

Jasmine Basrai, Membership Chair

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### **Introduction:**

We are so excited this year to create programs to ATTRACT new members to our Niles Rotary family. To do this we will all be asked to SHARE ROTARY, President Audrey's Theme for this Rotary year. Rotary's Strategic Action Plan is "Expand Our Reach." This means attracting new members that represent the community in which we are active.

District Governor Richard Flanders has also set a goal of increasing membership by 12% for our district. This is an entire club effort where we will all need to focus on 3 fundamentals to help our club remain vibrant and relevant for future years. These are *Identify, Discuss, and Engage*. Throughout the year we will provide tools and resources for every member to help them in attracting new members around these fundamentals.

### **Identify:**

This means getting back to the basics and identifying as a Rotarian. This could be as simple as wearing your pin, putting your club affiliation in your signature line or on your business card. As a legacy of Niles Rotary I loved hearing the stories about my Dad's pins and how he got them or where he got them. He would even visit other Rotary clubs while he was on vacation and got to feel as though he was part of the larger organization that was Rotary and bring those stories back home to the club and our family -- bringing with him the sense of pride of being part of a global organization. He once even quoted the Four-Way Test during an interview saying it was the only way he knew how to be.

### **Discuss:**

I'll admit this one sometimes seems the simplest but is the hardest to do. I know for all of us Rotary provides a great place for fellowship, networking, and being of service to both our local and global communities and we should be proud of our accomplishments and openly talk about it with likeminded people. Proudly share

what our club is doing via social media, in passing conversations and get potential members excited about what our club is doing to make the world a better place.

### **Engage:**

Inviting potential members to club meetings, social events, and community service projects is the easiest way to show what it means to be a Rotarian. If everyone can commit to inviting just one potential member during this year, we can dramatically increase our potential member pool. Not everyone will become a member but at least we've done our part to share why Rotary is such an important and lasting service organization.

For some of you these things may be obvious, but in order for us to accomplish our goals as a club and as Rotarians it will take everyone's commitment to ensure that we practice these in our daily lives. Coming out of this pandemic the desire to give back and the needs of our community will be at an all-time high. Let's capitalize on that! By sharing Rotary we ensure our club's future and its success.