation, and encouraging them to contact the club at some future point if their circumstances change.
- 25: SINCERE, REALISTIC EXPECTATIONS
- Be careful to set sincere and realistic expectations up front about the time, effort and financial commitment expected from members.
 - Members will be more satisfied when their expectations closely match their perceptions of what is actually required.
- 26: NETWORKING BENEFITS
- Don’t underestimate the networking benefits of membership when you are trying to attract new members.
 - For many people, making contacts, enjoying fellowship and having fun are the most important benefits of ADDC membership.
- 27: INTRODUCTIONS
- Make introductions a special event for everyone.
 - Take the time and effort to have everything ready for the new member (name badges, framed certificates etc.) and use the event to reinforce to everyone the responsibilities and the rewards of ADDC membership.

- 28: TARGET YOUR RECRUITMENT EFFORTS
- Think about the types of individuals who are most likely to join your ADDC Club.
 - Survey your own members. Why did they join.
 - The more you can target your recruitment effort towards those most likely to join, the more successful you will be.
- 29: EACH ONE REACH ONE
- Make it a personal honor that each member proposes at least one new member to the club.
 - All ADDC members are responsible for identifying and inviting prospective members; indeed, the future of ADDC depends on it.
- 30: FRIENDLY COMPETITION
- Divide the club into teams (say, 6-10 members per team).
 - Challenge each team to find at least one new member over a defined period (e.g. three months).
 - Award points for every tentative new member and more points if they are accepted as a member.
 - The team with the most points wins.
- 31: REWARD PROGRAMS
- Recognize and reward members who propose new members to the club.
 - Reward systems can be quite simple, like placing a red dot on sponsoring members' name badges, to more sophisticated reward and recognition programs.
 - Make rewards timely and meaningful.
- 32: VARIETY
- Use a variety of methods to recruit new volunteers.
 - Because individuals are different and have different motivations and interests, you will need to have a variety of recruitment methods on hand.
- 33: BRING A GUEST TO INDUSTRY MEETING
- Secure a high profile speaker for one of your meetings and invite business and community members to join your club for that event.
 - Have plenty of ADDC information available and make sure guests know who to contact if they want to find out more.
- 34: PROMOTE ADDC COMMUNITY SERVICE ACTIVITIES
- Regularly promote your club's service activities.
 - Have a sandwich board which you can display when you work in public places, use the 'Community Events' section of your local newspaper and/or local radio station if you have one. Develop a public profile.

- 35: BRING A FRIEND TO YOUR COMMUNITY SERVICE ACTIVITY
- Rather than inviting guests to a regular meeting consider inviting them to participate in a club community service activity: a working bee, sausage sizzle or similar.
 - This gives prospective members a different view of ADDC and enables them to see first-hand its contribution to the community.
- 36: ADDC BUSINESS CARDS
- Print business cards featuring the Rotary logo and your club's meeting day, time and location.
 - Include a space for members to include their name and contact number.
 - Members can then give these cards to guests and prospective members.
- 37: 'BE MY GUEST' BUSINESS CARDS
- Adding the words 'Be My Guest' to the ADDC business cards means that the card can serve as an invitation for the person to attend a meeting of your club at the club's expense.
- 38: PRESIDENTIAL REQUEST
- Have your president ask three members to each introduce one new member.
 - When one of these members does so, have the President ask one more member to do the same.
 - This way there will always be three members looking out for new members.
- 39: GUEST SPEAKERS
- Previous guest speakers represent an excellent pool of potential members.
 - Maintain a list of past guest speakers along with their contact details, and extend a personal invitation to those who would make quality members.
- 40: PAST MEMBERS
- It may be worthwhile spending time to find out if former members would like to re-join the club.
 - For some ex-members' circumstances change – their reasons for leaving the club (e.g. work commitments) are no longer valid and they are keen to rejoin.
- 41: PARTNERS
- Partners of ADDC are often called on to support ADDC in direct and indirect ways.
 - Why not encourage them to join (either your club or another) so they can reap the benefits of membership as well.
 - Hold a partners' night to recognize their contribution.

- 42: RETIREES
- Retirees can make wonderful ADDC members.
 - They bring a wealth of experience and knowledge to the club and often have extensive networks developed over a life time of work.
- 43: SPONSOR A NEW GROUP FOR THE FUTURE
- The future of ADDC depends on the younger members.
 - Help them to appreciate the benefits of service at an early age, and build the future of ADDC at the same time.
- 44: YOUNG VOLUNTEERS
- Don't be fooled by the misconception that young people are not interested in, or involved in volunteering.
 - In the U.S., the biggest growth area in volunteering is people aged 18-24.
 - Think about ways that your club can target young people.
- 45: STEPPING STONE APPROACH
- Build members' involvement on a gradual basis.
 - Start by giving new members specific tasks that enable them to be involved in a limited way.
 - Then, as they gain confidence, give them opportunities to 'grow' into more responsible positions in the club
- 46: REGULAR CONTACT PROGRAM
- Follow up with new members on a regular basis throughout their first year.
 - Ask if their expectations are being met, or if they need anything to improve their ADDC experience.
 - Effective follow-up provides value feedback and an opportunity to improve service to the member and the club.
- 47: MENTORS
- Identify mentors in your club to support new members in their first year of membership.
 - Clearly define the role you want these mentors to play and provide them with some basic mentor training.
 - Appoint one mentor for each new club member.
- 48: HELP THEM GET ACQUAINTED
- Provide opportunities for new members to get acquainted with other members in the club.
 - Thoughtful seating arrangements, special social functions, 'who am I?' talks by members are just some ways that clubs can make this happen.

- 49: FIRESIDE MEETINGS
- Hold informal 'fireside' meetings once or twice a year.
 - Invite new ADDC members, their sponsors and selected club personnel to come together for a casual evening at the home of an ADDC member.
 - Use the occasion for socializing, and discussing the workings of ADDC.
- 50: EARLY INVOLVEMENT
- Involve new members early, identify jobs within your club which can be given to new members.
 - Put new members onto active committees wherever possible.
 - Get them involved from day one.
- 51: POSITION DESCRIPTION
- Prepare a position description for prospective members, spelling out the duties and responsibilities, and the rewards and benefits of ADDC membership.
 - Be realistic and highlight the benefits of fellowship as well as service.
 - Make the position description widely available.
- 52: PRORITIZE PUBLICITY
- People are more likely to join an ADDC Club which has a public profile.
 - Make publicity an integral part of the operations of your club.
 - Appoint a Publicity Director or publicity committee.
 - Come up with creative ways to get and keep your club in the public eye.
- 53: 'WHAT'S ADDC?' FORUM
- Hold a public forum to discuss ADDC and its work as a leader in Energy and Allied Industries Education.
 - Advertise the forum on community notice boards and in the 'Community Events' section of your local newspaper and/or local radio station if you have one.
 - Think about a suitable 'hook' to interest people in attending.
- 54: PEOPLE IN THE NEWS
- Scour the local papers and business journals for news of business and professional people moving into the area or into new positions.
 - Extend a personal invitation to these individuals to attend a club meeting.
- 55: ADVERTISE IN LOCAL BUSINESS PUBLICATIONS
- It pays to advertise.
 - Attracting new members is a valid operating expense of your club, so allocate a small proportion of your budget to promotion.
 - Choose your advertising medium carefully; local business publications (e.g. Chamber of Commerce Newsletter) may be the best way to reach your target market.

- 56: COMMUNITY NEWSPAPERS AND RADIO
- Local community based newspapers and radio stations sometimes offer free advertising space to local community groups.
 - Take advantage of these opportunities to get the good name of ADDC, and the activities of your club, out into the public domain.
- 57: WELCOME NEW BUSINESS
- Send a letter of congratulations and welcome to proprietors of new businesses in your area.
 - Let them know about ADDC and give them a contact point if they would like to learn more about the organization.
- 58: CREATE A CLUB CD OR VIDEO AND POST IT TO YOUTUBE
- Create a club CD or video which highlights the work of your club and the benefits of ADDC membership.
 - Find a business prepared to sponsor the production in return for advertising.
 - Alternatively see if your local Colleges or University has students seeking suitable projects for their media/communications courses
- 59: ADDC DISPLAYS
- Prepare a promotional display which can be used to promote your club in public places, e.g. libraries, special events such as industry golf tournaments.
 - Make sure the display is visually attractive, and includes information for those who want to learn more about ADDC.
- 60: PROSPECTIVE MEMBERS' FORUM
- Invite selected individuals to a special membership forum.
 - Communicate the benefits of joining ADDC so that people know what they can gain from membership.
 - Provide time for questions and answers.
 - Involve all club members to highlight the networking benefits of ADDC.
 - Make sure you follow up with prospective members after the forum.
- 61: NEW MEMBER ORIENTATION PROGRAM
- A significant proportion of new members who resign do so in their early years of membership.
 - Develop a formal new member orientation program for the first 12 months which enables the member to understand the workings of the club, the organization, and his or her contributions.
- 62: NEW MEMBER WELCOME PACK
- Provide new members with a welcome pack which includes important information about the club, its structure and other useful items.
 - However, don't overload the new member, keep information brief and to the point.

- 63: PROSPECTIVE MEMBERS KIT
- Develop a prospective members' kit, with information about your club, its members, successful service activities and the like.
 - Make it easy to read and visually appealing.
 - Make sure the kit includes a 'call to action', something the reader can do to find out more about ADDC membership.
- 64: ADDC INFORMATION MEETING
- Make one or two regular meetings per year special 'ADDC Information Meetings.'
 - Send professionally produced invitations to a selected group of prospective members and include reply-paid envelopes to encourage RSVP.
 - Take special care in planning the meeting and follow up with guests after the event.
- 65: ADDC RESOURCES
- ADDC has a huge range of resources for clubs. We want all members to have access to the ADDC website.
 - Make sure you share with the new members where to find us:
www.addc.org
- 66: DISTRIBUTE ADDC MATERIALS
- Ask members to display recent back copies of the *Desk and Derrick Journal* DDJ or the *Insight* in reception areas at their workplaces. Place a sticker on the front cover of these magazines so that readers know who to contact for more information about their local ADDC Club.
- 67: REPLACE YOURSELF
- Inevitably, some members will leave.
 - Encourage departing members to replace themselves; to find a prospective member with similar qualities who would make a great member.
- 68: SCHOLARSHIPS
- Talk about your scholarship program.
 - Explain the requirements for the program.

HOW TO RETAIN MEMBERS and HOW TO RECRUIT NEW MEMBERS is a paraphrased guide downloaded and reformatted from Rotary International's (RI) website. The Guide was put together by a RI Chapter in Australia in 2014 and published in "The Rotarian" in May, 2014.

The content has been changed to reflect ADDC. We are however, giving full credit to RI for their design of these two guides.