

Recipe for Successful Discover Rotary Event

Pre-Planning

- Put event on club calendar.
- Book venue for event. Best practice is to hold event before or after meeting or as an evening social.
- Provide enough advance time for members to invite prospective members.
- Reach out to District 7690 Membership Team to help customize PowerPoint, to potentially present or help with presentation tips.
- Encourage members weekly to invite guests leading up to Discover Rotary event.
- Members confirm guests a week before event.
- Club Membership Committee Member texts each prospect a short reminder morning of the event.

Event Day Best Practices

- **Sign in sheet** at door. Name, email, Mobile Number and Sponsor.
- Name Tag for each guest.
- Refreshments served as prospects and members arrive.
- Best practice is event lasts **no more** than 1 hour.
- Potential agenda:
 - A. 10 to 15 minutes of fellowship
 - B. Brief introduction: Member: Name, Vocation, why you stayed in Rotary?
Prospect: Name, Vocation, what sparked your interest in Rotary?
 - C. 15 – 20 minute presentation (See website for Customizable Power Point)
 - D. Question and Answer
 - E. Wrap-up with invitation to stay for refreshments, fellowship, and networking.
 - F. Optional: Club handout

Follow-Up

- Follow-up email thanking prospects for attending same or next day by sponsors.
- Phone call from President or Membership chair within 2 days, asking if any questions and inviting to attend meeting.
- Sponsor continues to follow-up until get a "yes", "No" or "Not Now."