



HOSTING A PROSPECTIVE MEMBER EVENT

These tips can help you plan a successful event for prospective members at the district or club level:

1. **Select an accessible location and time for the event.**

Consider:

- Traffic around the time of the event
- The availability of parking or public transportation
- Physical accessibility
- Whether you want attendees to bring their families to the event
- Whether there are free or low-cost venue options (If a free location is not available, consider charging a nominal registration fee for the event.)
- Whether your event can include a service project so that participants can get involved

For example, you could hold your event at a park shelter and do a park cleanup as part of the event.

2. **Be strategic with outreach and invitations.**

Consider:

- Prospective members assigned to your district or club through the Manage Membership Leads page in My Rotary
- Members of young professionals groups
- Members of Toastmasters clubs
- Members of business networking clubs
- Alumni of Rotary programs such as Interact, RYLA, and Rotary Youth Exchange
- Owners and employees of local businesses
- School and university students, faculty, and staff
- Friends and family of members

3. **Establish a clear communication plan, including save-the-date notices, event reminders, and follow-up messages.**

Consider:

- Using a platform such as Eventbrite that simplifies registration
- Sending tailored communications to your target audience
- Providing ways for prospective members to get involved after the event
- Creating fliers that can be shared via email and on social media

Encourage current members to bring a guest. This ensures a good balance of current Rotary members and prospective members.

4. **Structure your event to include a networking activity or service project, as well as time for people to chat and get to know each other.**



Consider:

- Having a host to set the tone and flow of event
- Showing a compelling [video](#) to demonstrate Rotary's impact
- Showcasing projects your club or district has done

5. Delegate responsibilities to specific club and/or district leaders.

Consider:

- Having current members welcome people and talk with them about their interests and needs
- Designating someone to follow up with prospective members to ensure that they connect with a club
- Appointing or hiring someone to take photos so that you can share them on your club or district website and social media pages. Be sure to get photo releases from anyone in the photos that you plan to post.