



# Planning for a Membership Dividend from Every Event

June 2012

## EVENT PLAN

Every year Rotary Clubs throughout the world plan events. Rotarians are really good at planning events. Many of these events are so successful that they are repeated every year. The public trust us and support us.

### Financial or service objective

Very broadly, the events planned and carried out by Rotarians have either a financial objective – to raise funds in support of a specified objective, or a service objective, e.g. Stroke Awareness, KidsOut, to name two very successful annual events.

### Action needed

The reason the events are so successful is because we plan the action in detail. A team is set up and each member is fully aware of his/her responsibilities.

### Who, how, when, where?

We know who will do everything, how, when and where. Rotarians have found from experience that the greater attention paid to the detail in planning an event, the more successful it will be.

### Action

Rotarians work together as a team so that the action at each event is fully coordinated to produce a successful result.

### Evaluation

The evaluation after each event is important to identify matters which may need improving for the next event as well as highlighting lessons to be learned.

### Useful contacts

District Membership, Development & Retention Chairman – details in District Handbook/Directory.  
RIBI Membership, Development & Retention Committee – contact details are in the Members' Area on the RIBI website, [www.ribi.org](http://www.ribi.org)

## MEMBERSHIP PLAN

### Identify potential

For every event or activity, we need someone working alongside the team planning the event; that someone or group will have the specific and sole objective of planning for the membership dividend from that event. They will identify the potential; is it the people taking part, the audience or for our super Youth programmes, the parents?

- participants
- audience
- parents/teachers

### Decide sales strategy

They need to decide what they plan to do; give out leaflets, run a "commercial", ask people to join - it will depend on the event.

They will need to decide whether they aim to recruit for their own club (for very local events only) or for Rotary more widely, (please; use pull ups, leaflets e.g. "How to Join" etc available from [www.ribi.org](http://www.ribi.org)) or whether they aim to form a new club (participants in a sporting type activity who wouldn't join an existing club).

- new members
- new club

### Who? How? When? Where?

Be careful when deciding who will do it; possibly not the volunteer, you need someone with enthusiasm, communication skills, someone who can talk with some conviction about the benefits of being in Rotary. Not "We meet every week at the Crown"! 'Sell' the big picture – not just the interests of one Club, choosing a place to put the pullups, or leaflets, preferably where people go, e.g. alongside the bar.

### Action, Evaluation

Make sure we capture data of anyone interested. Particularly contact details: email address and phone number.

Evaluate – could we have done it better?

### Follow up

- FOLLOW UP EVERY LEAD

The person(s) undertaking the responsibility must offer warmth and friendship to each person interested. They need to win their confidence so that if any concern or question arises, the person interested does not hesitate to communicate this.

### Useful contacts

District Membership, Development & Retention Chairman – details in District Handbook/Directory.  
RIBI Membership, Development & Retention Committee – contact details are in the Members' Area on the RIBI website, [www.ribi.org](http://www.ribi.org)