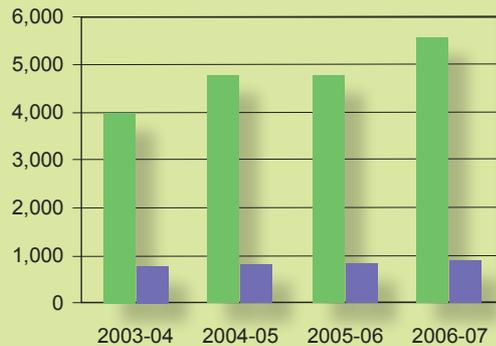


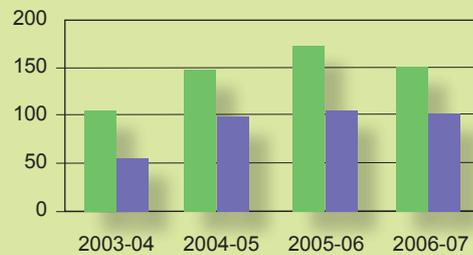
Four-Year Conversion Rates

Four-Year Prospective Member Form Conversion Rate



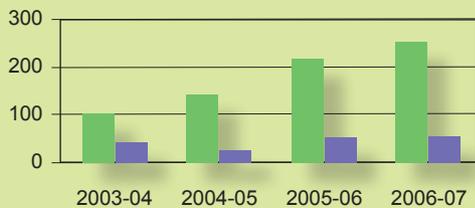
Total	4,008	4,648	4,691	5,661
Inducted	585	626	649	750
Conversion Rate	15%	13%	14%	13%

Four-Year Rotarian Relocation Form Conversion Rate



Total	106	148	171	150
Inducted	55	94	104	100
Conversion Rate	52%	64%	61%	67%

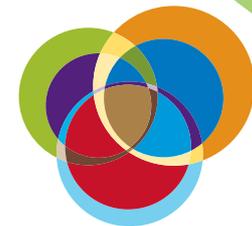
Four-Year Rotarian Referral Form Conversion Rate



Total	102	143	239	256
Inducted	39	26	44	46
Conversion Rate	38%	18%	18%	18%

A study of the conversion rate from inquiry to membership shows that about 13 percent of those who submitted prospective member forms in 2006-07 joined a Rotary club. More than 60 percent of Rotarians who completed a relocation form joined a club in their new community. And 23 percent of those referred for Rotary membership ultimately became members between 2003 and 2007.

**Your Club, the District,
and Rotary International:
Partners in Membership
Development**



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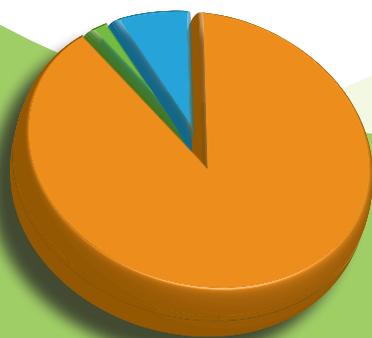


Your Club, the District, and Rotary International: Partners in Membership Development

Recruiting and retaining qualified, enthusiastic members are primary goals of all Rotary clubs. To help in this process, Rotary International administers a Web-based program designed to assist in the identification of prospective members and place relocating Rotarians in new clubs.

Three forms are available at www.rotary.org:

- **Prospective Member Form**, for qualified non-Rotarians or former Rotarians to express their interest in joining a club
- **Rotarian Relocation Form**, for Rotarians who are moving and cannot remain in their current club
- **Membership Referral Form**, for Rotarians wishing to recommend a qualified friend, family member, or business associate as a potential candidate for membership in a Rotary club other than their own



Prospective Referral Relocation

*Of the three Web forms, the Prospective Member Form is, by far, most frequently used. Above pie chart shows the breakdown of the total forms received in 2007-08.

Processing the Forms

RI receives and reviews all prospective member, relocation, and referral forms. After removing inquiries from students or individuals who don't hold a professional position, RI sends the inquiries to district governors and/or district membership chairs who screen the candidates further.

As club president, when you receive an inquiry from the district you're encouraged to evaluate each candidate and contact the prospective members directly if you are interested and provide an overview of your Rotary club. After you've made the initial contact, send a progress update to membershipdevelopment@rotary.org so that the status of online membership inquiries can be tracked and the effectiveness of the program measured. Send further updates following induction or after the membership process for each candidate has been completed. As always, invitations for membership are at the discretion of your club.

If your club invites a relocating Rotarian to join, submit the Membership Data Form to RI's Data Services Department at data@rotary.org using the Rotarian's existing membership number. This allows the Rotarian to retain membership and donation history and avoids duplicate records.

Responding to the Candidate's Interest

Many clubs have developed a standard welcome e-mail to initiate correspondence with prospective members and provide the following information:

- Welcome and thank-you to candidate for his/her interest in Rotary
- Overview of the club with a brief outline of the organization's mission and humanitarian goals, a recent club/district service project, and typical club/district activities
- Club meeting information, including the name, meeting time, and location
- Additional resources, including links to club and district Web sites or Rotary publications
- Follow-up information on the club's next steps in the process

Judging the Program's Effectiveness

Club and district leaders who have followed up on forms they've received report successful results in recruiting qualified new members. And interest from prospective and relocating members has increased by 263 percent since this program was implemented, from 2,567 inquiries in 2001-02 to 6,742 inquiries in 2007-08.

	01-02	02-03	03-04	04-05	05-06	06-07	07-08
Annual Total	2,567	3,339	4,494	5,044	5,179	6,150	6,742
Monthly Average	214	278	375	420	432	513	562