

Attracting Members



I can lead and promote my club's reexamination of its distinctive position in my community and the quality of members we attract.

Session Goals

- Understand why members join Rotary
- Explore how my club can attract and keep good Rotarians.

Resources

- Attracting New Members PDF
- Classification Survey. 417-EN-(808)
<https://my.rotary.org/en/document/membership-assessment-tools>
- Classification List PDF
- Keep Creating Your Membership Development Plan
<https://my.rotary.org/en/document/strengthening-your-membership-creating-your-membership-plan?bypass=true>
- How to Propose a New Member <https://my.rotary.org/en/document/proposing-new-members>
- Creating a Positive Experience for Prospective Member
<https://my.rotary.org/en/document/creating-positive-experience-prospective-members?bypass=true>
- Introducing New Members to Rotary <https://my.rotary.org/en/document/introducing-new-members-rotary-orientation-guide?bypass=true>

All PDF materials are available at www.rlifiles.com

Prep: Review Why people join Rotary from session 1.5 in Part 1: fellowship, service and networking. The information in italics is for you only.

Session Topics

- 1) What characteristics should your club have so they want to join us? *Good time to review the characteristics of a Vibrant Club: Active, Dynamic, Meaningful service, Leadership, Succession Planning, Public Image, and Representative of the community.*
- 2) What are the characteristics of a good potential Rotarian? *Lead discussion and record answers on a flip chart.*
- 3) Where can we look to find new members? *Lead discussion.*
- 4) Does your club look like your community? What does this mean? Does it matter? *Lead discussion.*
- 5) How does your club welcome visitors and prospective members? *Lead discussion.*
- 6) Break into groups: each group should write an action plan to attract and welcome new members. Each team reports to the entire group.

Discussion leaders: Divide into small groups and develop a new member campaign. Be prepared to discuss with the entire group.

Summary

- Building a strong club attracts new members.
- Making people feel welcome and included builds a strong club.

Attracting New Members

- The concept of “attracting members” is that a Rotary club should be vibrant and known in their community, and therefore that it should be attractive to prospective members.
- Membership in a Rotary club is by proposal of a member and invitation by the club.
- Rotary clubs are members of the organization called Rotary International and subject to its charter and bylaws (unless modified) requirements regarding membership.
- Rotary clubs select their own members but are subject to the laws of their jurisdiction and Rotary policies on membership.
- The 2016 Council on Legislation, “Rotary’s Congress” passed several changes allowing clubs to decide what works best for them in the area of attracting members. Some of the changes:
 - Clubs can decide to vary their meeting times.
 - Clubs decide whether to meet online or in person.
 - Clubs decide when to cancel a meeting, as long as they meet at least twice a month.
 - Clubs can provide that a service activity or other club function can serve as a meeting.
 - Clubs have flexibility in choosing their membership rules and requirements.
- Replaced the previous six membership criteria from the RI Constitution with a simple requirement that a member be a person of good character who has a good reputation in their business or community and is willing to serve the community.
- Rotary continues to promote Young Professional policies that are targeted toward introducing younger persons to Rotary, including making Rotary membership more convenient and affordable.
- Women have been eligible to join Rotary since 1989. As of 2020, women constitute about 23% of Rotarians worldwide.

Classification List

This Classification list is general in nature and could be used in most medium size Rotary Clubs.

To customize it for your club simply remove the classifications that are not available in your area and add those that are not shown on this list. It is suggested that you use a Chamber of Commerce business list or the headings in your local yellow page phone directory to help modify this list to fit your available classifications.

Reformat and show your member's name after their classification and the classifications left without a name are the ones you need to start filling.

Accounting Service-Commercial	Bicycle-Service	Contractors-Electrical
Accounting Service-Management	Blueprint Services	Contractors-General
Accounting Service-Personal	Boat-Services	Contractors-Grading & Paving
Addressing Service	Boat-Sales New	Contractors-Masonry
Advertising, General	Boat-Sales Used	Contractors-Painting
Advertising, Direct Mail	Book-Distribution	Contractors-Roofing
Advertising, Outdoors	Book-Publishing	Contractors-Supplies
Advertising, Periodical	Book-Sales	Copier-Sales
Advertising, Radio	Bookkeeping Services	Copier-Services
Advertising, Specialty	Bottle Gas Distribution	Copier-Supplies
Advertising, Aerial	Bowling Centers	Copywriters
Aircraft-Maintenance	Broadcasting-Radio	Cosmetics-Retail
Aircraft-Sales	Broadcasting-Television	Counseling Services
Airport Management	Building Construction	Courier Services
Airport Services	Building Materials-Retailing	Credit Card Accounting
Airport Transportation	Building Services	Credit Card Services
Alcohol & Drug Programs	Burglar Alarm Services	Credit Union Services
Answering Services	Business Forms & Systems	Cycle Accessories-Retail
Antique Sales	Business Services	Dance Studio
Apartment, Rentals	Bus Transportation	Data Processing
Appliances-Retail	Cable Television Services	Day Care
Appliances-Service	Camera-Rental	Decorating Materials-Retailing
Appraising Service-Commercial	Camera-Repair	Delicatessen
Architecture-Building	Camera Sales-Retail	Dental Lab
Architecture-Landscape	Candies-Retail	Dentistry-General
Artists Materials-Retail	Carpet-Cleaning	Dentistry-Oral Surgery
Asphalt Products	Carpet-Sales	Dentistry-Orthodontics
Association Management	Catering Services	Dentistry-Preventative
Athletic Club	Cemeteries	Department Stores
Athletic Teams	Chamber of Commerce	Desktop Publishing
Auctioning Services	Check Cashing Services	Developers
Audio Visual Services	Child Care Services	Direct Mail Services
Auto-Body	Chiropractic Services	Draperies-Retail
Auto-Care	Cleaning Services-Home	Drug Stores
Auto-Clubs	Cleaning Services-Commercial	Dry Cleaners
Auto-Customizing	Clock-Sales	Dry Goods-Retailing
Auto-Leasing	Clock-Service	Education-Primary
Auto-Rentals	Closet Organizer Systems	Education-Commercial
Auto-Sales New	Clothing-Children	Education-Community College
Auto-Sales Used	Clothing-Collectible	Education-Private Schools
Auto-Sales Foreign	Clothing-Men	Education-Secondary
Auto-Servicing	Clothing-Women	Education-Special
Auto-Towing	Clubs & Associations	Education-University
Auto-Wrecking	Cocktail Lounges	Educational Services
Baking-Commercial	Coffee Distribution	Educational Supplies
Baking-Pastry	Collection Services	Electrical Supplies-Retail
Baking-Retailing	Communications-Paging	Electrical Supplies-Wholesale
Banking-Commercial	Communications-Systems	Electronic Manufacturer
Banking-Retail	Computer-Consulting	Electronic Products-Retail
Banking-Services	Computer-Furniture	Emergency Services
Barbering	Computer-Hardware	Employment Agency
Bath Fixtures-Sales	Computer-Retail	Employment Skills Training
Bath Fixtures-Refinishing	Computer-Services	Engineering-Audio
Beauty Salon	Computer-Software	Engineering-Civil
Beauty Salon-Supply	Computer-Supplies	Engineering-Communication
Beverage-Distribution	Computer-Training	Engineering-Electrical
Beverage-Retailing	Construction-Commercial	Engineering-Industrial
Bicycle-Manufacturers	Construction-Remodeling	Engineering-Marine
Bicycle-Retailing	Construction-Residential	Engineering-Petroleum

Classification List

Engineering-Professional
Entertainment Services
Environmental Consulting
Event Planners
Exercise Equipment Sales
Express & Transfer Services
Farming
Feed Store
Finance Companies
Financial Consulting
Financial Planning
Fire Equipment-Sales
Fire Equipment-Services
Fire Protection-Municipal
Fire Protection-Sprinklers
Flooring-Installation
Flooring-Sales
Floral Supplies
Florist-Retail
Florist-Wholesale
Food Products
Forest Products
Formal Wear
Frozen Food Lockers
Funeral Chapel
Furniture-Retail
Furniture-Rental
Furniture-Wholesale
Garages
Gas Services
Gift Shops
Glass Dealer
Glass-Stained
Golf Courses
Golf Equipment
Governmental Agencies
Governmental Relations
Graphic Designs
Groceries-Distribution
Groceries-Retailing
Halls-Rental
Hardware-Retailing
Health Care-Public
Health Care-In Home
Heating/Air Conditioning Service
Hospitals-General
Hospitals-Convalescent
Hospitals-Psychiatric
Hospitals-Veterinary
Hotel Management
Ice Cream Parlors
Import Stores
Import/Exporting
Insurance-Auto
Insurance-Benefits
Insurance-Home
Insurance-Life
Insurance-Marine
Interior Decorating
Internet Marketing
Internet Service Provider
Inventory Services
Investments & Securities
Janitorial Services
Janitorial Supplies
Jewelry-Design
Jewelry-Retail
Kitchen Cabinet-Sales
Landscaping-Commercial
Laundry Equipment-Leasing
Law-Bankruptcy
Law-Business
Law-Civil Litigation
Law-Computer
Law-Commercial
Law-Contract
Law-Copyright
Law-Corporation
Law-Criminal
Law Enforcement
Law-Estate Planning
Law-Family
Law-General Practice
Law-Insurance
Law-Labor
Law-Malpractice
Law-Personal Injury
Law-Real Estate
Law-Workers Compensation
Lighting Supplies
Liquor & Wine-Retailing
Loans-Commercial
Loans-Real Estate
Loans-SBA
Luggage-Retailing
Lumber-Retailing
Machine Shop
Management Consulting
Management Training
Medical Products
Microfilming
Mobile Home Park Management
Mortgage Companies
Motorcycle-Retail
Motorcycle-Service
Moving & Storage
Music Stores
Newspaper Publishing
Non-profit Organizations
Nursing Services
Office Equipment
Office Supplies
Opticians
Optometrists
Party Supplies-Retailing
Pet Grooming
Pet Shop
Petroleum Distribution
Photo Finishing
Photography-Aerial
Photography-Commercial
Photography-Portrait
Physical Therapy
Picture Framing
Polygraph Services
Pool Services
Postal/Message Services
Postal Service
Printing Broker
Printing-Checks
Printing Services
Property Management
Public Utilities-Gas/Electric
Public Utilities-Telephone
Public Utilities-Water Service
Publicity/Public Relations
Real Estate-Commercial
Real Estate-Consulting
Real Estate-Management
Real Estate-Relocation Service
Real Estate-Rentals
Real Estate-Residential
Recording Services
Recreational Services
Recycling Services
Rehabilitation-Medical
Religion
Reporting Services-Deposition
Restaurant-Fast Food
Restaurant-Family
Restaurant-Management
Restaurant Specialty-Mexican
Restaurant Specialty-Pizza
Restaurant Specialty-Sandwich
Retirement Homes
Rubber Stamp Co.
Savings & Loans Associations
Secretarial Services
Security Services
Security Systems
Service Stations
Sewing Machines-Retailing
Scouting
Shoes-Retailing
Shopping Center Management
Signs
Sporting Goods-Retailing
Stationers
Stock & Bond Breakage
Storage Services
Tax Service
Taxi Services
Tire Sales-Retail
Tire Sales-Wholesale
Title Companies
Toys-Retailing
Tractor Sales & Service
Transportation-Air
Transportation-Ambulance
Transportation-Bus
Transportation-Limousine
Transportation-Truck
Travel Agency
Tree Services
Trophy-Retailing
Vending Supplies
Video Production Services
Waste Disposal Services
Water Treatment
Welcoming Services
Word Processing Services