**A healthy, vibrant club is also an ATTRACTIVE club. Let’s reIMAGINE our clubs to make them attractive to both current and potential members.**

For the next 2 months, choose 1-4 of the strategies below to reimagine your club and ultimately gain membership. You must show continued effort with conscious, intentional change and report how this has affected your membership on the provided forms. All entries must be received by April 28th. Please direct all questions and entries to Lisa Wilson, District Membership Chair (LisaRotary6600@gmail.com)

**RE-IMAGINE AWARDS-** choose 1-4 strategies to attract and retain members

**1. Changing the day/time/format of your meeting schedule**

Example: Mix up your routine- 1st and 3rd- week meet normally, 2nd week- breakfast rather than lunch, 5th week- service project (helpful tips- keep it consistent, communication is key, hang in there- people will get a hang of it)

**2. Adding a membership type to your club**

Example: Young professional, spouse/partner, corporate level members (helpful tip- check out club websites such as SanduskyRotary.org for sample descriptions, dues grids, applications)

**3. Sponsor a satellite/companion/Rotaract club**

(helpful tip- use the learning center and membership resources in MyRotary.org)

**4. Design a rack card or brochure that helps attract new members or educate community members about your club**

(helpful tip- Use the Brand Center template in MyRotary.org for ideas and current Public Image Chair, Sharon Trabbic, can offer guidance)

All rack card/brochure submissions must follow the branding guidelines from Rotary Brand Center. Submissions must include current and correct club information. Added bonus if you include actual pictures of current club members and activities (not stock pictures)

Using the following forms, describe how the above strategies have been implemented and how they have affected (hopefully increased!) your membership.

**There will be 1 club named as the incentive winner per strategy and receive $150 to be used toward printing and/or distribution costs of production of attraction materials or toward hosting a membership/attraction event for the club.** Clubs are eligible to win more than 1 strategy. Also, all submitting clubs will have the chance to **win a single, full conference ticket to the District Conference May 12-14, 2023 at the Rock and Roll Hall of Fame in Cleveland, OH!** (hotel and transportation not included) This random drawing will take place at the end of the incentive program. **All winning clubs will be recognized at the District Conference.**

**Bonus opportunity-** All clubs who gain 2 or more members between now and June 30th will receive the **Growth Award** and be recognized at the end of the Rotary year.

**Strategy #1- Changing the day/time/format of your meeting schedule**

Club Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Member Name (submitting form) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Member Contact Info- Phone # \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email Address \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Please answer the following questions to your best ability. Please be specific, clear and concise as we would love to share your ideas with other clubs. Submit all entry forms through email to LisaRotary6600@gmail.com. All entries must be received by April 28, 2023.

1. Please explain how you changed your meeting format and/or schedule.

2. Which demographic of members did this change help? Were any groups hindered by this change?

3. Do you see your club more attractive to potential members with this change?

4. What change in membership did you observe over the 2 months?

**Strategy #2-Adding a membership type to your club**

Club Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Member Name (submitting form) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Member Contact Info- Phone # \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email Address \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Please answer the following questions to your best ability. Please be specific, clear and concise as we would love to share your ideas with other clubs. Submit all entry forms through email to LisaRotary6600@gmail.com. All entries must be received by April 28, 2023.

1. Describe the new membership type your club has added. Include a description of the membership type and the dues grid you will use.

2. Which demographic of potential members are you attracting with this addition?

3. How is this membership type more attractive to your potential members rather than the normal, active membership?

4. What change in membership did you observe over the 2 months?

**Strategy #3-Sponsor a satellite/companion/Rotaract club**

Club Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Member Name (submitting form) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Member Contact Info- Phone # \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email Address \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Please answer the following questions to your best ability. Please be specific, clear and concise as we would love to share your ideas with other clubs. Submit all entry forms through email to LisaRotary6600@gmail.com. All entries must be received by April 28, 2023.

1. Describe the newly formed satellite/companion/Rotaract club that your club has sponsored.

2. Which demographic of potential members are you attracting with this addition?

3. How is this addition also making your original club stronger and more vibrant?

4. What change in membership did you observe over the 2 months?

**Strategy #4-Design a rack card or brochure that helps attract new members or educate community members about your club**

Club Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Member Name (submitting form) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Member Contact Info- Phone # \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email Address \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Please answer the following questions to your best ability. Please be specific, clear and concise as we would love to share your ideas with other clubs. Submit all entry forms through email to LisaRotary6600@gmail.com. All entries must be received by April 28, 2023.

1. Please attach your newly designed rack card and/or brochure. It must follow guidelines provided in the Brand Center of myrotary.org and contain current club information.

2. How and where do you plan to distribute the new material? How will it attract new members?

3. What change in membership do you foresee using this promotional material?