

What's basic about Membership?

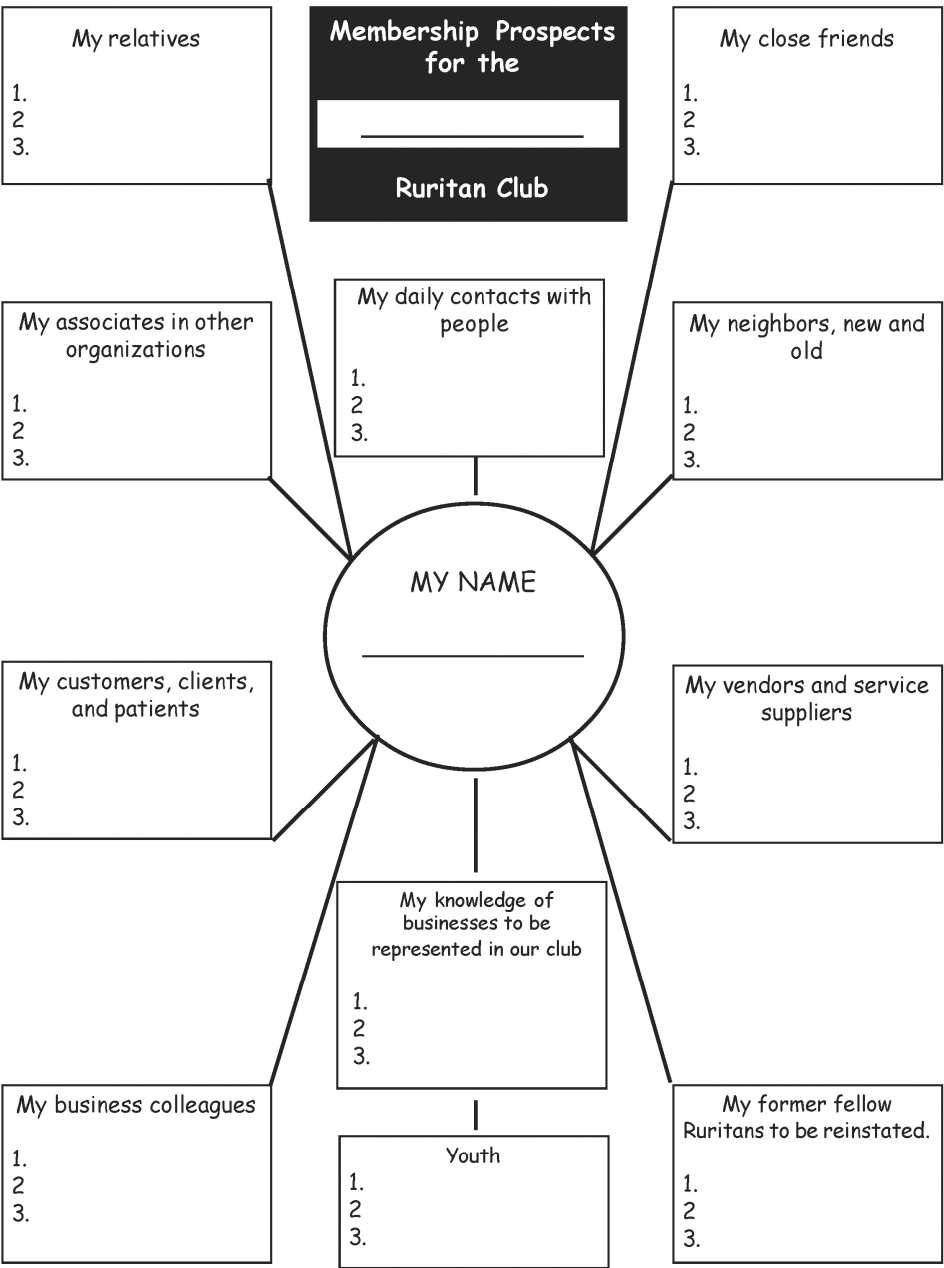
There's nothing difficult about recruiting members into a service club. Who is a prospective member? When growing Ruritan, we often over look those closest to us. Don't be hesitant to share the Ruritan opportunity with the "special" people in our lives. They are waiting to be asked - by YOU!

☑ Friends - old and new friends, worship & work friends, childhood friends, friends from along the way.

☑ Relatives - children, grand-children, parents, aunts, uncles, cousins, nieces, and nephews.

☑ Associates - teachers, principals, bankers, pastors, store managers and owners, insurance agents

☑ Neighbors - next door neighbors, back door neighbors, down-the-street neighbors, across town neighbors, old neighbors, new neighbors.



Follow these simple steps

Use the examples and you'll be on your way to growing your club. Focus your efforts on the basics of membership - **Action, Balance, Commitment, Dedication and Service.**

ACTION - Seek out prospects and ask them to join. Give back to them the opportunity you received when you were asked to join Ruritan.

BALANCE - Recruit people with a variety of occupations and backgrounds into your club. Diversity among members will keep the club fresh and interesting

COMMITMENT - Be committed, consistent in your recruiting.

DEDICATION - Only dedication and focus to the task at hand will ensure success in recruiting and growth for your club.

SERVICE - New members benefit everyone - other members, the club, the community.

Working together, people from diverse backgrounds create a special environment by sharing what they know to grow in Ruritan for a sense of pride and community ownership.



Occupations

This list identifies prospective members by occupation. Take **action** to recruit them into your club. Seek to **balance** membership with a variety of occupations. Make a serious **commitment** to grow your club. **Service** is the primary focus of Ruritan.

Artist, ad agency owner

Banker, baker, bookkeeper

Clergy, court reporter, caterer

Dry cleaner, daycare worker

Engineer, exterminator, editor

Funeral director, farmer,

Grocer, graphic artist, golf pro

Homemaker, home health care

Insurance agent, investment advisor

Janitor, jeweler, juggler

Kitchen aide, karate teacher

Locksmith, Landscaper

Marriage counselor, marketer

Nurse, news reporter

Optician, orthodontist

Printer, physician, painter

Quality control manager

Roofer, real estate agent

Salesman, secretary, security

Travel agent, tax preparer

Utility worker, underwriter

Welder, writer, waitperson

X-ray technician

Zoologist

Other occupations:



Ruritan Mission Statement

Ruritan is a national organization dedicated to improving communities and building a better America through fellowship, good will and community service.

Service committees –

- Citizenship and Patriotism
- Business & Professions
- Environment
- Public Service
- Social Development

For suggestions on other membership activities, contact the Growth and Development Coordinator at Ruritan National Home Office. These membership tools are available at no charge to your club:

This is Ruritan (DVD)

PowerPoint presentations –

“What is Ruritan?” (card)

“Welcome to Ruritan” (DVD)

Brochure templates –

Existing club

Newsletter

Placemat

Ruritan National

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Basics of Membership



Growth is a C-H-O-I-C-E



Published by
Ruritan National
America's Leading Service Club