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.