



# **'Club Within A Club'**

***How to increase your Rotary Club Membership by 40% or more, in just one Year! - Unbelievable but true!***

**This membership program is so simple, people say "why didn't we think of this before?".**

**First**, make membership in a Club, the total responsibility of the entire Club (and not individuals),

**Second**, to induct members in groups (and not individuals).

## **Background:**

Recalling the chartering of a Club, and hearing from other Clubs the benefits of bringing several new Rotarians at one time, PP Cathy Roth of the Rotary Club of Geelong Central conceived the idea of forming a 'Club within a Club'. Discussions with and advice sought from Past R.I. President Royce Abbey, of Melbourne, as to the feasibility of, and legality within, the Rotary membership extension guidelines lead to undertaking this exercise in Cathy's Club. Her Club undertook this project and planned to increase the Club from the 40 members that it had been for the last 9 years, to 20 more members (all within one year - a massive 50% increase). Cathy showed her brother, PP Des Lawson from the Rotary Club of Wynnum Manly, who with the support of Governor 9630, Max Cribb, enthusiastically made this program the 'preferred' method of membership extension within that District. The following contains the development of Cathy's original plan by Des and includes the tools necessary for Clubs to use this program for membership growth in our District.

**The basic concept of 'Club Within A Club' is in two parts.**

**First**, make membership in a Club, the total responsibility of the entire Club (and not individuals),

**Second**, to induct members in groups (and not individuals).

What we have tried to do is make this program 'easy' for Clubs to initiate, and that's why we have included all the letters, speeches etc that are required. Please, please follow the procedure exactly so as to gain the best results, as these have been tested on many clubs, and avoid the temptation to customise the procedure to suit individual Clubs. Please, if in doubt, contact me and I will help.

Details may be found on our District Website [www.rotary9640.org](http://www.rotary9640.org)

OR simply email DG Neil at [neilmax@flexi.net.au](mailto:neilmax@flexi.net.au)

The following pages are extracts from District 9630 of this tried and proven approach, which I recommend to everyone as a serious approach to one of your most pressing challenges.

DG Neil



## Club Within A Club

### PILOT PROGRAMME FOR MEMBERSHIP DRIVE

#### BENEFITS TO THE CLUB

1. The Club develops a new vibrancy as new ideas and energy come in.
2. New members feel part of the Club immediately as they have others at the same degree of “newness”
3. Every Club member is involved.
4. The quieter Rotarians form new friendships in their roles as mentors.
5. Membership becomes the responsibility of the whole Club not the individual.
6. Membership is accepted as an annual occurrence within the Club.
7. Members tend to watch out for potential new members in an ongoing manner.
8. There is greater ownership of all Club projects as the Club works as a team.
9. Many of the new Rotarians are younger.
10. A wider cross-section of names are submitted since members are seeing the proposed names before invitation to the information night.

### **Benefits of membership**

"You get old when you trade your dreams for regrets . . . and you get old, not when your skin wrinkles, but when your soul wrinkles. We don't get old when our eyesight goes, just when our vision goes. Rotary keeps our souls alive and gives us a vision of what is possible."

Like many Rotarians, giving something back to the community is one reason for their involvement, but an additional factor is the suggestion that "Rotarians have one team and one goal." "No one person cares about taking the credit (for a successful service project). Rotary takes credit."

Rotary also gives members an opportunity to meet other community leaders and be part of a respected group, "doing extraordinary things." In addition to local community service, "Rotary impacts the lives of thousands of people in third world countries with their world community service,". This is very rewarding and forces members to stretch themselves during the process.



## **Club Within A Club**

**Speech to Club to present concept of Club Within A Club.**

President, Chairman, Members

### ***True fact! – Lack of numbers in a Club – never indicates lack of enthusiasm***

But lack of numbers does mean more work for everyone.  
Some Clubs become too small to operate effectively leading to Member burnout.  
Logical (you would agree), the bigger the Club the more that can be achieved.  
To achieve more and make it easier on existing Members, we need more Members.

**Fact!** Rotary Membership has not increased but fallen with current schemes.  
The Big Challenge is – Everyone has tried – net result – zero increase.  
So something has to change –  
We are at a cross roads – old ways? - you know results – or try new way?

That's where Cathy Roth's Geelong Model – "Club within a Club" came about.  
She developed this simple Club within a Club Membership plan.  
Cathy's Club grew from 29 to 40 the first year, then stayed at 40 for the next 9 years.  
She figured – something had to change.  
Cathy made her plan meet current RI rules plus she got Past RI President Royce Abbey's approval.

#### **Concept of the plan is so simple.**

- 1. Make Membership a total Club responsibility.**
- 2. Induct Members together.**

Note. Charter Club Members have special bonds.  
Before I describe Club Within A Club, I will describe the current method.  
If I put in a card on someone, others in the Club would not know.  
Individuals put a card into the Board – then to Classification – then to Membership Committee – and then to the Board.  
Finally it is circulated to the Club – this is the first time others know – Ultimately Member invited. After all above – some possible Members may not want to even join.

#### **So what is the difference? – Club Within A Club is a total Club Membership project.**

Not individuals putting in cards.  
Early results of Club within a Club aim for 40% to 50% increase in a year.

Interested? – Imagine this Club with a 40% increase or more, it is possible.

**Second part of the concept is – Induct on mass, not as individuals.**

Cathy noticed when Members join in pairs or a group – they become mates.

So **induct on mass** – thus the Club Within A Club principle.

**How do we start? – What do we have to do?**

**Start right now** – if you're serious about membership growth in the Club.

On the sheet supplied, fill in as many names as possible.

Don't be put off by the prospect of embarrassment of naming friends to join, simply put down their name – the Club does the rest.

Names are collected (include possible classification), they are printed and circulated to the Club.

The Names go to the Board – to Classification – back to Club to confirm Classification.

**You see, now you have complete Club involvement.**

The Plan has built in Membership check with proposing Member.

Back to the Board after checkout, finally back to the Club for last check.

A Letter is sent out (read draft letter).

Results - 100 names, 24 respond, 12 join.

Special night planned with 2 motivational speakers not necessarily on Rotary.

Those showing special interest are invited to join.

**Big induction night to induct New Members.**

Important that the New Members Partner be invited and given special treatment.

Partners supporting Rotarians give you a 2 for 1 effect.

New exciting Club energy needs a great program of guest speakers.

**If you're serious about Club growth this year –  
and I know you are then**

I challenge your President and Board to start this program in this Club – right now.

All that is needed is 2 lively committed volunteers to work with me.

When other plans have failed, why not try the **Club Within A Club** program.

Thankyou for your interest.



# Club Within A Club

## *Prospective Name's List*

### Types of Membership

Active Membership    Additional Active    Senior Active    Past Service    Honorary

### Ideas for inclusion – Eg.

Similar classification	Retailing	Wholesalers
Former Rotarian	Teachers	Trades
Retired Business or Professional	Tourism	Manufacturing
Former Rotaractor	Former GSE/YEP	Police Services
Young Business Person	Health Services	Transport

Try to complete as many names, male and female, as possible (as they come instantly to mind).  
 Include names even if they have been asked before, or if you think they are too busy.  
 Go through your business cards and contacts. Seek names from Newspaper.  
 Seek names from phone book. Do not worry if full details not at hand.

Prospective Member's Name	Prospective Member's Address	Occupation	Place of Employment/Business



# Club Within A Club

## Basic Program:

- 1. Make club membership a total club responsibility and not up to individuals**
- 2. Always induct new members in groups.**

## Process:

1. Establish a small committee within the club (2 to 3 enthusiastic members are sufficient)
2. Have a presentation given to the Club by a District Chairman or other
3. Collect names from each member - suggest use of their business cards to gain names
4. Correlate the names and circulate the list to the club for comment
5. Present list to Board, then to Classification, Membership, then back to club with any amendments
6. Letter sent out to prospective members inviting them to a **special 'interest' meeting**. This is not a Club Meeting.
7. A follow-up phone call by rostered members to confirm numbers for interest meeting
8. At interest meeting, prospective members mix with others for a chance to ask questions
9. Further information available outside the meeting and in printed form
10. Those that accept the invitation to join the Rotary club, need permission sought, for their names to be circulated to the club members - as explained at the interest meeting
11. Prospective members' names are circulated to club members for the seven-day approval process
12. DG advised of outcome
13. Induction night (big festivities) with Partners invited and made welcome (always include MOP in the induction kit)
16. Each new member is assigned a "buddy" to ensure that there is ongoing mentoring



# Club Within A Club

## Club Within A Club – Tick Sheet

<u>Week</u>	<u>Action To Be Undertaken</u>	<u>Date Completed</u>	<u>Follow-Up Date</u>
1	Invitation to District Committee to speak on CWAC.		
2	Presentation to Club by District Committee of CWAC.		
3	List of Potential Name/s collated.		
4	List typed and presented to the Board for acceptance. <i><u>Follow-up by District Committee</u></i>		
5	List Presented to Classification Committee for perusal / acceptance.		
6	List circulated to Club members for perusal and objections (as per Rotary International policy). Set date and send letter/s to prospective members		
7	Ensure all letters sent to prospective members		
8	SPECIAL MEETING - 'What is Rotary' cards, RDU magazine and Club information sheet displayed; <b>Interested members to be invited to join.</b> <i><u>Follow-up by District Committee</u></i>		
9	<b>INDUCTION OF NEW MEMBER/S</b> <i><u>Follow-up by District Committee</u></i>		

**Notes:**

Special Meeting:

- Have informative and interesting Guest Speaker; *and*
- Club information sheet to contain meeting place and times, Presidents name, associated costs, and neighbouring Club meeting times etc.

Induction:

- Due to large numbers AG to be invited;
- Partners to be invited to Induction
- New Members Kit' and Manual of Procedures to be presented to New Members.

On-Going:

New Member's spots – "What's new in my classification?" and/or "Personal History"



## Club Within A Club

### PILOT PROGRAMME FOR MEMBERSHIP DRIVE DRAFT INFORMATION NIGHT

#### **PROGRAMME:**

- 7.30pm** Registration and tea/coffee
- 7.38pm** Welcome by MC (MC to be an energetic / pro-active person, not necessarily from club)  
Outline of evening. MC acknowledges Club President
- 7.40pm** Brief history of Rotary (by member who speaks well)
- 7.45pm** Rotary at an International level,  
Rotary at a Club level  
(by another well spoken, well rehearsed, club member)
- 7.55pm** Exciting Guest Speaker (similar to a normal meeting)
- 8.10pm** OUR CLUB (by experienced and well spoken member)
- 8.15pm** "What Rotary means to me" a younger club member
- 8.25pm** Questions
- 8.30pm** Invitation to join – for those who show interest  
Refreshments tea / coffee, biscuits, orange juice
- 9.00pm** Finish

**Note:** There is no need to spend a lot of money on this night, but a plentiful supply of refreshments is important.

Guest Speaker should be an exciting and topical speaker (topic has nothing to do with Rotary)



# Rotary Club of

District 9640

**Postal Address**

*President: Name (Contact Number)*

**Suburb State Postcode** *Secretary: Name (Contact Number)*

---

Mr/Mrs/Miss/Ms Name

**Suburb State Postcode**

Date Month Year

Dear **Name**

Your name has been put forward as someone who embodies the principles of Rotary within your business environment. We would therefore like to extend an invitation to you to come along to a relaxed evening, with like-minded people, to hear about the activities of the Rotary International and Rotary Club of **Name**.

The evening has been arranged to allow you to consider an invitation to membership of the Rotary Club of **Name**, and will be held at **Function Room** on **Day, Date Month, Year** at **Time**.

Tea/coffee and biscuits will follow this short information session, and there will be no charge. Could you please confirm your attendance by **Day, Date Month**, to **Member's Name** on **Telephone Number**.

If you would like to attend, but are unable to for some reason, please ring **Member's Name** so that another opportunity may be arranged for you.

We do hope that you can attend on this evening and look forward to making your acquaintance at the time.

Yours in Rotary

**President's Name**

President **YEAR**