



ROTARY INTERNATIONAL

# 7750

August 2009

## Ten Strategies to Grow Your Club

By PDG Myles Golden

Co-chair District Membership Committee

August is Membership Month and I can't think of a better way to support that theme than to share with you Ten Strategies to Grow Your Club taken from the brochure titled Growing Rotary by Mary Chapman, Director of Membership in District 6900, in Georgia. She is a member of the Peachtree City Rotary Club.

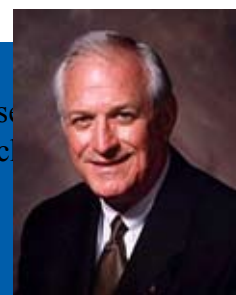
The ten strategies I have chosen for August are:

1. Schedule a program about the importance of membership development ASAP. Invite the most important person in Rotary you know as speaker.
2. Appoint every salesperson in your club to the membership committee. These are people who know how to make the "ask" and don't fear rejection.
3. Appoint your new members to the membership committee. They are new and don't know that many Rotarians never sponsor a new member.
4. Take a piece of paper and write down ten ways that you can reach your membership goal.
5. Make a list of reasons you believe people will benefit from your Rotary club. People are not going to join unless they understand how Rotary will benefit their lives.
6. Ask your DG to recognize members who have sponsored new members with a special pin or certificate when he/she visits.
7. Make sure that everyone knows that earning a Presidential Citation for their club depends on them.
8. Select a webpage that all your members can use. It is easy to put out a weekly e-bulletin when many members can contribute.
9. Link your webpage to the district website so your members can learn about current activities at the district and with other clubs.
10. Get better programs.

Remember without a strong vibrant membership, foundation donations will dry up, and the chance the world will be lost.

**Official RI figures show that District 7750 increased by 3 members in 2008-09.**

PDG Myles Golden  
District Membership Chair  
305 Ryans Run Court  
Greenville, SC 29615  
864.304.7764  
myles@goldencareerstrategies.com



### DISTRICT GOVERNOR GEORGE FLETCHER

205 Rosebay Drive | Greenville, SC 29615  
864.380.6392 | gfletcher@newcarolina.org

Send articles for the next newsletter to [editor@rotary7750.org](mailto:editor@rotary7750.org).  
[www.rotary7750.org](http://www.rotary7750.org)