

Public Image New Member Strategy

During this period of COVID 19, we as club leaders need to make all New Members feel welcome and help them get to know our members.

Here are a few ideas to make that happen:

1. **Have club members schedule 15-minute one-on-ones** with the new member. They can set up a phone call, Zoom, Facetime, etc. The new member is not getting the opportunity to meet members, so we need to force it a little.
2. **Have members send a message.** Members can send a card, text, joke, comic, just something. We need the new member to feel the love and support of Rotary. That is why we are members, fellowship. There may be existing members that may need some company and engagement, so this item applies to all members. This is a very scary time and we need to support each other.
3. **Have club leadership reach out and share stories.** Share the “why”. Why they joined, why they stay active, share projects and stories about past grants.
4. **Have Committee leaders reach out.** Get the new member involved. Invite them to join a committee or attend a meeting by Zoom till we start meeting face to face. If the new member is familiar with the projects and committees, they may have new ideas and new energy and get involved.
5. **Encourage the New Member to attend scheduled meetings.** Ask a mentor or member to guide the new member and share what is appropriate and not appropriate to share at meetings.
6. **Ask the New Member to lead a part of the meeting.** The new member can do a vocational, lead the pledge, singing etc. The more people participating in the meeting will attend the meeting.
7. **Share the stories!** Have your members post stories, jokes, and cartoons about each other. We all want to get to know each other.
8. **Lastly, follow up.** If we haven’t seen the new member at a meeting in two weeks check in.