

# “Just Ask”

## Someone To Be a Rotary Member

*A Conversation about the Possibility of Rotary Membership*

Rotary District 7450 - Philadelphia, PA



### CAMPAIGNS

Much time, energy and planning goes into developing elaborate “campaigns” to grow Rotary Membership. Campaigns typically have a theme, incentives, and various levels of recognition. Most campaigns are short-lived, non-sustained and while often producing short term results, they are usually minimally effective over the long term. Based upon many conferences, meetings and speeches, the overwhelming view is that the most successful, sustainable and impactful way to attract new members into the world of Rotary is through interpersonal conversations which includes a simple “ask” by one person/friend to another person/friend.

### ENROLLMENT CONVERSATIONS

The effective way to have someone take action (i.e. visiting or joining a Rotary Club) occurs via an “enrollment conversation”. The best enrollment conversations are composed of three steps:

**1. Getting In Their World:** Exploring what is going on in another person’s world is crucial to understanding that person. What are they up to, what pressures do they have, what has been their past experiences, what do they enjoy doing, what is important to them, etc. are all crucial parameters to better understand people. Once we understand these important facts, we can then better position Rotary as a “possibility” in their busy life. This DOES take more than the stereotypical elevator pitch. The length of time to drink a cup of coffee is often enough.

**2. Authentically Sharing Yourself:** BRIEFLY sharing what’s going on in our world, including our “Service Above Self” commitment to Rotary, provides an authentic and heartfelt testimony about how Rotary has meant to us and how it has changed our life. Our personal sharing provides a better understanding of Rotary that another person probably wishes they could have the opportunity to experience.

**3. Enrollment and Action:** The most crucial of an enrollment conversation is about our friends “considering the possibility”. As a part of our own sharing, we have inherently presented a “possibility” to our friends. We have shared something wonderful that we have and that they do NOT have, i.e. Rotary Membership. Now is the time to “Just Ask” about the possibility of visiting our Club to find out more about this great community service organization named Rotary. As part of that possibility, it’s also an opportunity to meet new friends, gain new experiences and make a difference in the lives of others that will last a lifetime! “Hey, how about coming to visit my Rotary Club to find out what this is all about?” This simple question has the power to change a person’s life... FOREVER !

### WHAT IS ROTARY MEMBERSHIP ALL ABOUT

The proposing of Rotary membership to another person is not just about adding to a Club’s membership list. It’s not just about getting more dues money. It’s not about gaining more Foundation money.

Rotary membership IS about making a profound difference in the life of another person, their family, and their associates. Every time we have an enrollment conversation with another person, we can look them in the eyes and just think of what possibility exists for this person as a result of joining a Rotary Club. Just like current Rotarians, the new Rotarian will have new experiences, learn new ideas, travel to new places that they could never imagine without the influence of Rotary in their lives. Best of all, they will have the opportunity to make a difference in another person’s life that they may never meet and never know.

**All we have to do is ...  
“JUST ASK”**