



Club President "Personal Ask" Intentional Membership Strategy

This is an effective intentional membership strategy for clubs under 25 members, where it's a practical amount of time investment by the President. Or for a larger club carried out over several weeks.

The club President **personally** asks each member to bring a new member into the club -- an eyeball-to-eyeball conversation over breakfast, lunch, coffee, adult beverage or 2-way telephone conversation. Takes the anonymity out of the ask. "Can I count on you doing this not only for the **club** but also for **me**?"

The **intentional** part is the **personal** part. It's not an "anonymous" request like a podium announcement or an email broadcast. In those cases, members many times think, "Someone else will do that -- I don't really need to."

So, what's a quick, practical way to get this done? First, decide whether you're going to do this by phone or in person (or some of both). If you decide on phone, use the **Email-Call-Email-Call strategy we learned at Pre-PETS**:

- Email 10 members on Monday: **Subject:** Can we catch up Tuesday? **Body:** Hello, Jim, I need to talk with you about our Rotary Club. I'll call you Tuesday to discuss. Please let me know if there's a better time for my call. Thanks
- Call on Tuesday. If you get voicemail, leave this message: "Hi, Jim. Sorry I missed you today. I need to talk with you about a Rotary matter. I'll call you tomorrow, Wednesday. Please let me know if there's a better time to talk"
- Open the first email from your Sent Mail folder and **forward it** to Jim: **Subject:** Can we catch up Wednesday? **Body:** Hello, Jim, Sorry I missed you by phone today. I'll call you Wednesday to fill you in on this. Please let me know if there's a better time for my call. Thanks
- Call on Wednesday. If you get voicemail, leave this message: "Hi, Jim. Sorry I missed you today. I need to talk with you about a Rotary matter. I'll call you tomorrow, Thursday. Please let me know if there's a better time to talk"
- Open the second email from your Sent Mail folder and **forward it** to Jim: **Subject:** Can we catch up Thursday? **Body:** Hello, Jim, Sorry I missed you by phone today. I'll call you Thursday to fill you in on this. Please let me know if there's a better time for my call. Thanks
- Most times you'll find that the member will email you back, giving a time that's convenient for him -- then you have an appointment. If a member won't take a phone call from you, the club President, it's probably a good idea to add one more to your new member goal. It's likely that member won't be part of the club for much longer.
- It's easy to make 10 of these phone calls in a single hour -- even faster, if several of them go to voice mail. Do the next 10 the next day or the next week until you've made your way through all the members. Break this task down into bite-sized parts you can accomplish in short bursts of effort.

When you get Jim on the phone, have your script ready:

- "Is this an OK time, or are you tied up with something?"
- "We have a great Rotary club
- "At its current size its long term sustainability is in jeopardy
- "We could do a whole lot more for our community with 10 more members
- "I need your help to get there -- I need you to bring in **one -- only one** -- member into our club in the next three months. "Can I count on you doing this not only for the **club** but also for **me**?"
- "How can I help you get a list together of people you can invite to one of our meetings?"

This will work. First, your **personal ask** will cause members to act, rather than assuming someone else is going to do it. Secondly, this politely persistent Email-Call strategy reinforces the idea that it's important to talk with them, and that **you** are willing to do most of the work to make that happen.

Let us know how this works out for you.