

'C I C' Membership Program

(Club in a Club) web site: <http://how.to/cic>

Increase Membership 10% - 35% (or more is possible) at one time !!!

What is 'C I C'?

A proven system to:

- dramatically increase club numbers in just a few weeks
- inject new life, enthusiasm and energy into clubs
- lower the average age of club members
- increase club acceptance of Rotary information
- involve all club members in the proposal of new members
- set new directions for staid or "tired" clubs
- increase fellowship
- enable clubs to undertake larger projects
- increase retention rate
- capture the "heart" and "spirit" of Rotary as Paul Harris envisaged

What are the two principles of the program?

(1) Make membership a Club responsibility (no longer just individual responsibility)

(2) Always Induct new members 'EN-Mass' ('induct as a group - not individually')

How can all this happen?

Through these simple steps:

- ask all club members to write down the name of every suitable person they know
- give this list to the Board for review (average results 5 – 7 names from each club member)
- after Board vetting, circulate list to all club members for editing / approval
- have classification committee verify the veracity of the names
- circulate final list to Board and club members for endorsement
- invite listed names to an "interest meeting" (- see web site for program)
- invite club members to speak on Rotary internationally, about Clubs and about this Club
- ask one member to speak on "What Rotary means to me"
- finish with tea / coffee and a chat
- as all at the 'interest meeting' have passed the proper selection process, they are eligible and invited to join a Rotary meeting at the end of the 'interest meeting'
- since all processes have been fulfilled already – when club is ready, induct these as a group at a regular club meeting
- **WATCH THE BENEFITS!** - Web address: <http://how.to/cic>

IT WORKS ! ! ! !