



'CIC' MEMBERSHIP PROGRAM – RE-PRINTED FROM WEB PAGE <http://how.to/cic>

(Copy of sample presentation made to a club by Membership Development Chairman, DG, AG or some other noted person, preferably not from that club)

Talk should last about 12 – 15 minutes, allow for some questions, total time for presentation - say 20 minutes

¹ PRESIDENT, CHAIRMAN, MEMBERS - (be excited - tell a joke)

² IT IS A TRUE! - LACK OF NUMBERS IN CLUB - NEVER INDICATES LACK ENTHUSIASM

³ BUT LACK OF NUMBERS DOES MEAN MORE WORK FOR EVERYONE

⁴ SOME CLUBS HAVE BECOME TOO SMALL TO OPERATE - LEADING TO MEMBER 'BURN-OUT'

⁵ IT'S LOGICAL (YOU WOULD AGREE), THE BIGGER CLUB, THE MORE CAN BE ACHIEVED

⁶ TO ACHIEVE MORE & MAKE IT EASIER ON EXISTING MEMBERS, WE NEED MORE MEMBERS!

⁷ IT IS A FACT! - ROTARY MEMBERSHIP, IN GENERAL, HAS STRUGGLED FOR MANY YEARS

⁸ BIG Problem! - EVERYONE HAS TRIED - NET RESULT? – WELL, YOU KNOW THE RESULT

⁹ SO SOMETHING HAD TO CHANGE - BUT RI'S RULES LIMIT CHANGES

¹⁰ WE ARE AT A CROSS ROADS – OLD WAYS? (WITH KNOWN RESULTS) – OR TRY A NEW WAY?

¹¹ THAT'S WHERE CATHY ROTH'S 'CIC' or ('CLUB IN A CLUB') PLAN CAME ABOUT

¹² CATHY WOULD SPEAK AT CONFERENCES ABOUT THE 'FUTURE OF ROTARY'

¹³ SHE DEVELOPED THIS SIMPLE 'CIC' MEMBERSHIP PLAN

¹⁴ CATHY'S CLUB GREW FROM 29 TO 40 1ST YEAR, THEN STAYED @ 40 FOR NEXT 9 YEARS DESPITE ALL THE BEST EFFORTS BY EACH YEARS PRESIDENTS.

¹⁵ SHE FIGURED -THE APPROACH TO NEW MEMBERSHIP HAD TO CHANGE!!

¹⁶ CATHY MADE THIS CIC PLAN TO MEET CURRENT RI RULES. SHE USED PAST RI PRESIDENT - ROYCE ABBEY AS A 'SOUNDING BOARD' AND GAINED HIS APPROVAL

¹⁷ CONCEPT OF PLAN IS SO SIMPLE - 'WHY DIDN'T WE THINK OF THIS BEFORE?'

(1) MAKE MEMBERSHIP A TOTAL CLUB RESPONSIBILITY (not individual members)

(2) INDUCT MEMBERS TOGETHER (forming special bonds – like charter members of new clubs)

¹⁸ BEFORE DETAILING 'CIC'-LET'S LOOK AT CURRENT METHOD

¹⁹ IF I PUT IN A CARD ON SOMEONE, OTHERS IN MY CLUB MAY NOT EVEN KNOW

²⁰ INDIVIDUALS PUT CARD IN TO BOARD>TO CLASSIFICATION>TO MEMBERSHIP>TO BOARD

²¹ THEN CIRCULATED TO CLUB – THAT'S 1ST TIME OTHERS KNOW - MEMBER INVITED

²² AFTER ALL ABOVE, IT'S POSSIBLE THAT PERSON MAY NOT WANT TO JOIN - SO WASTED TIME

²³ SO WHAT'S THE DIFFERENCE? - 'CIC' IS A TOTAL CLUB MEMBERSHIP PROJECT

²⁴ IT'S NOT JUST INDIVIDUALS PUTTING IN CARDS - TOTAL CLUB EFFORT SUBMITTING NAMES

²⁵ SOME RESULTS 'CIC'? - DO IT WELL, FOLLOW THE STEPS & AIM FOR 20% TO 50% INCREASE IN 12 MONTHS

²⁶ INTERESTED? - IMAGINE THIS CLUB WITH 20% INCREASE OR MORE – IT IS POSSIBLE (quote results, see results web page)

²⁷ 2ND PART OF 'CIC' CONCEPT - INDUCT 'ON MASS' – INSTEAD OF AS INDIVIDUALS

²⁸ YOU HAVE NOTICED WHEN MEMBERS JOIN IN PAIRS OR A GROUP - THEY BECOME MATES (special bonds form, similar to when clubs are chartered)

²⁹ e.g. Like starting a new school mid term as a child, 10 times easier when another child or other students joins at the same time, even if you didn't know them before, you now have a friend.

³⁰ SO THERE IT IS. TWO PARTS: MEMBERSHIP TOTAL CLUB RESPONSIBILITY, INDUCT 'ON MASS'.

³¹ HOW DO YOU START? - WHAT DO YOU HAVE TO DO?

³² YOU CAN START RIGHT NOW IF YOU'RE SERIOUS ABOUT MEMBERSHIP GROWTH IN THIS CLUB

³³ ON A SHEET OF PAPER IN FRONT OF YOU, FILL IN AS MANY NAMES AS 1ST COME TO MIND

I guarantee you can think of at least three names straight away? Forget whether they have been asked before; forget if you think that they are too busy (they decide that – not you). Use your business cards for a prompt - don't worry about full details at this stage - go home and ask your partner who would make a good member

³⁴ See, now, gone is the embarrassment of hounding friends to join! You simply put down their name; the Club committee does the rest – what a relief!

³⁵ NAMES COLLECTED (INC. POSS. CLASSIFICATION), PRINTED & CIRCULATED TO CLUB

³⁶ NAMES GO TO BOARD, THEN TO CLASSIFICATION, BACK TO CLUB TO CONFIRM CLASSIFICATION

³⁷ YOU SEE NOW COMPLETE CLUB INVOLVEMENT!

³⁸ PLAN HAS 'BUILT-IN' MEMBERSHIP CHECK. OTHER CLUB MEMBERS SEE PROPOSED NAMES

³⁹ NAMES SENT BACK TO BOARD AFTER FINAL CHECK OUT BY CLUB (check spelling, details etc).

⁴⁰ LETTER SENT OUT (MARKED PRIVATE AND CONFIDENTIAL - TO ENSURE THAT IT GETS TO THE CORRECT PERSON), INVITING THE POTENTIAL MEMBER AND PARTNER TO ATTEND THE INTEREST MEETING (read letter - see web site, 'letter to prospective member').

⁴¹ EXPECTED RESULTS: OF EVERY 100 NAMES SENT OUT, 15 SHOULD RESPOND POSITIVELY, AND OVER 50% WILL JOIN OF THOSE ATTENDING INTEREST MEETING. SO ABOUT AN 8% to 10% RESULT FROM THE NAMES SENT OUT (results based on 25 clubs surveyed)

⁴² SPECIAL NIGHT IS PLANNED WITH TWO MOTIVATIONAL SPEAKERS (see suggested program on 'CIC' web site)

⁴³ THOSE SHOWING INTEREST ARE INVITED TO ATTEND REGULAR MEETINGS (as they have previously passed selection process)

⁴⁴ WHEN ALL NEW MEMBERS ARE SETTLED AND THE CLUB IS COMFORTABLE WITH THEM

⁴⁵ BIG INDUCTION NIGHT WITH DG or AG's INVITED TO ASSIST THE CLUB PRESIDENT IN THE INDUCTION OF THE NEW MEMBERS

⁴⁶ IMPORTANT, NEW MEMBERS' PARTNERS INVITED & GIVEN 'SPECIAL TREATMENT'

⁴⁷ PARTNERS SUPPORTING ROTARIANS GIVE YOUR CLUB A 'TWO FOR ONE' EFFECT

⁴⁸ THIS NEW & EXCITING ENERGY IN CLUB NEEDS A PROGRAM FOR GREAT GUEST SPEAKERS

⁴⁹ TO HELP WITH GUEST SPEAKERS, USE DISTRICT COMMITTEES.

⁵⁰ SO - IF YOU'RE SERIOUS ABOUT CLUB GROWTH THIS & EVERY YEAR, & I KNOW YOU ARE

⁵¹ I CHALLENGE YOUR PRESIDENT TO START THIS PROGRAM IN THIS CLUB - RIGHT NOW!

⁵² ALL THAT IS NEEDED IS ONE OR TWO OF YOUR MEMBERS TO WORK THROUGH THE PROGRAM

⁵³ IF YOU HAVE HAD LIMITED RESULTS FOR MEMBERSHIP IN THE PAST, WHY NOT TRY CIC?

⁵⁴ THANK YOU FOR YOUR INTEREST - I'LL TRY TO ANSWER ANY QUESTIONS

(# Tip: have several pre-printed questions given to 'Key' members prior to talk to help stimulate question time – Remind club that scheme has been reviewed by World Presidents and membership chairs and all have encouraged promotion as one of the tools for Membership growth)