



## WAYS TO BRING AND RETAIN MEMBERS

### DO'S

- i. **IDENTIFY:** potential, qualified members.
  - Ask for Rotary Roster.
  - Talk to Rotarians or Past Rotarians whose wife, sister, mother, daughter could become members.
  - Talk to family members of Inner Wheel members.
  - Talk to former Inner Wheel members who left due to personal reason and could rejoin.
  - Talk to Rotaractor - previous and present who themselves or their family members could become Inner Wheel members.
  - Attract younger members who have the potential to lead at the Club, District, Zone and National level.
- ii. **INFORM:** prospective members on what Inner Wheel is all about.
  - Talk about the community projects the club is involved in, international projects, social activities, Rotary/Inner Wheel involvement and the bond formed among members.
  - Have an ongoing program on educating members on changes that may develop. This might be a good time to re-educate existing members with the Inner Wheel Constitution and Byelaws.
- iii. **INVITE:** prospective members to a meeting / get-together / functions / projects.
  - Make it an interesting meeting.
  - Have a good speaker or program.
  - Have someone pick them up and bring them. Have this person be their mentor, and accompany them to a number of meetings until they are comfortable with the group.
  - Introduce them; make them feel welcome.
  - Let them see how you enjoy with one another and work together.
- iv. **INDUCT:** preferably on installation, District Chairman's visit, etc.
  - Make it a very memorable occasion when this new members is inducted into the Club.
  - Invite new member family to attend the induction.



- v. **ORIENT:** When new members join, on Inner Wheel information and its policies.
- Prepare an Orientation Package of Information that includes the Inner Wheel pin, the Handbook and a copy of the Club Roster. This could be helpful for existing members too.
  - Many women get disillusioned with the administrative part of our organization so it is always advisable not to give all the does and don't at the beginning or at one stretch. The information should be need based and everyone learns as they become mature in the club with experience. Keep it simple at the beginning.
  - Provide Inner Wheel information to new members though appointing a senior experienced member as her mentor. **Members' Orientation program is a must.**
- vi. **INVOLVE:** Get the new member or members involved immediately. Everyone has a potential. Tap it and involve all in some or the other activities.
- Put them on committee to work with other members on a project. Describe the various committees; work with them to identify which committee they would like to serve on.
  - Make them feel a part of the Club right away. Make them feel important.
  - This is a wonderful way for them to meet new friends and receive important information.
- vii. **IMPROVE:** Projects and meetings and other fellowship activities. Good combination of all is required.
- viii. **IMAGE:** Build image of the club as good image attracts others towards it.
- ix. **INSPIRE:** Give award to the member proposing the new member. This will inspire others to do the same.

#### **DON'TS:**

- i. **IGNORE:** Never ignore any member.
- ii. **IMPORTANCE:** Let every member in the club feel important.
- iii. **'I' word:** Replace 'I' with 'We' even if you do the job alone.
- iv. **INDUCT INDIVIDUALLY:** Group Induction is preferred so that the new members are together and feel comfortable.

## 2. EXTERNAL EXPANSION (FORMING NEW CLUBS)

Starting an IIW Club is very similar to a military campaign. Careful forethought and planning is necessary. As per IIW Constitution, a minimum of 10 active members to form a new club is mandatory. However, to keep a club growing strong and flourishing, it is recommended to have 20 members or more. These members getting together to form a new club could be:

- (a) Women related to Rotarians/former Rotarians.
- (b) Women related to Inner Wheel members/former Inner Wheel members.
- (c) Women who have been invited to join.

A new club can be started from any one or a combination of all three of the categories and slight restriction on point c, that the majority of the Club members agree, does not apply. It is permissible to form a new Club totally from Category c. And because there are no existing members, then a majority vote of approval does not apply. As soon as those new members join, they become full active members, and can vote and hold office, and participate in all aspects of the Club.

A new Club can be formed and sponsored by either of the following:

- Rotary Club
- Inner Wheel Club
- District Executive

Starting a new Club is the responsibility of the District ESO. She should be involved to explain the objects of Inner Wheel and how Clubs and Districts function. If no District exists, then the sponsoring Inner Wheel Club should take on that responsibility, and they should keep IIW informed of the possible formation.

