



Ruritan

Membership Committee



PURPOSE OF THIS COMMITTEE

The purpose of this committee is to assist in providing stability and growth in club membership.

Areas of concern should include:

- RECRUIT** - (recruit new members)
- RETAIN** - (retain current members)
- REGAIN** - (regain new members)

**“AMERICA’S LEADING COMMUNITY
SERVICE ORGANIZATION.”**

ORGANIZING YOUR WORK

Growth and the acquisition of new members should be a monthly concern of each club throughout the year.

1. The committee should meet as soon as possible after appointment to study the current and future needs of the club and community as they relate to the purpose of the Membership Committee.

2. The committee should propose a membership goal for the current year. Plan to reach the club membership goal.

3. The estimated cost, if any, of obtaining new members will be presented to the Finance Committee.

4. The chair should meet with the Club Objectives Committee prior to the January meeting of the club to coordinate all proposed committee programs.

5. At the January meeting, the club will consider the proposals of the Membership Committee and approve the programs for the current year.

6. The chair of the Membership Committee will list approved programs in this booklet.

7. Follow-up is vital in this committee.

Constant review and reminders should follow each monthly meeting, with committee members responsible for contacting new member prospects. Prospects should be invited to fellowship, eat, and view the club's program.

8. At the end of the year, the records of the committee should be turned over to the Incoming Membership Chair.

For additional assistance in forming new clubs or recruiting members, contact your Zone Governor, District Governor, District Growth and Development Chair and/or National Director.

The changing needs of your club should be fulfilled by continuing surveys to identify prospects for membership. The size of your club and community determines the programs to be adopted by your committee. More members mean: increased fellowship and community service; greater representation of Ruritan in community projects; greater human resources for fundraising; increased assistance to others and more enthusiastic support for the club.

SUGGESTED PROJECTS

RURITAN STUDENT PROGRAM

Invite students(s) in school and college to become members of your club. If possible, a minimum of two students should be brought in at the time the program is initiated. All steps to be followed with one exception -- suggest club pay initiation fee and dues for first year.

Recommendations

- a. New members should be given formal installation and a new member kit.
- b. Club secretary indicates on the monthly report that the club is participating in Ruritan Student Program at the time the new membership is reported.
- c. Student(s) should be assigned to the Social Development Committee.
- d. Work with youth as regular members to foster a spirit of fellowship, goodwill, and community service.
- e. Encourage students who leave the community/club to consider transferring membership status to associate/affiliate or transferring to another club.

RECRUITING MEMBERS BY STANDING COMMITTEES

Each month a Community Service Committee has the responsibility to bring in prospects.

CONTEST BETWEEN CLUB MEMBERSHIP

Sample Contest Rules:

- a. Establish teams. Competition is the motivator. Divide the club membership into teams of 3 or more with the captain of each team serving on the contest rules committee. Each team should develop its own approach for getting new members.
- b. The Membership Committee should follow-up at each meeting. Consider the prospects who were invited but did not attend as well as follow-up on those who attended but did not join. Assign someone else to visit this prospect again to get a commitment.
- c. Winners of the contest eat a meal provided by the losers.

RURITAN MENTORING

Mentoring information can be found on the Ruritan Website, www.ruritan.org. Questions covered are:

- a. What is Mentoring?
- b. Why have a Mentoring Program?
- c. Who will be the Mentors?
- d. How will it work?

SUGGESTED EVENTS

1. Open House
2. Community Picnic
3. Bingo
4. Community Dance
5. Ice Cream Social
6. Vender Event
7. Movie Night
8. Dog Show
9. Gun Raffle
10. Bake Sale
11. Auction
12. Arts and Craft Show

PLANNING AN EVENT

When planning an event, remember to:

1. Decide on a date
2. Start making plans (location, advertising, etc)
 - a. Fliers
 - b. Advertise
 - c. Refreshments
 - d. Plans to keep people busy
 - e. Plan your handouts
3. Put up signs around community
4. Do NOT ask guests to join during event
5. Have a sign-in sheet to follow up with guests
6. Wear Ruritan attire

HELPFUL SUGGESTIONS

Important: See the procedure for receiving new members and conducting the initiation ceremony in the Club Officers' Handbook.

MEMBERSHIP RETENTION

- a. Contact absent members to let them know they were missed at the club meeting soon after the meeting.
- b. Absent members should be contacted and apprised of their situation prior to being dropped. There may be jobs, sickness or other factors causing them to miss the meetings.
- c. Make-up meetings should be encouraged by Community Service.
- d. Members may be placed on leave of absence up to one year or may be made an associate or affiliate indefinitely with annual status review by club.

SETTING YOUR MEMBERSHIP GOAL FOR THE YEAR

1. How many members would you like to have at your monthly meeting?
2. How many members do you need to complete your community service programs?
3. Would more members make serving your community easier? Fund-raising?
4. The number you need will determine your goal.

SPONSOR A NEW CLUB EXPAND RURITAN

- (a) The club president should explain at the club meeting that the club should assist in organizing a new Ruritan club.
- (b) After a discussion, club members should vote to sponsor the new club. (Basic requirements in Club Officers' Handbook — Sponsoring Club Award.)
- (c) President appoints a Growth and Development Committee (a small committee, generally best with two members) with the president serving as ex officio member.
- (d) Club members assist Growth and Development Committee by identifying key contacts in nearby communities.
- (e) The Club's Growth and Development Committee will select the community in which to organize a new club.
- (f) Members agree to assist the Growth and Development Committee by contacting leaders, selling Ruritan, and/or inviting acquaintances from the community selected to visit the club meeting as guests.

SILENT SALESMAN

Donate your extra or old copies of the RURITAN magazine to your library, doctor's office, or other public places. Attach a note about your local Ruritan club (your name, meeting dates, meeting place, your telephone number, Facebook page, and Website).

**GROWTH AND DEVELOPMENT
MATERIALS ARE AVAILABLE FROM
RURITAN NATIONAL (877) 787-8727
membership@ruritan.org
www.ruritan.org**

