



Discover Rotary Phone Invitation Script

When you ask a Rotarian, "Why did you join Rotary?", the answer you get nine out of ten times is, "Because someone asked me to." That applies today, as well.

A Rotary membership event or "Discover Rotary" event is the proven method of teaching a prospective member enough about Rotary that they'll be interested, so the "ask" we need to make is "Would you come to a Rotary Information Hour with me?"

In our electronic world, we sometimes think we can invite people to something by email or voicemail. If they're already predisposed to do so, that may work, but the likelihood of a "yes" is much higher from a real phone or in-person conversation. Ask yourself this question: If you were having a party, would you blindly invite someone via email that you did not know would already be inclined to attend? Likely not.

So, what's a quick, practical way to get this done? Here's a proven and sure-fire way to increase your success ratio at getting someone on the phone:

- Email your potential member on Monday:
Subject: Can we catch up Tuesday?
Body: Hello, Jim, I'd like to talk with you about an organization I'm part of. I'll call you Tuesday to discuss. Please let me know if there's a better time for my call. Thanks, xx

When you reach Jim, here's a script you can personalize for your situation:

"Jim, you've probably heard me talk about my Rotary club. It's been an important part of my life, and I thought it could be a part of yours, as well. If you're like most people, you may wonder, "Just what's Rotary about, anyway?"

"It's different things to different people. For me, it's my single highest-quality business and personal network. I've become friends with dozens (or hundreds) of high-quality people who share many of my personal and business values.

"Rotary's mission is making the world a better place to live, starting in our own community. Rotarians find problems, and then come up with solutions to get projects done that make Greenville a better place. We do the same in other parts of the world, as well. I've learned I can have a much larger impact through Rotary than I ever could by trying to do community service on my own. I like being part of something a lot bigger than myself."

"I'm still learning about the projects my Rotary club does in Greenville and worldwide, and I'd like you to come with me to a Rotary Information Hour and then stay for one of our regular club meetings afterwards. The Rotary Information Hour starts at 11, we'll have a nice lunch with a great speaker at the Westin Poinsett, and we'll be finished by 1:30. It's the fourth Tuesday of every month. Could you make that this month, or would next month better?"

- Call on Tuesday. If you get voicemail, leave this message: "Hi, Jim. Sorry I missed you today. I'd like to talk with you about an organization I think you'd find valuable to you. I'll call you tomorrow, Wednesday. Please let me know if there's a better time to talk"
- Follow up with a forward of your "Tuesday" email - "Can we catch up Wednesday?"
- Most times you'll find that Jim will email you back, giving a time that's convenient for him -- then you have an appointment.

This will work. First, your **personal ask** will be important to your prospect. 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.